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

**Case Studies: Marketing With Social Media**

*Directions: Answer the before reading questions, then read and annotate the attached case studies about professional social media marketer Stephanie Hardiman Simon and student social media marketer Alexander Flum, then answer the after reading questions.*

**Before Reading**

1. What is social media? How does it affect journalism?

2. In your opinion, how could social media be used to draw audience attention to a publication?

**During Reading**

3. As you read, annotate your article according to the following system:

* Underline ways that Stephanie and Alexander use social media to reach their audience.
* Highlight Stephanie and Alexander’s opinions on the benefits of social media.
* Put an exclamation point (!) next to anything that surprises you and explain WHY in the margin next to that paragraph.
* Put a question mark (?) next to anything you are unsure about or would like to discuss with others and explain WHY in the margin next to that paragraph.

**After Reading**

4. What are some similarities and differences between how Stephanie and Alexander use social media for media marketing?

5. How does social media help you make connections with an audience?

6. What are the most effective ways to use social media to market a publication?

7. What are the most effective tools for branding in social media?

8. How should high school students go about starting social media accounts for their publications or improving their current social media usage?