

Social Media Project: (35%)

The purpose of this assignment is to provide you with a hands-on experience in setting up, promoting, and measuring a blog.

Week 1: Set Up Blog (due April 4)

1. **Select a topic that interests you.** Your topic might be a certain sport, TV show, musical genre, food, fashion, etc.
2. **Blog:** Set up a blog and write two blog posts.
3. **Articles:** Find two helpful articles about SEO.
4. **SEO:** See if you can implement anything on your blog that will help with SEO.
5. **Paper:** Write up a 1/2 to one-page explanation of what you did to "SEO" your blog (and attach the articles). List your blog and Twitter accounts.
6. **Widgets:** Look for some widgets to incorporate that will help people connect to your blog. (On Wordpress, it's under Appearance and then Widgets.)

Week 2: Promote Blog Using Twitter (due April 11)

1. **Articles:** Find two articles about how to use Twitter to drive traffic to a blog.
2. **Blog:** Write one blog post.
3. **Tweet:** Write five tweets related to your topic, using bit.ly links to articles or your blog posts. (At least two tweets must link to your blog.)
4. **Hashtag:** Find a hashtag related to your topic and use it in at least some of your tweets.
5. **Paper:** Employ the Twitter tactics suggested by your articles and write up a 1/2 to one-page explanation of what you did to follow these suggestions. (Attach articles and screenshots of your five tweets.)

Week 3: Promote Blog Using Pinterest and Google+ (due April 18)

1. **Blog:** Write one blog post.
2. **Tweet:** Write three tweets related to your topic, using one to drive traffic to your blog (with bit.ly).
3. **Pinterest:** Create a Pinterest account and create a board dedicated to your blog topic.

4. **Google+:** Create a Google+ account.
5. **Articles:** Find two articles about promoting your blog using Pinterest and two articles about promoting your blog using Google+.
6. **Paper:** Employ 2-3 tactics suggested by your articles for Pinterest and Google+ (2-3 for each). Explain what you did in a short paper. Provide the URLs for your Pinterest and Google+ profiles. Attach articles.

Week 4: Measurement (due April 25)

1. **Blog:** Add the Google+ badge to your blog.
2. **Twitter:** Click through on some of the links provided by two classmates.
3. **Blog:** Write one comment on two students' blogs and Google +1 on their blogs.
4. **Google Webmaster Tools:** Report interesting data from here.
5. **Twitter:** Use a Twitter tool and report interesting data from here.
6. **Bit.ly:** Report the clickthroughs on your Bit.ly links.
7. **Klout:** What's your Klout score? Report other interesting data here too.
8. **Pinterest:** Try out a Pinterest analytics tools like Pinreach or Pinerly. Report data.