

Personal Social Media

Students are to design, develop implement and evaluate their own social media campaign to promote the department. Example of personal campaign include Facebook campaigns, Instagram, twitter, and snapchat. The instructor will work on-on-one with the student to isolate a personal sales campaign project.

*** Minimum once a day, in three social media outlets.**

EXAMPLE: DAY OF THE WEEK (Posting, results, reflection)

- FACEBOOK:

- Tuesday, September 20th, at 6:30am. “Be the change you wanna see in others.”
#ChangeBeginsWithMe
- 9 like 1 share.
- Mostly like from friends. Not necessarily a successful posting.

- TWITTER:

- Tuesday, September 20th, at 9:30am. “Be the change you wanna see in others.”
#ChangeBeginsWithMe
- 1 share, 1 like
- Still developing my brand.

- INSTAGRAM:

- Tuesday, September 20th, at 7:30pm. ““Be the change you wanna see in others.”
#ChangeBeginsWithMe
- 10 likes
- Better medium to advance campaign, perhaps?

STUDENTS MUST SUBMIT A DOCUMENT CONTAINING SOCIAL MEDIA POSTING DAYS, THEIR REFLECTIONS, AS WELL AS HOW MUCH ENGAGEMENT WAS RECEIVED IN ALL THREE SOCIAL MEDIA OUTLETS, ALONG WITH A PRINT OUT OF THE POSTINGS AS EVIDENCE.