**SOCIAL MEDIA**

Companies are now investing more resources than ever in their social media presence. We have seen firms utilize social media platforms (Facebook, Instagram, Twitter, Pinterest, etc) and engagement initiatives like sharing, liking and hash tagging as part of their overall marketing plan.

The goal of this assignment is to assess how a company utilizes social media as well as identify best practices in order to increase online engagement rates, experience and grow fans / followers and master the art of online conversation

1. Pick any company and track their social media presence over a one (1) week period
2. Each student is required to evaluate the following:
   * Performance on Twitter including number of followers / RTs, engagement. Engagement will be weighed against total volume of followers
   * Facebook performance, including number of followers, quality and ratio of interactions, evidence of customer service, effective contests and sweepstakes
   * Use of visuals / imagery. How does the company utilize visuals including platforms such as Instagram, Pinterest and YouTube
3. Branding: You will need to evaluate how your company has used all social media platforms as it relates to their overall marketing / branding strategy.
4. Is your company using social media in a cohesive manner? If so, how? If not, what would be your recommendations for improvement?
5. How has your company's use of social media helped their customers experience their products or services (whether directly or indirectly)?
6. Using the 4E Framework for Social Media (detailed in Chapter 3), how has your company excited and educated the customer?

**This assignment must be submitted in an executive summary format and students can use MS Word (Google Doc) or MS PowerPoint**