

## **Strategic Communication Media: Social Media Campaign Presentation (10%)**

### **Purpose**

This assignment will help you learn about creative ways to integrate social media into your public relations campaigns.

### **Steps**

1. Find an article in a public relations trade journal (e.g., *PR News*, *PR Week*) or online news source such as Mediapost or Mashable about a public relations campaign that occurred in 2012-2013. The campaign must have a social media component.
2. Post a copy of the article to our class wiki for approval at [mmc6415.wikia.com](http://mmc6415.wikia.com).
3. Create a presentation using Powerpoint or another presentation software.
4. During your 10-minute presentation:
  - a. Discuss the overall purpose of the campaign and the objectives that they might have had
  - b. Provide specifics about the strategy/tactics and show any relevant visuals (e.g., Web site, video, Facebook page)
  - c. Discuss the measures they might have evaluated the success of the campaign
  - d. Draw on any relevant readings from this class
  - e. Engage the class in discussion
  - f. Follow the rules of good public speaking

You may want to review the “ROPE” model of PR. You will be presenting on the “OPE” part of it.

### **Grading**

I will ask the following questions to determine your grade:

- Did you discuss the purpose, objectives, strategy/tactics, and evaluation of the campaign (making inferences where no information is available)?
- Did you show relevant visuals?
- Did you draw on relevant readings?
- Did you engage the class?
- Did you place a copy of the article on the class wiki?