

SEMESTER-LONG BLOG PROJECT

In order to get a feel for the social media technologies we will be discussing in this class, you will need to learn how to use all of them first. Since we will be talking a lot about blogs, you will be required to launch your own PR blog and to post to it throughout the semester. At the end of the course, your blog will document your progress and growth throughout the semester.

Blog Posts (20%)

Your blog posts will be worth 20% of your final grade (10% for work done by midterm, and 10% for work done by the last week of classes). You are required to make two blog posts a week:

- One of those posts will be a reaction to the week's reading and/or class material.
- The other one will be an original post in which you discuss interesting usages of social media that you stumbled across, or examine new social media technologies. You can also share your thoughts on how the PR industry is using/should use social media, or on how communication theories can be applied to social media PR practice. As you can tell, pretty much any topic is fair game for the second post as long as it pertains to the class. The idea is to get you to engage the course material critically and to have you keep your eyes open for interesting material to blog about. I want you to become an active learner and to start being on the lookout for material to incorporate into the class instead of relying on me, as the instructor, to tell you what is important.

It doesn't matter what day of the week you blog, as long as you add two posts a week, and as long as one is a reaction to the readings and one an original post. Any source used to inform your blog post needs to be cited and linked to. All posts also need to be tagged appropriately.

Please note that you will not receive credit for:

- Posts that don't relate to social media or PR
- Posts that simply announce a new service/technology without examining it
- Posts that were added late (you need to blog on a regular, weekly basis)

Grading Criteria:

1. Post is substantive (thoroughly developed)
2. Post is well written (organization, grammar, spelling)
3. Post demonstrates your understanding of the topic/issue
4. Created required amount of posts

Blog Comments (15%)

Your blog comments will be worth 15% of your final grade. Blog comments refer to comments you leave on other classmates' blogs, or on the blogs of social media students from classes around the world we will be collaborating with this semester. In the blogosphere, commenting is a way to initiate a conversation around a topic. You are required to leave two comments a week and to keep a log of where you commented. I

expect you to leave substantive comments that either extend other bloggers' arguments, contradict them, or provide some new insight into the topic.

Two notes on blog comments:

- I expect substance here. No two-word type comments à la “great post”, “good job”, “I totally agree with you”, etc. If you agree/disagree, explain yourself. The goal is to add value to the original post and to deepen the conversation.
- I also expect civility. No intentional provocations/expletives/obscenities, etc. If you disagree with a post, do so politely. Again, the idea is to start a civil, but also critical conversation. We don't all have to agree with one another, but I do expect you to respect one another.

Please note that it is absolutely essential for you to keep track of where you leave comments and to collect those comments in a log, which you will hand in at the end of the semester. For each comment you leave, your log should contain the name of the blog you commented on, the URL of the blog post you commented on, the date of your comment, and the actual comment.

Grading Criteria:

1. Comments are substantive (add value to the post)
2. Comments invite a conversation/reflection
3. Created required amount of comments