





Social Media Poster Project

1. You will be given a partner to complete this project.
2. You will create a poster that will describe four different social media websites: Facebook, Twitter, Instagram, and LinkedIn.
3. With your partner, research the social media and create a poster that includes the following:
 - What it is and how does it work?
 - How is it used in the business world and socially?
 - What are the advantages of using this social media?
 - What are some disadvantages of using this social media?
 - What rules must be followed within a business when using this social media?
 - What are some consequences that could happen if rules are not followed?
4. You must include a picture showing each type of social media. Underneath the picture, you will answer each of the questions. For example, you may create your poster like the following table:

	Facebook 	Twitter 	Instagram 	LinkedIn 
Questions:				
What is it and how does it work?				
How is it used in the business world and socially?				
What are the advantages of using this social media?				
What are some disadvantages of using this social media?				
What rules must be followed within a business when using this social media?				
What are some consequences that could happen if rules are not followed?				

5. Be creative with your work and make it eye catching. You must use correct spelling and grammar. All words should be legible. You must answer each question for each type of social media. Neatness will be a big part of your grade!

Making A Poster : Social Media

Teacher Name: **Mr. Haskin**

Student Names: Keshira Daniels & Dashaun Mitchell

CATEGORY	4	3	2	1
Required Elements	The poster includes all required elements as well as additional information.	All required elements are included on the poster.	All but 1 of the required elements are included on the poster.	Several required elements were missing.
Content - Accuracy	At least 7 accurate facts are displayed on the poster.	5-6 accurate facts are displayed on the poster.	3-4 accurate facts are displayed on the poster.	Less than 3 accurate facts are displayed on the poster.
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.
Grammar	There are no grammatical mistakes on the poster.	There is 1 grammatical mistake on the poster.	There are 2 grammatical mistakes on the poster.	There are more than 2 grammatical mistakes on the poster.
Attractiveness	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.

Feedback: Keshira & Dashaun, you were a great team! You included all required elements, no major grammatical errors were noticed, and the poster looked great! I can definitely tell that you used your time wisely to find good and accurate information.

GRADE: 100



Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app. Twitter Inc. is based in San Francisco and has more than 25 offices around the world.

Advantages: Twitter is a way to keep your followers up to date with current information about your business. Importantly, it lets followers communicate with you too. Twitter can tell you the hot topics of the moment, and allows you to see what Twitter users are saying about your brand, your competitors and your product category.

Disadvantages: Customers who would normally not have bothered writing or calling with a complaint or comment may now expect an immediate response when they post a tweet about your business. Unlike advertising or public relations through the media, it can be difficult to target a specific audience on Twitter such as people with a certain interest or those who live in a particular location.

Rules that should be followed within a business: Ask yourself whether the content you're tweeting is useful. Be authentic. Avoid blanket follow-backs. Use hashtags properly. Just because you can DM people doesn't mean you should.

LinkedIn

LinkedIn is a social media that is really meant for professionals to share resumes and collaborate together.

Used in the business world and socially: LinkedIn unfortunately is mainly used for business. It's for professionals to connect and collaborate together in hopes of meeting successful partner in business.

Advantages: between professional workers, so you know what you are getting yourself in to it. Not as many kids, so it's a very mature

Disadvantages: important information is vulnerable for theft. Someone could share or copy info without consent of the other

Rules: stay professional and keep confidential info confidential

Consequences: kicked off or possible legal punishment

Social Media



Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms.

Advantages: As visual content becomes more popular on Social Media, it also becomes increasingly important for brands to create and leverage. This shift to visual social media means that more and more businesses, big and small, are starting to communicate visually with their fans, followers and customers.

Disadvantages: It Only Works If You Sell Visual Products It's Only for Big Brands. It's Only for Posting Photos. Results can't be measured. Instagram can Sell Your Photos



Facebook is an online social networking service headquartered in Menlo Park, California. It is designed to put students in touch with one another, share their photos and meet new people.

Advantages: Sharing of Information; Chatting; Mobile Facebook; Find School, College Friendship; Business Promotion; Entertainment; Boredom Killer

Disadvantages: Threat of viruses; Addiction; Loss of Productivity; Identity Theft; Loss of Interest in Surrounding; Real-world Social Interaction will Start Diminishing; Health- Gain in Weight

Rules that should be followed within a business: "Business accounts are designed for individuals who only want to use the site to administer Pages and their ad campaigns.

Consequences if rules aren't followed: "Following your comments made on Facebook about your job and the company we feel it is better that, as you are not happy and do not enjoy your work we end your employment