

team project

FINAL PITCH PRESENTATIONS IN CLASS THURSDAY, 11/18

FINAL DELIVERABLES DUE THURSDAY, 12/2, BY 11:59PM

20% OF FINAL GRADE

overview & objectives:

The final project in Writing for Social Media asks you to take all of the writing, research, design, technology, and project management skills that you've been developing this semester and put them into practice by developing social media strategy for a campus client: the JSU Writing Center. The Writing Center does not have a social media presence, so it's up to you to work together with a team and design a vision for them. This will include...

1. A clear, concise **social media plan** for the director of the center that includes:
 - a. Your analysis of their current communications and pending needs, including what you know (or can gather through research) about the center's mission, activities, audience(s), and project expectations;
 - b. What communication tactics you recommend and why you chose them;
 - c. Your recommended timeline for implementation, with justification;
 - d. A list of sample content you've compiled; and
 - e. How you can be reached if they have follow-up questions.
2. Your group will also include an **analysis of the center's current organizational brand and key messages**, as well as suggestions for improvement (to do this, your team will need to conduct a survey of the center's public materials—including newsletters, brochures, flyers, educational materials, website, etc.)
3. Your group will identify priorities for a **sample social media campaign**. This should include...
 - a. An explanation of the campaign and its goals (including metrics for how you will measure success);
 - b. Planned posts for at least two (no more than three) social media platforms; and
 - c. A timeline for implementation of the campaign.
4. Finally, your group will design a **quick reference style guide** to distill your strategy and planned brand for the center down to a single page.

You will present your plan to a group of stakeholders during Week 14 (November 18).

getting started:

In every aspect of this project, you will be expected to act as social media writing and strategy professionals in an actual job. Thus, part of your salary (i.e., your grade) will be based on the materials

you produce to ensure that your team functions smoothly: a team charter (or contract), a timeline, meeting agendas and notes, and status reports. Team role options might include one or some combination of these:

- Project Manager
- Research Associate
- Communications Coordinator
- Design Coordinator
- Editorial Coordinator

Before you begin, it's best to set expectations for the remaining few weeks of the semester, and for the work that you will do in the project. Refer to the course materials on team charters and project management for this.

For this project, your audience is twofold: first, the director of the Writing Center (currently Ms. Mysti Nichols—a new director is due to be hired in Spring 2022); second, other stakeholders involved in the operations and strategy of the center (the chair of the Department of English, the department's social media managers, tutors in the center, etc.). Your purpose will be to help them understand: what your group discovered and recommends for improvement on message, strategy, and brand; why, when, and how to implement your social media strategy suggestions; and why you made the choices you did in the sample materials you produced to advance the mission and work of the center.

deadlines:

The deliverables and deadlines for WP5 are...

Week 12	---	Introduce WP5 and Groups
	Th, 11/4	Team charter due by 11:59pm
Week 13	Th, 11/11	Team status update due by 11:59pm
Week 14	Th, 11/18	Team project presentations in class
Week 16	Th, 12/2	Final team project materials (group) and project evaluation memos (individual) due by 11:59pm

“Add social media story” icon by Bence Bezeregy, HU for The Noun Project. Some assignment language adapted from Wendi Tilden.