

## **Advanced Social Media and Community Engagement**

**Dr. Melissa Janoske**

### **Assignment: Content Creation**

You will be responsible for choosing one topic area that you are interested in professionally. This can be a scholarly area, but it does not have to be—it could be the field you work in, an area you'd like to work in, or what it's like to be Kanye West's publicist (probably very difficult). You will be responsible for creating a variety of new and unique content within that area on a variety of platforms. You will both create the content (write the tweet, take the Instagram photo or Vine video, make the meme, etc.) and write a brief discussion of what you've created (why you made the choices you did and what goals/objectives/ideas you think it fulfills for the field).

You will be responsible for sharing what you've created with the rest of the class. You can choose in which order you create content (if you'd like to make a video for the first deadline and write a tweet for the second, or take an Instagram picture and then make the video, that's all fine). There are two deadlines: five pieces of content must be created by March 17 at 5:30pm Central, and the additional five pieces of content needs to have been created by the last class of the semester (April 21 at 5:30pm Central).

Content to be created:

A list of other people who write on the same/a similar topic

A paragraph on who your target audience is and what you know about them (demographics/psychographics)

A video (at least 30 seconds in duration)

A Vine (6 seconds in duration)

A blog post (200-500 words)

An Instagram picture, including caption and relevant hashtags

A tweet (140 characters), including relevant hashtags and/or @mentions

A Facebook group, and a list of 3-5 different topics/content that could be covered

A Pinterest board, including topic and 3-5 appropriate pins

Your choice of content

Each content is worth 10 points, for 100 points total toward your final grade.