

## **TCO 491 Social Media Final Exam**

**Analysis and Recommendations of Mercer University Technical Communication Social Media  
100 points**

### **Directions**

Please submit your completed document to me via email at [codone\\_s@mercer.edu](mailto:codone_s@mercer.edu) by Thursday, December 12 at 10:00 pm. Please write in complete sentences unless you are using bulleted or numbered lists. I will grade this document for grammar, punctuation, and spelling, as well as the substance of your answers. Use the file naming convention "lastname\_491final.doc(x)"

The purpose of this final exam is to use the skills and knowledge you've acquired this semester to analyze the current Mercer Tech Comm social media arrangements and make recommendations for improvement. This exam is divided into three sections.

### **Section One**

#### **Analysis of Existing non-Mercer Technical Communication Social Media (15 pts)**

Spend time searching the Internet for existing technical communication social media accounts, including blogs, Facebook pages/groups, Twitter accounts, or other platforms. Provide a list of what you find, including the name of the account owner, the link, and a short 2-3 sentence description. You may do this in a table or paragraph format.

### **Section Two**

#### **Analysis of Current Mercer-based Technical Communication Social Media accounts (30 pts)**

Mercer's Tech Comm department has two social media accounts – a Facebook group and a new blog.

Analyze the Mercer Tech Comm Facebook group and make clear, concise recommendations for the following:

<https://www.facebook.com/groups/151159062414/>

1. Strategies for page/group setup
2. Strategies for member management
3. Potential posts – identify content
4. Recommended frequency of posts
5. Strategies to make this account more up-to-date and actively used – list at least 3

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### Section Three

#### Recommendations for the new Mercer Tech Comm blog (25 pts)

<http://blogs.mercer.edu/techcomm/>

The IT department at Mercer has given the Tech Comm department the capability to use Wordpress for blogging – see above link. The account has been created and assigned a domain name, but no content has yet been added. The intended audience is nationwide, and the purpose is to write blog articles that fit within the field of technical communication that may also be used to highlight our research, curriculum, and attract new students to the MSTCO degree at Mercer (our online master’s degree). Please make recommendations for the following:

1. Blog title
2. Tagline (undertitle)
3. Blog theme (you can examine Wordpress themes by Googling them)
4. Recommended content for the banner picture for current theme (1170 x 300)
5. Recommended Wordpress widgets to include on main blog page
6. Other tech comm blogs (university or industry) to include in a blogroll
7. Methods for publicizing new blog posts

Using the table below, please suggest blog post topic content at the rate of one post per week for three months. Topics can be academic, practitioner-oriented, industry-based, or guest posts by authors invited by the Tech Comm department. While this is not a content calendar, it is intended to become a starting point for one.

**Recommended Blog Post Topics for <http://blogs.mercer.edu/techcomm/>**

	January	February	March
Week 1			
Week 2			
Week 3			
Week 4			

### Section Four

#### Recommendations for the implementation of TCO 485, Social Media Management, Fall 2014 (30 pts)

As you know, our course was a temporary special topics course. The Technical Communication department is currently planning to make Social Media Management a permanent Tech Comm elective, taught every other fall.

#### Instructional Topics

Describe at least 5 topics you think are essential to the study of social media management for technical communication majors and minors.

**Social media tools**

Describe at least three tools you believe students should both learn about and use for class assignments.

**Assignments**

Given 1,000 points, identify, describe, and allocate points to assignments that should be included in the course, noting whether they are individual or group and how much time should be allotted to them.

Please use all 1,000 points.