

COM 227: Principles of Social Media

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Social Media Tool Assignment

For this assignment you will produce a multimedia presentation on a social media tool of your choosing. Your multimedia presentation should include both video and audio content. Examples of multimedia presentations include PowerPoint or Prezi with voiceover, short recorded video, animated video (ex. PowToon), etc.

Please choose a tool, platform or mobile app that you believe would be new to most of the students in the class. The following platforms/tools/apps may **NOT** be used for this assignment:

- Twitter
- Facebook
- Instagram
- YouTube
- LinkedIn
- Pinterest
- Vine
- Whatsapp

Your presentation should cover the following:

- Tool name and URL
- Description of tool
- What makes this tool social?
- What are the strengths of the tool?
- What are the weaknesses?
- Do you plan to use the tool in the future? Why or why not?

You may work with a partner for this assignment.

Assignment Guidelines:

- All presentations must include both visual and audio components
- Assignments must be accessible through the web (i.e. – you must be able to submit a link to the presentation)
- To turn in your assignment, paste the link to your presentation in either the text submission box or the comments box on the Blackboard assignment page
- Due Monday, October 24 at 11:59 p.m. (upload to Blackboard)