

Citizens' Media Project Social Media Campaign

In groups of 3-4 you will apply the concepts of citizens' media we discuss in class by creating a social media campaign to raise awareness of a local social justice issue. For this project you will develop a deeper understanding of an area of mass communication and of media processes, and apply critical analysis to identify a media need that serves a public good.

Assignment Details

- Choose a social justice issue and run a social media campaign for 2 weeks
- Write a project summary (group)
- Write a reflection paper on your experience (individual)
- Prepare a presentation about your campaign

Project Goals

1. Enhance understanding of course content by developing ability to apply communication principles to identify, analyze, and solve communication-related problems
2. Develop awareness of the political implications of representation and their possible social implications, including the reinforcement of structural inequalities in society
3. Develop ability to define social problems and propose innovative, creative communications solutions

Social Media Campaign

- Choose a social justice issue at the local level (Mass., North Shore, Salem, or SSU)
- Choose one social media platform to run a social media campaign
 - e.g., Twitter, Facebook, Instagram, Pinterest, etc. (NOT Snapchat)
 - *Must note on profile that this is for a class project*
- Run your campaign for one month—whole semester?
 - The site should be posted to at least once a day
 - There should be equal participation from group members overall
 - Include multimodal messages: text, photo, video, and/or audio
 - Think of various ways to collect information: social media, interviews, scholarly research, etc.
 - Plan posts with group members to avoid unintentional repetitive information
 - Build online relationships by following/friending organizations that will further your cause
 - Find organizations that can help provide content for you to share to your followers
 - Consider how you will promote your campaign and attract followers

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- You will need to promote your campaign not only online but also face-to-face around campus: make flyers, have discussions with student groups, or visit classes, etc.
- Don't just post: Engage!
 - Respond to comments, spark a dialogue, share others' comments, etc.

Project Summary Paper

- 3-4 pages **for entire group**
- Introduces the social justice issue you chose. Include the url/website address for your social media campaign.
- Explains what your media project is and how it was created.
 - Clearly state what your media project is and describe the creation process:
 - How did you decide on this project? How was it created? What communication strategies worked and what didn't? What would you do differently next time? What should be done in the future?
 - Explain how your project is an example of citizens' media
- Explains how your media project serves a public good
- Explains how your media project meets the project goals listed above
- Include promotional materials as an appendix
- Submit on Canvas day of presentation

Reflection Paper

- 3-4 pages **for each group member**
- Describes your contribution to the creation process
- Reflexively analyzes your experience engaging in this project: Your personal thoughts and feelings about working with your group, choosing your social justice issue, deciding on media project elements, etc.
- Answers the following questions:
 - What role do you see citizens' media playing as a response to mainstream media?
 - How can we encourage more citizens to create their own media?
 - How has this project helped you to enact your citizenry via citizens' media?
- Explains at least 2 positive and 2 negative aspects of the whole project

Presentation Guidelines

Create a 10-12-minute presentation that:

- Introduces your group
- Introduces the social justice issue you chose
- Informs your classmates about how your campaign was created and implemented
 - Explain how your project is an example of citizens' media
- Explains how your media project serves a public good
- Explains how your media project meets the project goals listed above
- Provides a clear conclusion that reviews main points and ties everything together

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All group members must present and participate equally. Failure to show up on the day of presentation will result in a failing grade for this portion of the project.

Point Break Down

Media Project-Group Grade (Social media campaign and project summary paper)	40 Points
Presentation-Group Grade	20 Points
Reflection Paper-Individual Grade	15 Points
Total Points	75 Points