**Choosing Social Media Tools: Infographic or Policy**

**Directions:** Synthesize your discussion and framework from this activity and create either an infographic or a written policy that explains:

1. The social media tools you will use;
2. Which members of your audience you will target with each tool;
3. For which purposes you will use the social media tools;
4. A step-by-step process for helping members of your staff make decisions about choosing social media tools.

You will be graded based on the content and analysis of your framework as well as the message, creativity, structure and mechanics of your infographic or policy. See rubric on the back for specific descriptors.

This activity is due \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Choosing Social Media Tools: Slideshow or Video Presentation**

**Directions:** Synthesize your discussion and framework from this activity and create a slideshow or video presentation for the staff and/or administration that explains:

1. The social media tools that you will use;
2. Which members of your audience you will target with each tool;
3. For which purposes you will use the social media tools;
4. A step-by-step process for helping members of your staff make decisions about choosing social media tools;
5. A thorough justification for your decisions about social media tools and usage;
6. How you will ensure that social media is used appropriately by your staff.

You will be graded based on the content and analysis of your framework as well as the message and mechanics of your slideshow or video presentation. See rubric on the back for specific descriptors.

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

**Choosing Social Media Tools: Scenarios**

**Directions:** Consider the scenarios below, and use the framework you developed to make a decision about what you would do for each. Be sure to *justify* your choices.

|  |  |  |  |
| --- | --- | --- | --- |
| Facebook | Instagram | Periscope | Tumblr |
| Twitter | Snapchat | Pinterest | Vine |

1. Your staff wants to preview selected yearbook pages as an incentive to encourage students to buy the book. In addition to posting spreads in the hallways, your editor would like you to identify two social media tools that could be utilized, and explain which is better based on your framework.

We could use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to do this because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

We could also use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to do this because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

According to our framework, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ would be best for this

purpose because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2. Your producer would like to expand your broadcast program to include streaming and live video to get students excited about your online news program. She would like you to identify two social media tools that could be utilized, and explain which is better based on your framework.

We could use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to do this because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

We could also use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to do this because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

According to our framework, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ would be best for this

purpose because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.