

Bill Wolff
Social Media and Community Engagement, Fall 2017
End of Semester Checklist

IMPORTANT: Groups that do not turn in their hard drive(s) by Monday, December 18, will receive an Incomplete for the course.

Monday, December 11: Client Case Study Due by 11:00pm

STEPS TO COMPLETE THE WORK

1. See the assignment at <http://bit.ly/f17-casestudy>.
2. Create a folder in a shared team GoogleDrive space and compose the written part of the case study. Do not rush this part of the work. Since the length of each section is no more than 150 words, it is more than usually important to pay extra attention to each word chosen and each sentence composed.
3. Paste into the document URLs for any videos you would like included. Or, if you know you want a video included but it is not yet online, indicate which video you want to be included.
4. Upload to the folder all images you would like included. You should have one very large image that will serve as the header to the case study (as on the Our Work page) and other smaller images
5. Share the whole folder with beautifulsocial@gmail.com by the due date
6. Your project team Fellow will upload everything to the Beautiful Social web site

Thursday, December 14: AT LEAST 1 FINAL video due by 11:00am

STEPS TO COMPLETE THE WORK

1. Upload the video to a Dropbox space and share it with the Beautiful Social Dropbox (beautifulsocial@gmail.com)
2. We will watch the video during the End of Semester Event

Thursday, December 14: End of Semester Event, Bronstein Hall, 1:00 – 3:00

1. This event is required for all students (see me if you have a conflict). Lunch will be provided, so arrive hungry. If you have food allergies, dietary restrictions, and/or dietary choices, please notify Bill immediately by email.

Monday, Dec 18: Final Deliverables Due between 10:00am and 2:00pm in the Annex (or see your Fellow or Bill to arrange an earlier time to turn them in)

STEPS TO COMPLETE THE WORK

1. On ONE of your team hard drives, create a folder called Final Deliverables.

2. In that folder put ALL your final versions, including all final videos, video transcripts, graphics, images, captions, Social Media Analysis, Consultant Credit Document, etc. Include these even if they are on GoogleDocs.
 1. Name your files meaningfully so Bill and the Fellows know exactly what is what.
3. For videos, remember that according to the Standards and Workflow document (see Quick Links section of the course web site):
 1. All videos with dialogue must be prepared in two versions: with embedded English Subtitles and without Subtitles; Subtitles font must be white Arial Bold.
 2. Transcripts: All videos with dialogue must include a Word doc with a complete transcript.
4. For videos, make sure your credit all songs you use as a caption in the video, **not at the end. (Note: This is different than stated in the Standards doc.)**

☐ **Monday, Dec 18: Final Social Media Analysis Due on Hard Drive**

STEPS TO COMPLETE THE WORK

1. In your Final Deliverables folder, include **Word and PDF** versions of your final social media analysis, as well as a PDF version of the Simply Measured Report used to inform your analysis.

☐ **Monday, Dec 18: Student Consultant Credit Document Due on Hard Drive**

STEPS TO COMPLETE THE WORK

1. B:Social replicates organizations in that individual team members usually do not receive credit in videos they produce. However, we want to give you credit in a way that will provide proof in case you add the video to an online portfolio. B:Social uploads all the videos to YouTube and credit will be given in the description area.
2. Please create a document in that contains the following for each video you created:
 - a. Video Title
 - b. Names for all who completed the following rolls: Interviewee(s) [including children], Interviewer(s), Note Taker(s), B-Roll Technician(s), Documentarian(s) (those who took photos of the interview), Film Editor(s)
3. Put this document in the Final Deliverables folder. When we upload the video, we will add it to the Description.

☐ **Monday, Dec 18, Final Story of Learning due by 11:00pm**

STEPS TO COMPLETE THE WORK

1. Complete online in GoogleDoc. No need to email that you have completed it.