

Web Content Development MASS 410

Tentative Schedule for the next few weeks:

Today - Finish Podcast Intros

Winter Break - work on Podcasts

Mon, OCT 19 - Podcasts should be posted. Gather website addresses. Create a map of your social media strategy

Social Media Strategy assignment (Midterm):

Spend time researching social media sites that target your content and audience. Create a writeup with illustrations on how you will promote your blog. Include sites you will use such as Twitter, Flickr, etc. Be prepared to explain how the same approach would benefit a real-world company (PR or marketing) or mass communications outlet (journalism/traditional media).

Wed, OCT 21 - Finish Social Media Strategy - possibly begin presentations

Mon, OCT 26 - Web Video Introduction

Wed, OCT 28 - Mon Nov 2 - Create and edit web videos

Wed, NOV 4 - Finish and upload web videos.

Monday, NOV 9 - Project assessment - begin to prepare project for final

FINAL ASSIGNMENT:

Final project will consist of a written, electronic and oral presentation assignment.

Written assignment:

Write a 7-10 page (double-spaced 12pt font) paper explaining what you learned about web content development as it relates to social media, podcasting, video, mass communications and public relations. Cite at least 5 sources - include full links for all cited online sources. No copy and paste. All content for the written assignment must be in your words.

Include:

The history of your project - What was your original plan? How does it

compare with the final result? What do you wish you would have done differently? What is the future of this project? What tools did you use along the way? Things that worked and things that didn't.

Draw a flowchart of your blog and how the information flows through the social networks. Include a summary of how this flowchart helps to promote your project.

Include a detailed hypothetical example of how you could use the information acquired in this class in a real world mass communications or public relations scenario.

Electronic assignment:

Make sure that all blog and social media information is listed in your written assignment. If you created a blogspot, wordpress or other site, make sure to include those addresses. I will only find your online stuff if you show me where it is. This list should include Twitter, Facebook page, Flickr, etc. You will not be graded on whether or not you have these accounts, but rather how you use them.

An electronic copy of your written assignment should be emailed to me or handed in on CD-ROM with a hard copy of the written assignment.

I will be looking for blog content, feed aggregation, at least one podcast episode, an embedded YouTube video any other indicators of a social media presence.

Oral presentation:

Every person in class must present their work to the class on the overhead projector. Oral presentation should cover the same material found in the written assignment, but students will be allowed to ask questions and give critiques.