



Week 1 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.

To understand the scope and scale of organizations (for profit or not) participating in social media, you are required to seek out a campaign/case study each week and provide an analysis about its success or failure.

Assignment Objective: To identify and analyze organizational use of social media with particular focus on explaining and analyzing the success or failure, identifying alternative actions, critiquing the return on investment and recommending future action.

Last Name A - K due Thursday, April 7

Last Name L - W due Thursday, April 14

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

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)