

Name: _____

Date: _____

RESEARCH PROJECT: RESEARCH PAPER – SOCIAL MEDIA CAMPAIGN GUIDELINES

Writing Workshop #2

You will work with your small group members to write this section of your final research paper. This section will explain and justify your group's created social media campaign. You will complete the sentence outline below. There is no sentence requirement; but, you must satisfy all of the requirements listed below IN THE ORDER THEY ARE LISTED.

- A. Statement of Purpose → The (NAME OF CAMPAIGN) is designed to promote (TOPIC) equality.
 - B. Campaign Explanation
 - a. Method (What is the method by which you will implement this campaign? What will individuals do, view, create, complete, etc.? Will there be a photo taken? A challenge completed? An image captured? A song released?)
 - b. Message (Will there be a caption used? A hashtag used? Will individuals say something specific?)
 - c. Social Media Format (What type of social media will be used?)
 - d. Implementation Plan (How will you get the message out there? How will it start "trending"?)
 - e. Audience (Who is your target audience?)
 - C. Justification
 - a. Method (Why did you select this method? Why will this method be effective? What are the benefits of using this method?)
 - b. Message (Why did you select this messages? Why will this method help the campaign be effective?)
 - c. Social Media Format (Why did you select this social media format? Why will this social media format be effective? Why did you select this social media format instead of another format?)
 - d. Implementation Plan (Why will this plan be effective?)
 - e. Audience (Why is this your target audience? Why will this audience help your campaign be effective?)
 - D. Statement of Goal → With the (NAME OF CAMPAIGN), we hope to promote social change so that one day all persons are treated equally without regard to (DISCRIMINATION TOPIC).
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SOCIAL MEDIA CAMPAIGN POSTER

Your group will create a social media campaign poster that demonstrates your social media campaign. This poster will visually show how your social media campaign would appear if it were actually created. You will reference the classroom examples to guide your poster creation. Your poster will be due on Friday, 15 December 2017. You will use your poster to explain briefly to the class your social media campaign.