

Week 2 Hot Seat Assignment Instructions

In this assignment, you will be assigned to a “Hot Seat” group to research a mainstream social media channel. It will be your turn to become the expert on at least one channel. Hopefully after reviewing the discussion posts you will be an expert on many of the mainstream channels.

What to do as a group:

1. As a group, research the assigned channel and put together a 400-500 word summary to post on the Discussion Board. The summary will start the discussion. Your summary should include the following ideas and any others you might want to include: (You can include links or videos in your posts)
 - a. Defining the social media channel
 - b. History of the channel
 - c. Who uses the channel (Target Market)
 - d. How to use the channel-this can include step-by-step instructions or more conceptual
 - e. Built in analytic tools
 - f. Business Models for the channel-how are companies making money using social media
 - g. Strengths and weaknesses
 - h. How is does this channel integrate with other social media channels
 - i. Articles or website of interested related to the channel

What to do individually:

1. Monitor our discussion board post. Your peers will post questions for you to answer. Each group member must answer one question posed to their group.
2. Draft one question and answer based on the channel you were assigned. This be in anticipation of questions your peers might answer.
3. Review at least five of the “Hot Seat” channels posts
4. Post at least two questions for the “Hot Seat” expert to answer

