

## Social Media Class: Twitter expectations this semester

**This semester you will be tweeting from an open account on a regular basis. There will be some basic requirements with tweets. Feel free to go beyond these minimum requirements.**

First, you need to create an account if you haven't already. When you create your username, be smart about it. You don't want anything too long or a name that is hard to take seriously. Best to stick as close to your name as possible.

Next you will need to follow this class @FHNsocialmedia. May be a smart idea to get updates from this account sent to your phone.

Minimum requirements for the semester:

- Tweet twice a day.
  - One of those tweets must contain the tag #FHNsm
  - One of those tweets must be a RT, mention, or critique
- Reply to a classmate's tweet once a day.
- Use the class tag #FHNsm when relevant to class.
- Favorite ("star") tweets in your feed that you think are worth being highlighted.
- Follow class established etiquette.

## How your Twitter use will be graded.

Tweets will be monitored by the teacher. There is always the possibility of discussions via Twitter continuing in the classroom, or tweets being highlighted in class.

You are responsible for keeping track of your tweets through out the week, and every other Friday a reflection paper will be due covering the progress of the previous two weeks.

Requirements for each reflection:

- Copy your top three tweets that received the most response. Reflect on why those tweets were responded to? What do you think was strong about these tweets?
- Copy your three weakest tweets, or three that did not receive any response. Reflect on these and why they didn't receive a response?
- Who were the new followers you received the past two weeks? How do you think they found you on Twitter? Who is credible sources? And who did you follow back and why?
- What new followers did you discover the oast two weeks? What made you want to follow them?
- What did you do well these past two weeks?
- What are you going to try to improve on the next two weeks?
- Any questions or other comments you have about social media?

Reflections need to be a minimum of one page. Be thoughtful in your responses and how well you critique yourself.

