

3.4.13: Assignment- Social Media

Social media has been a game changer for brand awareness building, customer relations, and customer satisfaction. Shoppers are increasingly turning to social media for help with buying decisions. With this shift in advertising, consumers are paving a new purchase path for retailers to follow. Many businesses adopt social media as a promotional mechanism and use social media solely as if it were a traditional one-way advertisement instead of a two-way communication channel.

Here is a short list of common types social media business messages that create customer activity:

- Promotions and discounts
- Latest product information
- Customer support
- Entertaining content
- Ability for customers to offer feedback

For this assignment, you will write 500 words describing your business message by explaining which social media channel is ideal for your company. This assignment has two parts.

Part 1

Create your business message by deciding on one goal. Do you want to increase sales? Or do you want to build affinity with your customers? As you brainstorm, you may want to use the bullet points above and any content from this module to decide on the type of business message you want to share.

Part 2

Choose a social media platform that best fits your message. For this assignment, you can use any social media channel presented in this module. Explain and analyze why this social media channel is the right one for your message. You may compare and contrast why this channel works and why the other options are not ideal. Explain how you will measure whether the message was successful. In your conclusion, describe how a successful business message presented on social media can impact customer loyalty, ensure customer retention, and expand publicity. Make sure you cite any sources.

Optional Assignment Resources:

Do you need more information to help you with this assignment? Check out these links for more information:

- [The Modern Guide to Social Media for Retail](#)
- [Social media marketing: a guide for business](#)
- [5 Lessons from The Top Retail Brands on Social Media](#)
- [How Three Leading Retailers Created Successful Social Media Marketing Strategies](#)

Grading Rubric

Criteria	Not Evident	Developing	Proficient	Exemplary	Points

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Organization and format	2 pts Writing lacks logical organization. It may show some coherence but ideas lack unity. Serious errors and generally is an unorganized format and information.	3 pts Writing is coherent and logically organized, using a format suitable for the material presented. Some points may be contextually misplaced and/or stray from the topic. Transitions may be evident but not used throughout the essay. Organization and format used may detract from understanding the material presented.	4 pts Writing is coherent and logically organized, using a format suitable for the material presented. Transitions between ideas and paragraphs create coherence. Overall unity of ideas is supported by the format and organization of the material presented.	5 pts Writing shows high degree of attention to details and presentation of points. Format used enhances understanding of material presented. Unity clearly leads the reader to the writer's conclusion and the format and information could be used independently.	5 pts
Content	2 pts Some but not all required questions are addressed. Content and/or terminology is not properly used or referenced. Little or no original thought is present in the writing. Concepts presented are merely restated from the source, or ideas presented do not follow the logic and reasoning presented throughout the writing.	3 pts All required questions are addressed but may not be addressed with thoughtful consideration and/or may not reflect proper use of content terminology or additional original thought. Additional concepts may not be present and/or may not be properly cited sources.	4 pts All required questions are addressed with thoughtful consideration reflecting both proper use of content terminology and additional original thought. Some additional concepts may be presented from other properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	5 pts All required questions are addressed with thoughtful in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts are clearly presented from properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	5 pts

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Development – Critical Thinking	4 pts Shows some thinking and reasoning but most ideas are underdeveloped, unoriginal, and/or do not address the questions asked. Conclusions drawn may be unsupported, illogical or merely the author's opinion with no supporting evidence presented.	6 pts Content indicates thinking and reasoning applied with original thought on a few ideas, but may repeat information provided and/ or does not address all of the questions asked. The author presents no original ideas, or ideas do not follow clear logic and reasoning. The evidence presented may not support conclusions drawn.	8 pts Content indicates original thinking, cohesive conclusions, and developed ideas with sufficient and firm evidence. Clearly addresses all of the questions or requirements asked. The evidence presented supports conclusions drawn.	10 pts Content indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.	10 pts
Grammar, Mechanics, Style	2 pts Writing contains many spelling, punctuation, and grammatical errors, making it difficult for the reader to follow ideas clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices disrupts the content. Additional information may be presented but in an unsuitable style, detracting from its understanding.	3 pts Some spelling, punctuation, and grammatical errors are present, interrupting the reader from following the ideas presented clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices may detract from the content. Additional information may be presented, but in a style of writing that does not support understanding of the content.	4 pts Writing is free of most spelling, punctuation, and grammatical errors, allowing the reader to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented in a cohesive style that supports understanding of the content.	5 pts Writing is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented to encourage and enhance understanding of the content.	5 pts
Total:					25 pts

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