**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Social Media Investigation**

***Directions:*** *Social media is one of the best tools for building an audience in today’s media-soaked world, but not all social media platforms are created equal. Investigate the following news outlets’ use of social media to determine:*

*(1)* *The pros and cons of using each social media tool to draw readers to a website;*

*(2)* *The effectiveness of each news outlet’s use of social media, in terms of:*

*a.* *Are they using the tool appropriately?*

*b.* *How well have they written their posts (use the checklist from your notes)?*

*c.* *Are you enticed to click and go to their website? Why or why not?*

|  |  |  |  |
| --- | --- | --- | --- |
| **Social Media Platform and News Outlet** | **What are the pros of using this platform to draw readers to the website?** | **What are the cons of using this platform to draw readers to the website?** | **Has the news outlet used the tool effectively? Use evidence to explain.** |
| Facebook:  [Lawrence Journal-World](https://www.facebook.com/LJWorld?fref=ts&rf=113377938677228) (Kan.) |  |  |  |
| Twitter:  [Kansas City Star](https://twitter.com/KCStar) |  |  |  |
| **Social Media Platform and News Outlet** | **What are the pros of using this platform to draw readers to the website?** | **What are the cons of using this platform to draw readers to the website?** | **Has the news outlet used the tool effectively? Use evidence to explain.** |
| Pinterest:  [CNN International](http://pinterest.com/cnni/) |  |  |  |
| Tumblr:  [Washington Post](http://washingtonpost.tumblr.com/) |  |  |  |

***Directions for Processing Activity****: Synthesize your notes from this investigation and create either a blog post, infographic or brochure that explains:*

*(1)* *How journalists can use social media to drive reader traffic to online content; and*

*(2)* *Demonstrates the pros and cons of at least three different social media platforms.*

*You will be graded based on the content and analysis of your chart as well as the message, creativity, structure and mechanics of your blog post, infographic or brochure. See attached rubric for specific descriptors.*

*This activity is due on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*