



## Week 3 Case Study

**Overview:** Lots of organizations are giving social media a try - for better or for worse. For example, while only a small fraction of business in the Fortune 500 have adopted these tools, the vast majority of the Inc. 500 have. This means many successes, plenty of flops, a few big flame-out failures and enough small victories to keep experimentation alive.

The foundation of any social media initiative (long or short term) is a listening and monitoring strategy. What that means for any organization will vary depending on many variables including the community's technographics, business objectives, ability to respond, etc.

**Assignment Objective:** To identify and analyze organizational use of social media with particular focus on listening and monitoring. The case you choose must focus to some degree on listening & monitoring and can be a positive or negative example.

**Due - May 5 (last name A- K)**

**Due - May 12 (last name L - W)**

### Process:

1. Find a campaign to analyze: organization-based social media campaign, initiative, or experiment.
  - a. Look for an article, blog post, podcast or other write-up that explains the campaign in some detail. A brief mention in a tweet won't give you enough information to analyze.
  - b. Example: P&G Social Media Experiment  
[http://darmano.typepad.com/logic\\_emotion/2009/03/turning-the-tide-an-insiders-perspective.html](http://darmano.typepad.com/logic_emotion/2009/03/turning-the-tide-an-insiders-perspective.html)

2. Answer the following questions:

- a. Provide a 1 paragraph summary of the case or campaign. Include dates (date range) and platforms the organization used or is using.
- b. What issues are at stake for this organization?  
Link to course readings and lectures for the week.
- c. Pros and cons of organization's decisions.  
What worked and what didn't?
- d. Provide your recommendation for revising the campaign or extending the campaign going forward.

**Formatting requirements:**

- 1 - 2 pages long: include name, **date**, email, course number
- typed, single spaced with headers for each question/section
- include all appropriate links to information or resources used

**Grading criteria:**

- Is the assignment complete? (all questions answered, formatting correct, all required information, on time)
- Insightful? (demonstrate understanding, add a fresh perspective to case study)
- Proper grammar and style? (no major spelling, grammar or style errors; more than three will result in one letter grade reduction)