

Strategic Communication Media: Social Media Tools Presentation (5%)

Purpose

This assignment will help you learn about social media tools that can help you in the practice of strategic communication.

Steps

1. Do some research to learn about a free social media tool that would be relevant to a strategic communications practitioner. There are lots of lists out there if you search “social media tools” or a similar keyword. You could use a tool that can help you do your job better or one that was applied in an interesting way to a campaign.
2. Post a link to the tool on our class wiki at mmc6415.wikia.com and any helpful resources about it (articles or how-to’s).
3. During your 5-minute presentation:
 - a. Demonstrate how the tool works
 - b. Discuss the tool’s benefits and limitations
 - c. Follow the rules of good public speaking

Grading

I will ask the following questions to determine your grade:

- Is the tool relevant to strategic communication?
- Did you demonstrate effectively how the tool can be used?
- Did you address benefits/limitations?
- Did you place a link to the tool and a resource for using it on the class wiki?