

With a partner or group up to 3 students, propose and create a research-based project of your choice about social media either **for** or **to** a business or public service organization. Essentially, you must be creating a social media project either for a business or professional service organization or to an organization. (You cannot create a project from a personal perspective to a general audience.)

The format of your project could be an article, report, white paper, ethnographic research video, web site, business proposal, marketing strategy proposal, employee handbook section, instructional video, original study, or other type of production related to social media.

Consider what type of project and topic would be valuable for you to undertake, either for your resume, workplace, social cause, or other purpose. Unlike some of your other assignments, the form and content of this project is up to you, though there are a few parameters. Your group or partner project must:

- **stand alone** - whatever you do should make sense without an explanation from you (or an accompanying oral presentation)
- **contain** some evidence of documented research - for example, if you do an instructional video, you must show some evidence that your advice is solid. You may give appropriate credit to outside sources in the credits at the end. If you write an article, you must cite at least one outside source (and probably should cite more)
- **contain** at least five minutes of content *for a video or multimedia presentation*. All videos must be posted to YouTube for evaluation. *Incentive:* If you post a video to YouTube that generates 100,000 views or more by the last day of class, your group will receive extra, extra credit for that project. Some restrictions apply.
- **contain** at least 1,000 words of body text *for 100% text-based document*
- **demonstrate** college-level communication skills
- **be professional quality** - text printed cleanly, video produced with high quality sound and images. If you don't have the technology to produce video or multimedia, please choose an alternative project
- **adhere** to university standards for academic and moral integrity, and all projects must be suitable for a workplace environment.

*Worth 100 points.*