

COM 349
Social Media Assignment:
Twitter Scavenger Hunt

Create a new Twitter account if you don't have one or if your current account is mainly for personal use. You want this account to be for professional use. For each of the items below you must use the hash tag: #com349

1. Follow at least 7-10 PR professionals (must be new follows, not follows you had prior to this assignment). This can be PR professors you know, friends you know who work in the PR field, PR professionals you learned about through the Blog Assignment, or any other PR professionals.
2. Retweet at least one post from each PR professional that you find interesting or important.
3. Retweet a post from a PR professional that addresses PR and social media.
4. Retweet a post from a PR professional that identifies a PR internship or job opportunity.
5. Reply to at least one PR professional post to help you engage with PR professionals.
6. Find or create a video that addresses advice for PR professionals/students and tweet it with an appropriate label and hash tag.
7. Find or create a photo that depicts PR professionals at work and tweet it with an appropriate label and hash tag.
8. Reply to at least three other classmate's tweets.
9. Converge your social media use by tweeting an Instagram, Facebook, Pinterest, or other social media site post that addresses a relevant PR topic.
10. Find a PR news story or blog article that addresses up and coming trends in the PR field.

Tips:

- You will want to offer an introductory Tweet or two explaining what you are doing and introducing yourself.
- You should be able to find classmates on Twitter using the hash tag above, which is why it is important you use it for every tweet you post.
- Think like a PR professional. Have an eagle eye for the interesting, the important, the relevant, the unique, and the immediate.
- Think like a persuasive communicator. Show the world what is interesting about PR and why you find it interesting.
- Think like a storyteller. You may only have 140 characters in each Tweet, but you can say a lot in a few words or using an image.
- You may use more than one Tweet for each of the items above.
- Why are we doing this? A good Twitterer is a careful observer who ALWAYS has an eye open for novel and important information that might be relevant to your audience. He or she does bring personal perspective and voice but is always thinking about the audience and what their needs are.

When you are finished, submit a paper to Canvas that contains the following items copied and pasted into it:

- Your personal Twitter handle where I can find your activity
- All of your own Tweets (screen shots can be used for this)
- Your response tweets to classmates
- Your top three favorite Tweets from your classmates
- Your top five favorite Tweets from PR professionals

In addition you should include a 1-2 paragraph summary of what you learned while doing this assignment and how you see this medium being useful for PR professionals.

This assignment should be done over the course of the next week and is due on Canvas by **midnight** on Friday, October 4.

Rubric 25 points

All ten items	10
Top 3 Tweets-Classmates	2.5
Top 5 Tweets-Professionals	2.5
1-2 paragraph summary	10