

Social Media Proposal

Overview

For your final assignment, you will be required to write a detailed proposal recommending and arguing for increased social and new media use by a fictional company. You will assume the role of an external consultant.

You have been hired to consult on a company's social media use. The company has never used social media before, but they would like to begin using it in order to reach their customer base and enhance their internal organization. You will need to choose one or two (or more) social media tools for this company, outline how the tools will enhance the company, your suggestions for implementation, the procedure for implementation, and the pros and cons of implementation.

You should give a brief background history of your chosen tools in your introduction, and you should reiterate the importance of the tool and your suggestions in your conclusion. You should feel free to cite other material in this proposal and include a Works Cited page.

Assignment Details

- Suggested Reference: Workplace, p. 206-228
- Evaluation: You will be graded on how well you present the information outlined in the description, coherency, clarity, context, and cited works. This assignment makes use of part of almost every other assignment we've done, so you will be responsible for outlining all the pertinent information related to how you will persuade your client to adopt your recommendations.
- Length and Details: 5-7 pages; 12-point font, single-space (not including a cover memo AND title page)

You're the consultant. While I feel it's important for you to understand and know the genre, which most you of do, I also want you to format your proposal in the best way you feel shows the information you want to present. You will then be required to give a short presentation based on your proposal.

Context

Here's the situation I created for which you can write:

Dear Sir or Madam:

I'm interested in using social media to target my clientele. I own and operate a new textbook company that markets used textbooks to college students. I want to offer deals to students who buy and/or rent all their books from my company. But, I'm having trouble connecting with my target market, and it has been many years since I attended college. Furthermore, I have almost no knowledge of social media technologies. I would like your help in using social media to connect with students, and I need to know the

benefits and limitations of using social media. I also need to know the best way to get started and leverage social media, especially the type of social media most students use.

I look forward to your proposal.

Sincerely,
Trent M Kays
President, Kays Textbook Consortium
Minneapolis, MN 55455
USA

I have purposely left parts of this project vague. I trust you to act like consultants and fill in parts of this project as you would for an actual client. Your client will not always give you all the details: You will have to format the discussion appropriately and present it to your client.

Please try and have fun with this assignment. Be creative! You're the experts on this area, and you should write like experts. Remember: You know what you're talking about.

Onward!