

Interim Group Assignment: Social Media Case Study

For the interim group assignment, you will work together analyze and present a social media case study. The case studies will be selected from among The Shorty Awards “Social Good” Winners, as showcased here: <http://shortyawards.com/1st-socialgood/winners>

Case Study Assignments & Presentation Dates

During the first class meeting on Jan. 18th, 2017, each group will randomly select the date upon which they will present their case study. The group with the first presentation date will have the first choice of category and company selection; the second group to present will have the second choice of category and company selection; and so on.

Presentation dates are as follows:

- Feb. 8
- Feb. 15
- March 1
- March 8
- March 22
- March 29

Deliverable Details

Each group will create and share a PowerPoint presentation that will clearly address the following questions. Presentations should last a minimum of 10 minutes in duration and may include the Shorty Award video from that entry. Each person in the group must have some kind of speaking role in the presentation.

- **Describe the brand(s) involved.**
 - What are their respective missions?
 - Who are their customers / target audiences?
 - What social media channels do they regularly use?
 - How do those channels appear to support the brand’s mission and business objectives?
- **What specific problem was the brand(s) trying to solve in this case?**
 - Describe the research the brand(s) conduct to help them better understand the problem. If no research was apparent, what research would you recommend they should have conducted, and why?
 - If this case involved multiple brands working together, why did this pairing make sense?
- **Describe the campaign.**
 - What unique idea or insight was at the center of this social media campaign?
 - Over what time period and on what channels did the campaign take place?
 - How did the campaign involve the brand(s) target audience?
 - What kinds of unique content did the brand(s) create to support this campaign?
 - What kind of resources do you think it took to execute the campaign (people, budget, tools)?
- **Describe the campaign results.**
 - How successful was the campaign in addressing the problem and meeting its objectives?
 - What specific reach, engagement and action did the campaign achieve?