

## Final Project for Comm 663

This is 30% of your grade. You will be graded on how well you apply your knowledge of best practices for each platform as discussed in class.

### Paper Format:

- Word document (no PDFs, Google docs or anything else)
- 7 - 8 pages
- Letter size (8.5 x 11")
- Arial 12 pt.
- 1" inch margins
- 1.5-spaced
- Be sure to include a list of links for everything you reference at the end of your paper (does not count as the 7 to 8 pages) and/or embed the links in your text as you would in a blog.
- Images do not count towards the total length of the paper.

### Project Due Dates

May 5            Select and submit in writing for approval the platform you will create or the company you will review. Send your idea to [wschecke@nyit.edu](mailto:wschecke@nyit.edu)  
**NOTE: You may not write about a topic that has not been approved in writing.**

May 14           Paper is due by 11:59 pm. Send to [wschecke@nyit.edu](mailto:wschecke@nyit.edu)

### Topic A: Design a new social media platform

Introduce a new social media platform that you have thought of and present its business and social media plan. In presenting your idea, be sure to address the following:

- ❖ What is it called?
- ❖ What purpose does it serve?
- ❖ Is it for fun, business, school or something else?
- ❖ What will people use it for?
- ❖ Why is your new platform unique?
- ❖ Who will use it first? Why?
- ❖ Who won't use it at all? Why?
- ❖ What is your platform similar to?
- ❖ How will you build a sense of community?
- ❖ How will you encourage people to share content?
- ❖ How will you promote it?
- ❖ How do you think you will make money?

Remember to incorporate all you know about creating a social media plan in your paper.  
**If this is your choice, email me a short summary of what your social media platform does.**

## **Topic B: Review and evaluate a company's social media program or a specific special initiative.**

Use your knowledge of the best practices of social media platforms reviewed this semester (Blogging, Facebook, LinkedIn, Twitter, Instagram, YouTube/Vimeo) as well as others to review a company's social media activity and analyze what you believe to be their social media plan.

Evaluate how it builds a sense of community with its audience. Critique what it does now and make recommendations for how it can improve.

This is much more than just a peer review – remember to incorporate all you know about creating a social media plan in your paper. If you try to just do a peer review, you will not do well.

**If this is your choice, email me the company name, website and link to all social channels.**

Consider the following points:

- ❖ Do you feel like the company understands social media overall?
- ❖ How cohesive is the company's social media presence?
- ❖ Which areas are being put to best use?
- ❖ What grade would you give the company?
- ❖ Why would you grade it that way (be specific and use examples)?
- ❖ How should it improve, specifically?

### **Important Notes:**

- Only begin to write after you have written approval from me about your topic.
- You may choose any company you want except for the following:  
Whole Foods, Zappos, Starbucks, Coca-Cola, Unilever, McDonald's, Comcast, Bloomberg and Victoria's Secret.
- Only one company per semester may be chosen and selection is based on first come, first served. That is, if someone else is in another class requests the company in writing first, you must find another.
- The section on "how to improve" should be of significant length – at least one full page. Don't expect a good grade if it's shorter.