

Peer Review – April 6, 2010

This is 20% of your grade. You will be graded on how you review someone else's social media activities and how you respond to your review.

All comments should be substantive. This is a learning process that will demonstrate how we can all improve our social media activities and discuss why we made certain choices when using social media.

What you're going to look for

Blogging:

- How frequently and how regularly did he/she post articles?
- How interesting were they? Why were they interesting?
- Do you think much thought or care was applied to the articles? How much?
- What topics were covered?
- Were the topics consistent or did they change over time? If they changed, how?
- What was the tone of the articles – familiar, formal, etc?
- Were comments posted to the article?
- If questions were posed in the comments, did he/she respond to them?
- Did he/she comment on anyone's post? If so, how often? To different people or always the same person or group of people?

Wiki

- How comprehensive is his/her wiki page cataloging his/her social media activity?
- Has he/she contributed to any wiki conversations?

Facebook / LinkedIn (NOTE: Only assess the time AFTER this was assigned in class)

- How actively has he/she been promoting his/her blog articles on the Facebook fan page?
- Has he/she contributed to any conversations there?
- Has he/she filled in his/her LinkedIn profile?
- Did he/she join any groups on LinkedIn?
- Has he/she contributed to any group discussions or conversations?
- Describe his/her LinkedIn profile page
- Describe his/her Facebook activity.

Twitter (NOTE: Only assess the time AFTER this was assigned in class)

- Does he/she regularly use Twitter?
- What kind of topics are tweeted?
- How consistent are they? (Use the tools discussed in class to assess the regularity, content cloud and time dispersion of the tweets)
- How many followers does he/she have?
- Has he/she been retweeted? How often and by whom?

Bookmarking

- What has he/she bookmarked?
- Did you find it interesting? Why?

Using all this, offer constructive criticism.

- Do you feel like he/she “gets it”?
- How cohesive is his/her social media presence?
- Which area(s) are being put to best use?
- Do you feel like there’s been improvement?
- If you had to rank it, would you say his/her use of social media is great, good or needs focus?
- Why would you rank it that way (be specific and use examples)?
- What would you like to see that he/she hasn’t done yet?
- What would you advise him/her to do to get an A in this class?

Your Response

After listening to what your reviewer has to say, explain the following in 2 minutes:

- What did you think was a particularly good point that your reviewer made?
- Was there anything pointed out that you did not notice about your social media activity?
- Were you surprised by any of your reviewer’s comments?
- Why did you choose to do what you did (blog about certain topics, contribute to the wiki or not, tweet, retweet, join groups in LinkedIn, etc)?
- What do you want to improve upon in the second half of the semester?