

Learning Plan 3
Performance Assessment Task 2
Social Media Project of Choice

Competencies:

Evaluate New Web Software

Directions to Learners:

After reading and reviewing the PowerPoint for Social Media, participating and reviewing the Social Media Resource Discussion and The Social Media Project Idea Discussion, you will decide what aspects of the topic of Social Media that you want to focus on and work with in order to construct a project for this class.

Expectations:

The project you create is worthy of the time allotted in this class to this focus.

Scoring Guide: Grading Criteria Social Media Project of Choice

Criteria	Values
Social Media is used with a business focus. Documentation: Provide a reflection statement clearly identifying what social media you chose to work with and how that was used with a business focus in mind. I initially considered Instagram to be only a photo-sharing app for the general user. But after reading the discussion resources and doing some of my own research, I learned Instagram is evolving. Since Instagram was purchased by Facebook in 2012, it has gradually been rolling out new features specifically targeted to business. I have outlined four of these features in the “tips” section of my project Web page.	5 4 2 0
Social Media use enhances an online and web site strategy. Documentation: Provide a reflection statement that describes how you met this criterion. • Scenario: An Instagram post was created that promotes a tour to Hawaii for the business <i>Island Tours</i>. When the user clicks on the Instagram bio link, the user is taken to the Island Tours Web page that features the tour details. • A fixed social share bar is present on the right margin. These links are live and allow you to share my project to Facebook, Twitter, and LinkedIn. • Social media buttons are present under the contact information in the footer. (These are dummy buttons and not linked.)	5 4 2 0
Social Media Project complexity is consistent with time allotted. Documentation: Provide a reflection statement that describes how you met this criterion. • I didn't overwhelm with content for this project, but I did spend considerable time researching and experimenting with online apps for creating graphics. I tried out Venngage, Canva, Crello, and Snappa. • I also attempted to put a little more design into the page, especially in the area where the Instagram Post and Web page layout is displayed.	10 8 6 0

- I added several colorful vector images to add a little fun to the page. My goal was for the page to have interest and variety. - Time was also spent searching for an example Island Tours Web page/template and modifying it to meet the needs of the exercise.	
Social Media Project extends current knowledge and skill base. Documentation: Provide a reflection statement that describes how you met this criterion. I decided to base my project on Instagram because I didn't know much about it. It was helpful that several other students focused on Instagram, so I had plenty of resources for learning how Instagram can be utilized for business. One thing I noticed was it was important to focus on very current resources, as Instagram is constantly evolving. I also had not been very familiar with online graphics editors and experienced a fun way to create graphics without having to build from scratch in Photoshop.	10 8 6 0
Documentation is submitted completed. Documentation: URL to Project: http://aallmann.com/trends/social.html URL to Documentation: http://aallmann.com/trends/social.pdf There is a button that links to the scoring guide at the end of the project, located above the pagination.	5 4 2 0
TOTAL:	35
Key: First Point Value = Criteria Fully Met Second Point Value = Criteria Present but minor errors exist (no redo required) Third Point Value = Criteria needs improvement –redo required Fourth Point Value = Criteria not present, not met	

Core Abilities Scoring Guide

Criteria	Values	
Think Critically and Creatively: Learner synthesizes information from a variety of sources Documentation: Cite your resources used to help and assist you with this project!	yes	no
Describes improvements that could be made to this project or future similar projects		
Communicate Clearly: Learner will apply standard rules of language structure including grammar, spelling and punctuation	yes	no
Learn Effectively: Learner shows initiative and is resourceful in finding supplemental learning materials Documentation: Your list of resources used will be part of this evaluation, the other part will be a brief reflection on what you did and experienced in locating additional materials.	yes	no

See Resources and Reflection Below	
Work Productively: Learner will produce work consistent with established criteria Documentation: Provide a reflection statement about your experience with the project. How well you followed the project directions and met the project criteria will be looked at!	yes no
Act Responsibly: Learner completes tasks according to prescribed deadlines	yes no

Resources

<https://www.designhill.com/design-blog/best-social-media-trends-that-will-boost-your-business/>

<https://www.marketingforowners.com/tools-for-social-media-graphics/>

<https://www.businessnewsdaily.com/7662-instagram-business-guide.html>

<https://www.elegantthemes.com/layouts/>

<https://crello.com>

<http://www.tnncorp.com/2015/12/03/8-reasons-your-business-should-use-social-media/>

<https://marketinginsidergroup.com/content-marketing/why-social-media-is-important-for-business-marketing/>

<https://www.shoutmeloud.com/benefits-of-using-social-media-for-business.html>

<https://www.searchenginejournal.com/get-traffic-from-instagram/204946/>

Photoshop

Google Images

Classroom Materials & Discussions

Reflection

Prior to this exercise, I knew **why** businesses use social media for marketing purposes, but I didn't know the ins and outs of the various platforms. From my reading and research, it is obvious that there is so much to learn to be successful in this arena!

I find it interesting in this day and age that many images posted by businesses aren't even sized properly, and as a result, they look unprofessional (and ugly). This could be another avenue for my freelancing, perhaps?

I'm excited about finding Crello. It has modern features, a user-friendly interface, and quality templates. I really enjoyed working with it and had a lot of fun trying new things. I look forward to offering this service to clients.