

# Social Media for Business Discussions

These discussion prompts were written for online discussion but could possibly use for in-person discussion and sorry about the format since I could only cut and copy from our LMS.

## Discussion #1 Time Spend On Social Media Apps

**Initial Post no later than 11:59 PM Friday, October 1 and responses to others 11:59 PM on Monday, October 4:**

Daily, people spend the following averages on today's most popular social media platforms:

YouTube: 40 minutes

Facebook: 35 minutes

Snapchat: 25 minutes

Instagram: 15 minutes

Twitter: 1 minute

Across a lifetime, this amounts to five years and four months spent on social media.

Instructions

Complete the following steps.

Check the screen time trackers on your cell phones. You will see a list of the apps they have been using, and total active hours or minutes.

For IOS Devices: Go to Settings > Screen Time > See All Activity (under the graph).

For Android Devices: Go to Settings > Device Care > Battery.

Share the following within the forum or discussion board in the LMS:

$[\text{Daily average minutes spent on social media}] \times 365 = \text{annual minutes spent on social media}$

$78 - [\text{current age}] = \text{number of years left to live}$

$[\text{Annual minutes spent on social media apps}] \times [\text{number of years left to live}] = \text{total minutes spent on social media apps for the remainder of lifetime}$

$[\text{Number of years left to live}] \times 365 = \text{number of days left to live. You can base this on the average life expectancy in the United States (78 years).}$

Use this online calculator to convert the total minutes spent using social media apps into years: [Check Your Math](#)

Answer the following questions to post by the initial deadline:

What is the total estimated time spent on social media for the remainder of your life?

Are you satisfied, neutral, or dissatisfied with your results? Why?

Over your lifetime, do you think that the time you spend on social media apps will increase, stay the same, or decrease? Why?

Come up with one critical thinking question about this topic to engage others in the conversation. To help with this question you may want to bring in another outside source from an article or website to spark dialogue.

Respond to at least two others in the class, see "How I Grade Discussions" for more details on their results in a respectful way while addressing the questions they raised in their discussion.

## **Discussion #2 How Social Media Has Shifted Power to Consumers**

Contains unread posts

Available on Sep 28, 2021 12:01 AM. Access restricted before availability starts.

Available until Oct 4, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

## Discussion # 2: How Social Media Has Shifted Power to Consumers

**Initial Post no later than 11:59 PM Friday, October 1 and responses to others 11:59 PM on Monday, October 4:**

Complete the following steps:

Watch this Dave Carroll video: [United Breaks Guitars](#)

Think of examples from your own life (or from the lives of family members or friends) where you shared a positive or negative interaction you had with a brand/company on social media. If you cannot find an example, find an example of a consumer who posted a positive or negative interaction with a brand on social media.

Answer the following questions and post:

- › In 250 words or less, or in a short video, Yuja (1-2 minutes) recording, please share a positive or negative interaction you or another person had with a brand or company on social media.
- › If you still have access to the social media post, share a screenshot of it.
- › What was the outcome of the interaction? Was it in the favor of the consumer or the brand?
- › Do you believe that everyday consumers have the power to influence large brands on social media? Explain why or why not.
- › Come up with one critical thinking question to pose to your other classmates that has to do with this power shift and to give your question more validity give us some context or reference an outside source, properly cited, to move the conversation forward.

Respond on at least two others on their posts and the question they raised within their post. See "How I Grade Discussions" for more details about evaluation and score.

## **Discussion #3 The Social Media Skills Gap**

Contains unread posts

Available on Oct 5, 2021 12:01 AM. Access restricted before availability starts.

Available until Oct 11, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

### **Discussion #3: The Social Media Skills Gap**

**Initial Post no later than 11:59 PM Friday, October 8 and responses to others 11:59 PM on Monday, October 11:**

Instructions

Visit [Indeed.com](https://Indeed.com) or any career website and perform job searches for roles in social media or social media marketing.

Find and list their top three most desirable jobs in Word documents or PowerPoint presentation

You should include the following for each job

The job title, company name, and location

A brief description of the role (1-2 sentences)

A bulleted list of the top five skills required for the role

Select your most desirable role and record a 1- to 3-minute elevator pitch as if you were applying for the position.

Introduce yourself

Provide a brief summary of your background and expertise

Explain why you think you may be the best candidate for the role and why.

Have a call to action

Take your time, make it conversational, and express confidence

Finish your video with a critical thinking question about the company and or position that shows you have done some research about the company and/or position.

Post your Word documents from step 2; along with the video see the following document on instructions on how to upload a Yuja video into the discussion: [Yuja Discussion Response Tutorial Accessible.docx](#)

Remember to respond to at least two others and your response pretend you represent the company that your classmate applied to and answer the question to the best of your knowledge and

research about this other company and/or position if needed to give an appropriate feedback response.

## **Discussion #4 Facebook Content Strategy**

**Contains unread posts**

Available on Oct 12, 2021 12:01 AM. **Access restricted before availability starts.**

Available until Oct 18, 2021 11:59 PM. **Access restricted after availability ends.**

Includes assessment.

Must post first.

### **Discussion #4 Facebook Content Strategy**

**Initial response no later than 11:59 PM on Friday, October 15 and responses to others 11:59 PM on Monday, October 18**

**Instructions:**

**Read the following content strategies in the textbook within chapter 4 (section 7):**

**Establish a Voice**

**Be Authentic**

**Social Media Rule of Third**

**Determine an Engagement Strategy**

**Post at Optimal Times**

**Make the Most of Pinned Posts**

**Use Emojis**

**Ask Questions**

**Go Live: Facebook Live**

**360 Video**

**Run Contests and Promotions**

**Provide Coupons or Discounts**

**Avoid Baiting**

**Use Tags**

**Use Facebook Messaging**

**Utilize Facebook Advertising**

**Look at the Facebook pages of several of your favorite companies or brands. Find content stra examples from the above list in their company pages and post them within your initial post with their proper label and also address each of the questions below.**

What is it about their Facebook content strategy that stands out?

Provide examples of great posts and why they are succeeding on Facebook.

Briefly describe how the content strategy options can positively impact businesses.

Come up with one critical thinking question to pose to your classmates about Facebook's Content strategy to create a conversation.

Remember to respond to at least two others in terms of their examples and their critical thinking question.

## **Discussion #5 Analyze Company Instagram Posts**

Contains unread posts

Available on Oct 12, 2021 12:01 AM. Access restricted before availability starts.

Available until Oct 25, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

### **Discussion #5: Analyze Company Instagram Posts**

Initial Post must be no later than 11:59 PM on Friday, October 22 and responses to others by 11:59 PM on Monday, October 25.

**Instructions:**

Identify a *small- to medium-sized local company* that is active on Instagram. This could be a company from your hometown/state or one from South Denver Metro area.

Over the next week, review the company's Instagram posts.

**YES TAKE SOME TIME TO REVIEW THESE POSTS**

3. Evaluate each of the components of the company's posts as outlined in Chapter 5, Section 5

4. Using either a written or video Yuja response, answer the following questions. For written responses, use 300 words or less.

What is it about their Instagram content strategies that does or does not stand out?

Provide post examples (either good or bad).

Make at least five recommendations on how the company can improve their organic Instagram posts.

Make recommendations on how the company can improve their overall Instagram strategy (such as leveraging stories, IGTV, or changing their content strategy).

5. Come up with a critical thinking question to pose to your classmates about Instagram as it relates to its content.

6. Respond to at least two others based upon your classmate's recommendations for the company they choose and also answering their critical thinking question.

## **Discussion #6 Twitter Covid Response**

Contains unread posts

Available on Oct 19, 2021 12:01 AM. Access restricted before availability starts.

Available until Oct 25, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

### **Discussion #6: Twitter Covid-19 Response**

**Initial responses no later than 11:59 PM MDT on Friday, October 22 and responses to others 11:59 PM on Monday, October 25.**

Overview:

Twitter did the following in the wake of COVID-19:

Helped people find reliable information

Protected the public conversation

Partnered with organizations and engaged with the public

Empowered research for COVID-19

Ensured site reliability

Read these articles about how Twitter opened up data for researchers to study COVID-19 tweets

[Twitter opens up data for researchers to study COVID-19 tweets](#)

[Team Using Twitter to Track COVID-19 Symptoms and Mental Health](#)

For this discussion topic we are going to discuss the ethical issue of privacy and how social media sites like Twitter can be used to track things like disease symptoms and mental health.

Do they think that this is an invasion of their privacy?

What are the pros and cons of leveraging social media for research?

What other applications could Twitter data be used for in the future?

Come up with one critical thinking question to pose to your classmates about privacy and social media or another ethical questions as it relates to social media.

Respond to at least two others in the class and discuss the applications the others have identified as how Twitter could use this data in the future and respond about the critical thinking question that was raised within their posts.

## **Discussion #7 Pinterest**

Contains unread posts

Available on Oct 26, 2021 12:01 AM. Access restricted before availability starts.

Available until Nov 1, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

### **Discussion #7 Pinterest**

**Initial Posts no later than 11:59 PM Friday, October 29 and responses to others by 11:59 PM on Monday, November 1.**

Overview:

A Pinterest board is a collection where users or brands save specific pins. As time passes, users either add extra content to their Pinterest boards or create new ones. Pinners (the other users on Pinterest) follow either an entire Pinterest account or the specific boards that interest you the most.

Here is some examples from chapter 8:

[Whole Foods](#) does a great job of creating pinterest boards by either creating their own pins, or repinning other's content such as recipes to share with followers. The company's Pinterest account features around 40 different food and recipe boards, from holiday-themed recipes to gluten-free, vegan, and paleo recipes.

Personal styling service company [Stitch Fix created a board](#) to showcase how Stitch Fix fans are wearing and pairing their favorite outfits. The company shares pictures of real customers wearing Stitch Fix clothing to not only showcase company products, but to also encourage followers to request the same looks from their personal Stitch Fix stylists.

[Red Bull](#) has done a great job of organizing Pinterest boards to specifically target extreme sports enthusiasts. The company has created categories for health, lifestyle, biking, travel, and more.

Instructions:

Choose one of the following industries and create a Pinterest Board for a fictitious company relating to their chosen industry

Dog grooming business

Financial planning business

Travel company

**Clothing retailer**

**Health & fitness company**

**Instructions:**

Go to the Pinterest desktop or app and create a Pinterest account or log into an existing account.

After creating the account, create a board for your represented business.

Consider the target market for your business. Your goal is to create and pin content that sparks interest for your existing followers and to gain new followers.

Create five original pins for your company and repin at least 10 pins from others related to your business. There should be a total of 15 pins or more on your board.

Remember, the best Pins are those with high-quality images and great descriptions. When sharing others' Pins, you have the ability to edit and add your own descriptions. If descriptions are not optimized for your brand's target audience, make sure to change the descriptions before repinning.

Here are some additional tips from Chapter 8 Section 8:

**Use hashtags**

Make sure to convey the benefits and value of the pin in the description.

Use keywords within descriptions so that Pinners can find Pins when searching in the social media platform.

Add a call to action to encourage pinners to save the pin or click through to a website.

Now, here in the discussion and answer the following questions and put in the subject line of your post, which industry you have selected.

**Describe your company and your target market**

**Why do you believe followers will have interest in your Pins?**

**Which Pinterest content strategy tactics would you leverage going forward to gain new followers and increase engagement with your company's Pinterest account.**

**List the top Pins and saves from your board and discuss why you believe they attracted interest.**

**Come up with one critical thinking question that you still have left about Pinterest**

**Review two other students who selected the same industry as you.**

**Repin at least three pins from their board.**

**Provide feedback on their board, noting if you took a similar approach or different approach to your own board.**

## **Discussion 8 Analyzing Company YouTube Videos**

**Contains unread posts**

Available on Nov 2, 2021 12:01 AM. Access restricted before availability starts.

Available until Nov 8, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

## **Discussion #8 Analyzing Company YouTube Videos**

**Initial Post no later than 11:59 PM on Friday, November 5 and responses to others 11:59 PM on Monday, November 8**

### **Overview:**

**The key to success with YouTube is properly optimizing each video to gain the most views. If videos are not optimized properly, users will never be able to find them through the YouTube search engine. The first 24 hours a video is published is the most important for YouTube search rankings, so videos must be fully optimized before being published.**

**Chapter 10 Section 6 details eight ways to optimize videos on YouTube:**

**Keywords**

**Titles**

**Descriptions**

**Transcripts and Closed Captions**

**Tags**

**Thumbnail**

**YouTube Cards**

**YouTube End Screens**

### **Instructions**

**Select a company or brand that leverages YouTube.**

**Select and watch at least three YouTube videos from the company's account.**

**Review the eight ways to optimize a video on YouTube presented in Chapter 10 section 6**

**In a video recording of your own (five minutes of less), perform an analysis of the company's three videos by answering the three questions:**

**Did the company optimize their videos with proper keywords, titles, descriptions, transcripts, closed captions tags and thumbnails?**

**Did the company leverage YouTube Cards and End Screens?**

**What are some ways the company could further optimize their videos?**

**Review the content strategy examples for YouTube presented in Chapter 10 section 7. In the same video, perform an analysis of the company's content strategy and make recommendations by answering these two questions:**

Did the company leverage any of these examples for the three videos you analyzed? Explain what strategies were leveraged.

Make recommendations to the company on the strategies they should leverage in the future to improve their videos and achieve desired results with YouTube.

Upload your completed video to YouTube by following these instructions:

#### Web Browser

1. Navigate to YouTube in a web browser.
2. Log in to your account or create a new account.
3. Click the “create a video” button at the top of the screen. It looks like a video camera. In the drop-down menu, click “upload video.”
4. The video upload page should appear. Under “select files to upload, click “public” and choose what level of visibility you want for the video — everyone can see a public video, you can also make it “unlisted” (it’s still publicly available, but only to people with a direct link).
5. Click the large arrow to choose the video file, or you can simply drag the video file onto the page.
6. While the video uploads, enter information like the name and description of the video.
  - o **Note: make sure your title and description are optimized!**
7. Click “publish” to complete the process.
8. Once the video is uploaded, it will take a few minutes to process. The time it takes to process will depend on how long the video is.

#### Mobile App

1. Open the YouTube app on your phone.
2. Tap the “video upload” button at the top of the screen. It looks like a video camera. If this is your first time using the upload feature, you might need to give the app permission to access your camera and photo library.
3. On the next screen, tap the video you want to upload (you can also record a new video).
4. Tap “next.”
5. Enter information like the name and description of the video, choose a privacy level, and “Upload.”
  - o **Note: make sure your title and description are optimized!**
6. Once you have the link to your video, add it to the discussion board as your initial post; along with a critical thinking question about YouTube and Social media. In addition, please add this link to the Assignments folder with the file name of First Name Last Name Assignment #6.

7. Comment and ask questions on at least two others posted videos and try to answer the critical thinking question posed by each of these students.

## **Discussion #9 Vlog or Podcast**

**Contains unread posts**

Available on Nov 9, 2021 12:01 AM. **Access restricted before availability starts.**

Available until Nov 15, 2021 11:59 PM. **Access restricted after availability ends.**

Includes assessment.

Must post first.

### **Discussion #9**

**Initial Post no later than 11:59 PM on Friday, November 12 and responses to others by 11:59 PM on Monday, November 15.**

You have two options for this discussion, but start this early in the week; however read all of chapter 11 first.

#### **Option 1: Record a Vlog**

A vlog, or video blog, is essentially a blog in video format. It involves a vlogger, or video blogger, talking to the camera in the first person, sharing their everyday activities in a more personal way over a traditional blog. Vloggers post about a variety of topics and share them directly on social networks like Facebook Live or YouTube or embed them in a regular blog post.

You will be responsible for recording a vlog on any topic of your choosing. Topics can include digital marketing, social media marketing, a personal story, something you are passionate about or you can elect to write a blog for a real, fictitious company or your mimic social project.

**Your vlog should follow these general guidelines:**

A vlog should be long enough to engage viewers, and should be 10-30 minutes long.

Hook your viewers in within the first 15 seconds.

Look directly into the lens (not at the screen) and talk as if you were talking to your friends.

**Focus on storytelling**

**End your vlog in a unique way**

More tips are available here: [\*\*31 Vital Vlogging Tips for Beginners\*\*](#)

**Deliverable:**

Upload your video link to your vlog should you choose to publish it on YouTube, or any other social media platform to the discussion board in your LMS.

**Within the discussion board answer the following questions:**

**How would you promote your vlog in order to gain more views?**

**What did you learn from creating the vlog?**

Ask a critical thinking question to your classmates as it relates to Vlogs and Content.

Respond to at least two others posted vlogs with either thoughts or questions about their content and try to address their critical thinking question.

**OR**

**Option 2: Record a Podcast**

Podcasts are the audio versions of vlogs, involving recorded audio, but not recorded video. The recorded audio files are streamed online or on a mobile device and can be downloaded for offline listening. Podcasts are available on a variety of themes and topics. Podcasts are usually episodic and driven by a host who—in a structure similar to that of radio talk shows—typically tells stories or shares expertise in a variety of formats.

You will be responsible for recording a podcast on any topic of your choosing. Topics can include digital marketing, social media marketing, a personal story, something you are passionate about, or you can elect to write a blog for a real, fictitious company or your mimic social project.

Before you record, edit, and upload your podcast, listen to multiple podcasts and note the following:

The topic selection related to the target audience. Is it an interesting topic?

The hook. Were listeners hooked in the intro?

The interviewing or storytelling quality

Presenters quality

Sound quality

Editing quality

Content quality

Next, choose from one of the below podcast formats:

Solo commentary

One-on-one interview

Q&A

Multi-host talk show

Education-driven

Panel or round table discussion

Narrative storytelling

Fictional or non-fictional storytelling

Once you select your format, gather ideas and choose your topic and audience. From there, you may also want to develop a script or draft your narrative for your podcast. What is the story you want to tell? What will listeners want to know about your topic? How will you address their common pain points and questions? What questions will you ask in your interview?

For more information, review this useful podcast guide for students: [Starting Your Podcast: A Guide For Students](#)

**Deliverable:**

Once you have prepared all of the above, record your podcast using the “voice memos” or a built-in recording device on your phone, or an app such as GarageBand, VoiceRecorder, or RecorderPlus.

Your podcast should be 15-20 minutes in length, including the introduction. Your intro should be 1-4 minutes in length and should provide an overview of what will be discussed during the podcast. Make sure to hook readers in the intro. Once complete, edit your podcast to cut out any distractions or pause. You may choose to add intro and outro music although it is not required. Free music can be found here: <https://www.instantmusicnow.com/>

Upload your podcast recording to the discussion board in your LMS. Within the discussion board answer the following questions:

How would you promote your podcast in order to gain more views?

What did you learn from creating the podcast?

Ask one critical thinking question to your classmates about Podcasts and Content

Respond to at least two others posted podcast with either thoughts or questions about their content and try to answer their critical thinking question.

## **Discussion #10 Social Media Advertisements**

Contains unread posts

Available on Nov 30, 2021 12:01 AM. Access restricted before availability starts.

Available until Dec 6, 2021 11:59 PM. Access restricted after availability ends.

Includes assessment.

Must post first.

## **Discussion #10: Analysis of Social Media Advertisements**

**Initial deadline no later than 11:59 PM on Friday, December 3 and responses to others 11:59 PM on Monday, December 6**

Overview:

*Social media advertising* are advertisements served to users on social media platforms. Social media advertising is a highly effective way to target audiences on social media based on a wealth of demographic and lifestyle information on social users.

Ask yourself when the last time you received or interacted with a social media ad was? What was the ad and what was the brand or product being promoted? Did you act? Have you ever made a purchase from an ad?

Why do you think marketers are turning to social media advertising over traditional advertising, print, television and radio?

Refer to the lecture slides from "OLD chapter 16" in this week's materials that discusses target options, ad objectives, types of ads, bidding, and measuring for each social media platform. (You saw most of this material in chapter 3.)

Instructions:

Over the course of the next few days, spend time on your social media networks. If you do not have or use your social media accounts, spend time watching videos on YouTube.

Your goal is to come across 3-5 social media ads by the time it is time to post.

Every time you come across an ad on social media, take a screenshot of it.

Include your screenshot alongside answers to the following questions in a Word document or PowerPoint presentation:

Which social media platform did the ad appear on?

Who was the company that advertised to you?

What was the product, solution or main message that was advertised?

Was there a discount or promotion offered? If so what was the promotion

What was the call to action for the ad?

Which ad format was used? Refer to Chapter 16 for the ad format for each social media platform

What do you believe the ad objective was when the company created the ad? Refer to chapter 16 with the ad objectives for each social media platform (awareness, followers, web traffic, engagement, video views, sales etc).

Why do you think you were targeted for this ad? Was it based on your location, demographics, interests, recent online behavior or another targeting option?

Do you believe you were correctly targeted for the ad? (i.e. did the ad spark your interest). If no, who do you think would be a better target for this ad?

Once you have completed an analysis of 3-5 ads, upload your Word document or PowerPoint presentation to your discussion post.

Come up with one critical thinking question that relates to Social Media Advertisements that engage others in the class on this topic.

Respond to at least two other students' posted discussions and that addresses their critical thinking question.