

## Social Media Content Creation Assignment

**Project:** Create a facebook post with a prepared statement/comment and a related graphic image, link to education content, video, infographic, etc.

**Audience:** The Education Program Followers include: past, current, and prospective students, alumni, MaMurray administrators and staff, friends and family of students.

**Goal:** Create engagement with educational content or promote the MacMurray Education Programs. Gain and develop relationships with the audience and encourage continued following and investment of the program. Represent MacMurray in a positive light.

### Submit:

1. Create a document with your statement/comment and your name (s).
2. Include specific link/URL if one is needed.
3. Attach any photos/images that are to be posted along with the comment. Share or attach any video that is to be shared.
4. Share if there is a specific date or time of day you would like the content posted.
5. Write a brief explanation of why you selected this content and how you hope to engage the audience.
6. If possible this should be shared in Moodle. If there are technical difficulties, email to Ms. Johnson.

**Due Date:** Feb. 23rd Midnight

**Note:** If you are working with a partner, you are responsible for creating two posts.

You will be graded on your statement/comment and the related images/media shared. I am looking for creativity, level of engagement (what will make the audience click!), professionalism of product, and a reason for your selection of the content.

