

Comm 663 Peer Review – Due by 11:59 pm on Sunday April 9, 2017!

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

Instructions:

Using the best practices for each platform you have learned in class and the reading, analyze and comment on the work done by the student you have been assigned to review.

All comments should be substantive and consist of constructive criticism. 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.

Note: E-mail your review to me (wschecke@nyit.edu) and the student you reviewed by 11:59pm on Sunday, April 9. You will automatically lose 5 points if you do not copy the student you wrote about in your email to me.

Required Format:

- Word document (.doc or .docx)
- 5 or 6 pages (no more, no less)
- Letter-size paper (8.5 x 11 inches)
- 1" margins
- Arial 12 point
- 1.5 spaced

Some Suggestions (by no means everything you should be looking for):

Blogging:

- How frequently and how regularly did he/she post articles?
- 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?
- Did he/she comment on anyone's post? If so, how often? To different people or always the same person or group of people?

NOTE: Do NOT summarize blog posts! Analyze them!

Wiki

- How comprehensive is his/her wiki page cataloging his/her social media activity?

LinkedIn

- Has he/she completed his/her LinkedIn profile?
- Did he/she join any groups on LinkedIn?
- Describe his/her LinkedIn profile page.

Twitter

- Does he/she regularly use Twitter?
- What kind of topics have been tweeted?
- How consistent are they?
- How many followers does he/she have?

Instagram

- Does he/she regularly use Instagram?
- What kind of pictures have been shared?
- What kind of hashtag use do you see?

Offer constructive criticism.

- How cohesive is his/her social media presence?
- Which platform(s) are being put to best use?
- Do you feel like there's been improvement?
- If you had to grade the work done so far, what grade would you give it and why?
- 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 – A Conversation on April 11

After studying what your reviewer wrote, ask questions of your reviewer and talk about the following in 8 - 10 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?
- Is there anything you feel the need to explain?
- Do you have any questions for your reviewer?
- What do you want to improve upon in the second half of the semester?