

Professional Uses of Social Media
Spring 2018 Final Project WORKSHOP

Reader Name: _____

Writer Name: _____

Project Title: _____

AUDIENCE

Who is the audience for this strategy proposal and what do you know about them?

FIRST READ

General thoughts:

Key points/elements:

Organization:

For many, content review is just a spelling and grammar check, along with some rewording for clarity. To be clear, that's copy editing, and it comes after content reviews.

Content review is where experts who know the subject matter, potentially peers of the content author, review the content to ensure its high quality and to add value to it.

- Bob Carver, Carver Technology Consulting, ["Four Ways Content Reviewers Can Improve Content Quality"](#)

CONTENT:

Descriptions/Discussion:

Social audience perspective:

Revision suggestions (2-3):

PROFESSIONALISM

Visually organized to facilitate navigation
Organization of information (content) within document
Clear, professional-level writing
Polished (proofreading, editing, etc.)
Thoroughly and correctly cited
Consideration of audience in language/style/content
Optimizes affordances of digital writing
Shows mastery of tools

SUMMARY/OVERALL COMMENTS:

Page 1 of this worksheet (completed) should be included in the Process Doc of the person who is listed as the writer above.

INSTRUCTIONS

I. TOP/AUDIENCE (5min): Find a partner, write their name and project title on your form, and talk to each other about audiences. After this there should be no discussion until section VI is complete (i.e. if something is unclear, make a note of it; if you as the writer feel you need to explain something verbally, think about whether you could better explain it in the document itself).

II. FIRST READ (15 min): Complete a read-through of the strategy; you may make notes to remind yourself of places you want to return to, but don't make any detailed comments yet. In the worksheet, address the following points:

- What are your general thoughts after this first read?
- What do you think are the most important points/elements in this draft?
- How does the organization of the document help or hinder your understanding and navigation? Note any observations:

IV. CONTENT (10 min): Locate the places where the writer has described their craft/composition choices with regard to the social content.

- First, assess whether the descriptions are clear and detailed: have they explained why they made specific language, syntax, punctuation, formal, etc., choices?
- Second, describe how you would respond to these choices as a social viewer
- Third, make 2-3 suggestions for ways they might revise the social content to better reach and engage their audience, with regards to word choice, sentence structure, punctuation, emoji, hashtag, image, etc:

V. PROFESSIONALISM (5 min): Complete the professionalism checklist and write any notes to help the writer in revision

VI. SUMMARY/OVERALL COMMENTS (5 min): provide some overall comments (please keep in mind, honesty is what will help your writer the most): What are the strengths of this draft? What are the weaknesses? Where were you most engaged in the writing (referring here to the writing of the strategy itself, not just the content planned), and when were you bored or lost? Would you green-light this project? Why or why not?

*Exchange email/contact info with your partner in case you need to finish this worksheet outside of class and send it to them.

For group discussion notes:

COMPETENCIES

Distill course material to conceive and support a strategy

Produce original critical and creative material

Write and organize a complex document to facilitate understanding and engage and persuade reader

Think on micro and macro levels regarding social media

Connect organizational goals to strategy goals to evaluation

Create engaging social media content that adheres to a larger plan

Defend strategic choices in clear, detailed, supported writing

Demonstrate exploration of / proficiency in multiple social media tools and digital, professional writing