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

**Social Media WebQuest**

*Directions: Use the available electronic devices to search the Internet and find examples of effective and ineffective social media use, according to the given categories. Take a screenshot of each example and compile your screen shots in a document, slideshow or other electronic presentation, with annotations, as described below.*

**Step 1 — Finding Examples**

Look for effective and ineffective examples of how media organizations are using the following types of social media:

1. Twitter
2. Facebook
3. Pinterest
4. Tumblr
5. Spotify
6. Instagram
7. Vine
8. YouTube
9. Others, according to your discretion

You may find examples from any of the above categories, but you should meet the following requirements:

* Find examples from at least three different types of social media.
* Find at least 6-10 examples, but as many as you can find and classify within the time limit. (For example, do not find six examples and then sit and do nothing … you may find more compelling examples as you continue your search.)
* Find examples from at least three different publications. Some suggestions:
  + Your local city or regional newspaper (e.g. Fairfax County Times, Kansas City Star, Chicago Tribune, Washington Post, New York Times, Boston Globe, etc)
  + A national news organization (USA Today/Gannett, CNN, MSNBC, ABC, Fox, The Atlantic, etc.)
  + A wire service (Associated Press, Reuters, etc.)
  + Specialized news organizations (ESPN, Wall Street Journal, Time Magazine, etc.)
  + Media conglomerates (Comcast, The Walt Disney Company, CBS, 21st Century Fox, Time Warner, etc.)

**Step 2 -- Selection and Annotations**

Take screenshots of the examples you find most and least effective and compile them in a presentation format, which could include Microsoft Word, PowerPoint, Google Docs, an iPad app, or some other type of format suggested by your teacher.

Each screen shot should be accompanied by an annotation that includes:

1. An identification of at least one of the 5 purposes for social media criterion;
2. An explanation for what makes the post either effective or ineffective;
3. A grade according to the rubric and why.