**Policy Writing Assignment**

*Directions: Now that you’ve read sample policies, considered a case study and conducted a survey of your fellow students’ social media and publication interaction habits, it’s time for you to develop a sample social media policy for our existing publication. Please complete the following activities.*

1. Write a social media/web commenting policy that covers *at least* the following points:

* Which social media platforms will you use?
  + Who gets to post? When? Frequency? What is the posting process?
  + Will there be one staff account per medium? Will staff members be able to use their personal accounts to post to it? Do staff members need to make publication-specific profiles for use in publications activities on social media?
* What types of comments will be allowed?
  + Is there an approval process? How does it work?
  + How will you deal with the audience abusing the commenting policy?
  + Will staff members be allowed to respond to comments? How?
  + When will you remove comments, if ever? Will you contact the poster?
* What are the guidelines for staff members’ social media use?
  + Writing posts for the publication?
  + Writing posts on their own personal accounts?
  + Interacting with the publications accounts through their own accounts?
  + How should reporters verify information gathered through social media?
* How will you use the social media accounts?
  + Examples: Drive traffic to articles, photo galleries, video, promotion of publications activities, promotion of school events, live tweeting/commenting, etc.

2. Feel free to add more policies as you see fit, but keep in mind your timeline. You’ll have 30 minutes today and 30 minutes during the next class to develop your policies and create a poster.

3. Create a poster displaying your developed policies. Use the formatting from the social media policy examples to help you format your policies in a proper manner. Be sure to use correct grammar and spelling.

4. After all of the policies are developed, we will participate in a “silent discussion” so each group can receive feedback. Then, you’ll answer the following questions on the back:

* Describe the strengths and weaknesses of your developed policies.
* Explain 1-2 policies other student groups developed that you ignored and that you would want to add to your own policies.
* Describe your next steps to make these policies ready for a staff manual and presentation to the principal/school board as official publications policies.

See the back of this page for the rubric.

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|  | **10 (A)** | **8.5 (B)** | **7 (C)** | **5.5 (D)** | **F (4.5)** |
| Policies  (x2) | All questions are answered completely and accurately, and are clearly correlated with class discussions. Descriptions are full and in-depth; it would be easy to follow these policies. | All questions are answered concisely and accurately, and are based on class discussions. Descriptions are complete; it would be easy to follow these policies. | All questions are answered accurately, but not fully explained, and may depart from the spirit of the assignment. A staff would have to do more work to flesh out the policies and make them usable. | Some, but not all, questions are answered accurately, and depart from the spirit of the assignment. A staff could not follow these policies as written. More work is needed. | The student does not meet the standards described. |
| Poster | Policies are presented in a visually stunning and organized manner that is easy to understand and professional. No spelling or grammar errors are present. Appears planned and executed professionally. | Policies are presented in a visually appealing and organized manner that is easy to understand. A few spelling or grammar errors may be present. Appears planned and executed properly. | Policies are presented in a visually appealing and structured manner, but a reader may have some questions. Spelling and grammar errors are present and obvious. Appears planned. | Policies are presented in a disorganized manner and appear more like a list than a finished product. The reader is left with questions. Many mechanical errors. Appears thrown together. | The student does not meet the standards described. |
| Reflection  (x2) | All questions are answered completely and accurately, based on class feedback. Next steps are explored and policies are expertly evaluated. | All questions are answered concisely and accurately, based on class feedback. Next steps are explored and policies are somewhat evaluated. | All questions are answered accurately, but not fully explained, based on class feedback. Some next steps are explored, but policies are not fully evaluated. | Some, but not all, questions are answered accurately, but not fully explained, based on class feedback. Few next steps are explored OR policies are not evaluated. | The student does not meet the standards described. |