

Pinterest Assignment

FYS 119 Fall 2014

Purpose:

Explore the topic of professional communication, especially for the college freshman. Look specifically at social media and the positive and negative implications for students and society.

Tasks:

1. Create a Pinterest board profile. You can use your CSM email address or you can use an existing profile. The email address/name needs to be provided in class so that I may invite you to the board.
2. You will be assigned into two groups- one negative, and one positive related to social media. Each individual is responsible for pinning and captioning FIVE pins to their assigned topic. NO DUPLICATE PINS.
 - a. Positives: Collect tips, tricks, articles, and information related to how a student, someone interested in finding employment, or someone who wanted to work on their professional development could use social media to their *advantage*.
 - b. Negatives: Collect tips, tricks, articles, and information related to how a student, someone interested in finding employment, or someone who wanted to work on their professional development could be *harmed* by using social media inappropriately.
3. Caption your pin. Captions need to have a summary of the information, what was most useful, and where it is applicable (at least a 3 sentence caption).
4. Comment on pins. Each student is responsible for commenting on THREE pins in the OPPOSITE group. This will require you to "follow" both boards. A demonstration on how to do this will be done in class.

Grading Breakdown (15 total points):

Completed a Pinterest account and followed correct boards. Pinned to correct group = 5 points

Completed 5 pins in the correct board and captioned each one according to the guidelines = 5 points

Commented on 3 pins in the opposite group = 5 points

5 BONUS POINTS awarded to the most useful/creative pin on each board!!