**Lesson Plan: Social Media Analysis Project**

**Spring 2017**

**Overview:** This course lesson will take place completely online. Students will gain knowledge and understanding of social media data in order to find and describe the social media presence of their intended audience members for their final project.

**Objective:** Students will:

* Become familiar with analyzing social media data through various networks (Twitter, Facebook, Instagram, etc.)
* Be able to identify main themes and key influences using text and network analysis
* Create a social media infographic through Canva, Pikochart, or Venngage that presents the relevance of social media to their extended audiences for their final project

**Instructional Materials:**

* Computer
* Internet access
* Readings: [25 Epic Design Tips for Non-Designers](https://designschool.canva.com/blog/graphic-design-tips-non-designers/), [Case Study: How One Company Used Canva to Increase Their Social Media Engagement by 1100%](https://designschool.canva.com/blog/one-company-used-canva-increase-social-media-engagement-1100/?utm_source=vero&utm_medium=email&utm_content=control&utm_campaign=Retention%3A%20XH042%3A%20Week%2011%3A%20SM%20Engagement%20Case%20Study&utm_term=Newsletter&vero_id=UACHPqLU4Ms&vero_conv=NyWhOXzGZcqwnLGpJKQVYgqwWe-U9w6_er8gGejGtyJBO0zYQRLFnjMZfGlIpxSV7g2_Cj1ByBIFEWK4QSI6kwLFrnnhuW1g), [How to Create Infographics (The Ultra-Simple & Easy Way)](https://www.youtube.com/watch?v=nShmwzh879g), [How can I make a n Infographic in Five Steps?](http://support.piktochart.com/hc/en-us/articles/235028348-How-can-I-make-an-Infographic-in-Five-Steps-), [Getting Started: How to Make an Infographic](https://venngage.com/blog/how-to-make-an-infographic/)
* Link to Canva, Pikotochart, and Venngage website: <https://www.canva.com/>**,** <https://piktochart.com/>**,** <https://venngage.com/>

**Overall Time Estimate:** Since there are different due dates on these assignments, these assignments should take approximately 1 hour each, so 3 hours in total.

**Method of Assessing the Objective:** Students will conduct a class activity, which will be broken into three parts: Social Media Infographic-First Draft, Social Media Infographic-Peer Review, and Social Media Infographic-Final Submission

1. **Social Media Infographic-First Draft (Due April 10th) -**First, students will use Canva, Piktochart, or Venngage to design an infographic that presents the relevance of social media to their intended audience members for the final project. They may use the work they did for [Social Media Analysis Discussion 1](https://myelms.umd.edu/courses/1219462/assignments/4334111), [Social Media Analysis Discussion 2](https://myelms.umd.edu/courses/1219462/discussion_topics/3154238), or expand that work, if it is still relevant to their intended final project. **(1 hour)**

* **Here are some samples as a guide:** <http://www.click.co.uk/blog/the-pros-cons-of-social-media-infographic/>, <https://www.linkedin.com/pulse/7-most-popular-social-media-platforms-robert-hoddenbagh>
* **IF THEIR COMPANY/ORGANIZATION HAS LITTLE OR NO ONLINE PRESENCE**, then they will identify someone similar who does, perhaps a direct competitor. Or, if their particular office/department/audience members don't have a presence, but they belong to a larger entity/agency that does, provide the same information for that larger entity. Regardless, they will make sure they start out their entry by explaining who their specific audience is and how they’ve gone about providing this social media analysis.

1. **Social Media Infographic-Peer Review (Due April 12th)-**Second, students will be assigned two students to peer review their infographic and respond to the questions on the rubric. **(1 hour)**

**Peer Review Rubric questions:**

* Does the writer provide a clear overview of the social media networks and display how the source is relevant to the project? Which captions could use improvement?
* What research seems to be missing from the infographic? What sources would you recommend that the writer add before submitting their final project?
* Which parts (if any) of the infrographic are unclear or potentially misleading? Where do you, as a viewer, need more information or more context?
* How effective is the overall design? Are there places where the infographic seems too cluttered?

1. **Social Media Infographic-Final Submission (Due April 14th)-**Third,students will answer the following questions based on the process of creating their infographic and make any necessary changes based on the feedback received from their peers and submit a finalized version of their infographic. **(1 hour)**

**STEP 1:**First, they will compose a short memo **(should be a 1/2 a page minimum)**, in which they will respond to the following questions based on the process of creating their infographic.

**Questions to Consider:**

* How easy or difficult was the process in creating your infographic?
* What is your main take away from this infographic? What did you learn?
* Give a short summary of the peer review feedback you received. For example, did you find the information you received helpful and did you take your peer's advice and change anything? If not, why did you choose to keep your information the same?
* In approaching this assignment, what would you have done differently if you had more time to work on this infographic?

**STEP 2:**Second, they will make any necessary changes based on the feedback they received on their [Social Media Infographic - First Draft](https://myelms.umd.edu/courses/1219462/assignments/4334290) and peer review. Lastly, they will submit a finalized version of their infographic.