

Social Media Report & Presentation

Social Media: forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

2018 Merriam-Webster, Incorporated

Assignment:

- Choose a social media from the list on page 3 to research. Each individual is responsible for a Social Media Report finding the:
 1. History (developer, where it started, how it started, etc.)
 2. Logo (And Tagline if there is one)
 3. Features (What can do with this social media) Add pictures of the actual social media interface to help explain features
 4. Finances (Find financial information, examples: stock price, how much they made in the past year or two, how they make money, how much has been invested in the company, etc.)
 - a. **Must find at least two financial aspects for company.**
 5. Pros & Cons (create a list of Pros vs. Cons and explain)
 6. Conclusion (List Major Topics and Review)
 7. This report should be MLA style (we will go over formatting, etc. for MLA) and should be at least 3 pages. Type in Word.
 8. Each individual will upload their MLA style report to Schoology.

- After you have compiled your reports, discuss with your partner to create a presentation using PPT.
- You and a partner will create a presentation to represent information gathered about your selected social media site. 7x7 Rule needs to be strictly followed, NO SENTENCES.
- **Once complete, upload your PPT file to Schoology. We will download from here and present to the class.**

See Rubric for All Requirements

Oral Presentation Rating Sheet

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content & Organization					
Introduction of yourself and the purpose of your presentation & logo included	0-5	6-7	8-9	10	
Accurate, thorough, and detailed information on history	0-5	6-7	8-9	10	
Pictures used to enhance presentation, slide layouts are neat and organized, easy to read, good color schemes used, appropriate font sizes, organized	0-5	6-7	8-9	10	
Accurate features and detailed information about what the social media is used for and how it works. Examples given.	0-5	6-7	8-9	10	
Financial information explained (how the company makes money, stock price, how much has been invested, etc.) Must list two financial aspects	0-5	6-7	8-9	10	
Pros and Cons listed and Explained	0-5	6-7	8-9	10	
Effective and memorable conclusion	0-5	6-7	8-9	10	
Delivery					
Extemporaneous delivery; ie, not merely read from the screen	0-5	6-7	8-9	10	
Professional tone, appropriate language	0-5	6-7	8-9	10	
Effective posture, body language, eye contact, gestures	0-5	6-7	8-9	10	
Subtotal					
Final Score					

Names: _____ Date _____

Teacher's Comments:

Choose from the list below:

1. Facebook
2. Twitter
3. YouTube
4. Instagram
5. Ask.fm
6. SnapChat
7. Vine
8. Flickr
9. Skype
10. Foursquare
11. WhatsApp
12. Google+
13. LinkedIn
14. Reddit
15. Tumblr
16. Pinterest
17. Badoo
18. Wechat
19. Kik
20. Pheed
21. Wanelo
22. 4Chan
23. Jelly
24. DingDong
25. Brabble
26. Circle
27. Hot or Not
28. SoundCloud
29. Tango
30. Viber
31. Omegle
32. Hangouts
33. Skout
34. MeetMe