**Social Media Assignment**

JMC 031 • Chris Snider

Student name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Instructions:** For this assignment you will pick a company and answer questions about how they are using social media (the company must be on Instagram, Facebook and Twitter). You also will work in a group to test out a new social network. You will answer questions individually about that social network and you will discuss the social network in class on Sept. 8.

When you complete this assignment, upload it via Blackboard (due at noon Sept. 7).

Company:

How many followers does the company have on each network?

Instagram:

Twitter:

Facebook:

How many likes/reactions did the company average per post on the past five posts?

Instagram:

Twitter:

Facebook:

How often does the company post on each social network?

Instagram:

Twitter:

Facebook:

What is native content?

How is this company using the idea of native content? Share specific examples.

What new social network did you and your group test out?

What does it do?

What is your opinion of the network?

Who do you think should be using this social network?