

1. Cover Page
 - Client Name
 - Course Name (MC 4326 – Advanced Social Media and Analytics)
 - School of Journalism and Mass Communication
 - Texas State University
 - Spring 2020
 - Names of Students in the Group

2. Table of Contents

3. Client Overview
 - a. Overview of Career Services
 - Client Name
 - Mission / Business Objective
 - Products / Services
 - Target Audience

 - b. Social media presence
 - Platforms
 - General Overview of their social media activity and goals

 - c. Key players on social media
 - Who handles their social media?

4. Assigned Platform Analysis (Use Assigned Platform)
 - a. The client's social media presence on the platform
 - Audience and community overall
 - Overview of content, tone, frequency, engagement

 - b. Strengths, Weaknesses, Opportunities
Note: Be sure to use positive language. Stress the strengths and opportunities and include room for improvement instead of focusing on negatives

5. Recommendations for Future (Use Assigned Platform)
 - a. Goal
 - Example: To raise awareness of Texas State Career Services on Instagram

 - b. Strategies
 - List three strategies or recommendations for achieving your goal

 - c. Influencer Recommendation
 - Suggest one influencer campaign that Career Services could use to achieve its goal. This will be an organic influencer campaign

- d. Sample Posts
 - Create sample posts to illustrate your recommendations and influencer ideas. Each person in the group should create one post. A group of 4 will have 4 sample posts, a group of 5 will have 5 sample posts. You can use <http://admocks.adparlor.com/> or Social Dummy on the app store to create your posts

- 6. Analytics Reports (Use Assigned Platform)
 - Select two analytics reports for your assigned platform to include in the client portfolio. You can use reports from any students in your group

- 7. Competitor Analysis
 - Begin this section with a short intro (1 – 2 paragraphs max) summarizing what you found during your analysis of competitors and similar institutions on social media. Then list the specific data your group collected during the analysis. Make sure you include three different competitors.

Client Pitch Presentations (100 Points)

Participants

Groups of 4 - 5

Instructions / Requirements

Each group will give a presentation to the client and pitch itself as a social media management team. You will have 8 – 10 minutes to present and can have up to 4 minutes of Q&A (included within the 8 – 10 minutes)

Each team member must contribute to the presentation, and attendance is mandatory. You can create your presentation in Canva or PowerPoint.

Your presentation should include:

- Introduction of each team member
- Intro of platform you are making recommendations for (Facebook, Instagram, Twitter)
- Overview of client's social media presence on assigned platform
- Overview of engagement on the platform based on analytics reports
- Overview of competitor analysis for the platform
- Goal and 3 recommendations to meet it (including all the sample posts)
- Influencer campaign ideas (include visuals or sample posts)
- Conclusion

Tips

- Be sure to proof carefully for errors in your presentation, especially typos
- Bring your presentation to life with images of sample posts
- Avoid making PowerPoint slides too text heavy. Pull out key points to present instead
- Presenters should not read from phones during the presentation. If you need an aid, use small index cards. If you want to wow the client, memorize your part of the presentation
- Be confident and don't forget to smile and make eye contact with the client

Submission

Save your presentation as a PDF and upload to the Assignments tab on TRACS. Points will be deducted if you do not submit correctly or use the proper file naming convention. Your PDF file name should be GroupNumber_Presentation.pdf

For example: Group3_Presentation.pdf

Due Date

Monday, April 27 by 11:59pm

Example

There are examples that will be uploaded to TRACS Resources tab.