

ICOMM 210: Introduction to Social Media

Assignment: Live Event

Point Total: 50

Overview:

Social networks and community work best when they combine real-world experiences with cyberspace networks. In order to grow your site, it's important to establish real world networking opportunities as well.

These events can manifest in many different ways, but they should take to heart "The Strength of Weak Ties," the Socio Technographic profile, and Bartle's work on game mechanics. In other words: don't just get your friends to help you.

Objectives:

- Develop a theoretical framework for motivating people to contribute to an online community through a real-world event as demonstrated by a pre-report.
- Identify potential opportunities to build an offline networking event and use community-building frameworks as demonstrated by the live event
- Analyze the net result of the event through the lens of community-building frameworks as demonstrated by the post-mortem report

Requirements:

This assignment will be graded in two parts. The Pre-Sheet is just a check to make sure you have a viable idea. The final grade will come when your live event is completed.

- Pre-Sheet
 - **Goal:** Describe in 1-2 sentences your specific goal in launching this live event. (Hint: Do not make this generic, such as "I want people to learn about my site." You want measure-able goals.)
 - **Description:** Describe in 2-3 paragraphs who you are targeting, where you will do your event, what materials you will need, and how long you expect the project to take.
 - **Theory:** Describe which community-building frameworks you are using, and how specifically they will manifest in your event. Bullet points are fine.
 - **Task List:** I will not approve your live event until you have a thorough task list, which lets me know that you understand the time commitment and that you have spoken with appropriate stakeholders.
 - **Finish Date:**
- Post-Mortem: This 1-2 page report should contain:
 - **Introduction:** This should be a 2-3 paragraph description of the events, where it took place, and the circumstances surrounding the event. You should summarize the positive and negative elements.
 - **Application of Theory:** You should have 3-4 paragraphs analyzing how the theoretical use of community-building frameworks played out within your live event
 - **Application of Project Management:** You should have 2-3 paragraphs analyzing your Task List, and deconstructing your work flow.

- **Analyzing Analytics:** You should spend 2-3 paragraphs discussing specific numbers: participants, new users, content created, interactions with people. Make sure you reference your stated goal for the event.
- **Work Cited**

Grading:

	A	B	C	D	F
Pre-Sheet (10)					
Post Mortem					
Intro (10)					
Theory (10)					
Proj Man (10)					
Analytics (10)					
Total					