Unit 9 Discussion 2 - Team Discussion

Execute the following instructions:

Each group will identify a company of interest that engages in corporate social networking. Students are encouraged to select companies with social networking sites that they have personally used in the past. The company may be public or private, for-profit or non-profit, and provide goods or services.

Once a company has been identified, collaborate within your group discussion area below Unit 10 and work together to devise the best response to each of the questions below. Then, in one (1) collective answer post, one team member will post the team responses to be made here in Unit 9 on the left hand navigation bar. (It is a good idea to decide who will make each of the three posts and who will respond for the team at the beginning of your collaboration.

Make sure to include your Team letter so we know which team posted their response. Note: Each team will post three times as a team posting on three different days beginning with the first post due by Saturday per the Syllabus.

Checklist:

1. Go to Doc Sharing and download the “Team Discussion Rules of the Road and Team Agreement” document.
2. What social media website(s) does the company utilize?
3. Who is the company’s target market? Does the company do a good job of targeting these individuals through its social networking site? Why or why not?
4. Compare the company’s social networking site with its official website. How does the content and language differ between the two sites?
5. Social media objectives are listed in Chapter 18 in section 18-2b. Identify the company’s primary social media objectives based on actual communications on its social networking site. Be sure to provide examples.
6. Describe the promotional methods that the company uses to market products or services on its social networking site.
7. What do you recommend that the company do to stay on top of current social media trends?

Before your team begins discussion, all members should read the “Rules of the Road and Team Agreement” document located in Doc Sharing. This will assist in creating a respectful and aligned interaction among your members.
Quality (40%) of your **team post** will be measured on the following criteria:
- All assigned Discussion topics were answered completely:
  - All 6 checklist questions were addressed
- Posts were on topic and unique in content
- All posts demonstrated analysis of the topic

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Participation Guidelines (30%) will be measured on the following criteria:
- Initial team post no later than Saturday, midnight ET
- Team posts made to each Discussion topic on at least 3 different days
- The original post to be no less than 100 words
- All team members substantially contributed to creating the team posting.

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Clarity and Organization of Writing (20%) of your post will be measured on the following criteria:
- Team posts were organized and logical
- No spelling or grammatical errors
- References were used and cited properly

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Professional and Netiquette (10%) in your team post will be measured on the following criteria:
- Respect and consideration toward peers/instructors
- Appropriate language
- **Professional use of abbreviations and acronyms**

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Total Points in percentage

Total points x (DQ post value)

(____% x ___ pts.)