

Social Media Post Activity

COM 343

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ASSIGNMENT

In this project, you will create three sample social media posts that celebrate one of the “national days” that occurs between March 19 and March 24 and could be posted by TrineHAC or Trine University’s social media accounts.

NOTE: You are not actually going to post these; this is an exercise to see how well you can write posts that fit with someone else’s goals for their social media and can engage the specific audience of those social media accounts.

FORMAT

You need to create a brief introduction that indicates whether the posts you’ve created are for TrineHAC or Trine University and then create an appropriate post for each of the following social media platforms:

- Facebook
- Twitter
- Instagram

Each post should adhere to the conventions for posting for each social media platform. For example, a tweet could include a hashtag or a Facebook post could make use of emojis.

Posts should engage readers with the “national day” you’ve chosen from the list available here: <https://nationaldaycalendar.com/march/> Posts need to be appropriate for either Trine HAC or the University and need to keep the audience of the site you choose in mind.

All three posts should be submitted in a single Word document to Moodle.

IMPORTANT DATES

- Saturday 3/24 (Midnight) Completed posts due in one Word file (Moodle)

ASSESSMENT

The rubric below will be used to this project when it is submitted for grading.

	Content & Purpose	Presentation & Functionality	Requirements
An A Project (45-50 points)	<ul style="list-style-type: none"> Clearly conveys which “national day” is being represented in all posts Appropriately connects the topic to the interests or needs of the intended audience Uses appropriate images or graphics, when needed, to display various types of content 	<ul style="list-style-type: none"> Consistently uses aesthetically pleasing design choices Consistently adheres to the conventions and practices or each social media platform All components of the post function correctly Is relatively free of minor grammar and spelling errors and contains no major errors 	<ul style="list-style-type: none"> Includes 3 different posts Includes a brief, explanatory introduction
A B Project (40-44.5 points)	<ul style="list-style-type: none"> Mostly clearly conveys which “national day” is being represented in all posts with a few minor lapses Mostly connects the topic to the interests or needs of the intended audience appropriately with a few minor lapses Mostly uses appropriate images or graphics, when needed, to display various types of content with a few minor lapses 	<ul style="list-style-type: none"> Mostly consistently uses aesthetically pleasing design choices Mostly consistently adheres to the conventions and practices or each social media platform Most components of the posts function correctly, with only one or two minor issues Contains a few minor grammar and spelling errors and contains no major errors 	<ul style="list-style-type: none"> Includes 3 different posts Includes a brief, explanatory introduction
A C Project (35-39.5 points)	<ul style="list-style-type: none"> Generally clearly conveys which “national day” is being represented in all posts with some lapses Generally connects the topic to the interests or needs of the intended audience appropriately with some lapses Mostly uses appropriate images or graphics, when needed, to display various types of content with some lapses 	<ul style="list-style-type: none"> Generally consistently uses aesthetically pleasing design choices Generally consistently adheres to the conventions and practices or each social media platform A majority of the components posts function correctly, with some noticeable issues Has some minor grammar and spelling errors and a few major errors 	<ul style="list-style-type: none"> Includes 3 different posts Includes a brief, explanatory introduction
A D Project (30-34.5 points)	<ul style="list-style-type: none"> Somewhat clearly conveys which “national day” is being represented in all posts with many lapses Somewhat connects the topic to the interests or needs of the intended audience appropriately with many lapses Somewhat uses appropriate images or graphics, when needed, to display various types of content with many lapses 	<ul style="list-style-type: none"> Somewhat consistently uses aesthetically pleasing design choices Somewhat consistently adheres to the conventions and practices or each social media platform Some of components of the posts function correctly, with some noticeable issues Has some minor and several major grammar and spelling errors 	<ul style="list-style-type: none"> Includes only 2 different posts, with significant overlap or similarity between at least 2 of the posts Fails to include a brief, explanatory introduction

	Content & Purpose	Presentation & Functionality	Requirements
An F Project (Less than 30 points)	<ul style="list-style-type: none"> Minimally or never clearly conveys which “national day” is being represented in all posts Minimally or never connects the topic to the interests or needs of the intended audience appropriately Minimally or never uses appropriate images or graphics, when needed, to display various types of content 	<ul style="list-style-type: none"> Minimally or never uses aesthetically pleasing design choices Minimally or never adheres to the conventions and practices of each social media platform A few of components of the posts function correctly, with numerous noticeable issues Has many minor and several major grammar and spelling errors 	<ul style="list-style-type: none"> Includes less than 2 posts, or uses the same post for all 3 platforms Fails to include a brief, explanatory introduction