

## Case Study 2: Ethics

Overview: Every day a new ethical dilemma seems to appear on the social media horizon - organizations accused of being unethical, practices labeled as unethical - yet, finding a consensus is far from a reality.

You'll choose one of the "big" ethical dilemmas that thinkers, planners and influencers have written and talked about (and often have divergent views on). By providing an overview and clear arguments, you'll create a recommendation for an organization that may face this kind of dilemma.

The organization you choose should be related to your personal/professional interests.

Assignment Objective: To analyze best practices in ethical decision making for an organization and provide a recommendation to the organization.

Process:

- Your case must be related to one ethics. Some suggestions:
  - Ghostblogging or Ghost-tweeting
  - Astroturfing
  - Disclosure
  - Internal vs. External Management of Social Media
- Follow the same format as the first case study. 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?
  - c. Pros and cons of organization's decisions.  
What worked and what didn't? Identify 2 or 3 core arguments. Many of these dilemmas have gray areas or an "it depends" kind of answer. I encourage you to bullet point or sub-head each core argument and summarize.
  - d. Provide your recommendation for the organization based on the ethical principles discussed in class/in the reading.

Formatting requirements:

- 2 - 3 pages long: include name, date, email, course number
- **typed, single spaced with bullets/subheads/white space.** Do not provide lengthy narrative.
- 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)