

# Social Media Campaign Group Project

Peoples and Cultures of Latin America (ANTH 311)

## Objective

Groups of five or six students will work together to create the blueprint for a social media campaign on a current issue in Latin America. By social media, I mean online and mobile technology platforms for interaction and networking among individuals, organizations and communities, such as Facebook, Twitter, YouTube, Google+ and blogs. Your campaign should target a specified US audience and raise awareness/stimulate action on any issue that interests your group. Possible campaign topics include, but are not limited to, fair trade, health, environmental, human rights, land rights, indigenous rights, religious, and gender/sexuality issues. Your campaign may focus on a defined geographic area (e.g., the Amazon, Mexico, Patagonia, a tribal nation, coffee growing regions, coastal fisheries) or be more broad in scope (e.g. reproductive rights in Latin America). You may use as many social media technologies and platforms as you like. But remember, sometimes less is more!

## Deliverables/Timeline

### 1. Submit Project Overview in class on Monday, October 8<sup>th</sup>

Your project overview should be one page maximum and include the topic your campaign will address, your target US audience, and the names and emails of your group members. We will have time set aside in class on Friday, September 28 and October 5 to form groups and select campaign topics.

### 2. First Meeting with Instructor or Teaching Assistant

During Week 3 (October 8-12), representatives from your group (at a minimum, two group members) will meet with the instructor or teaching assistant for 15 minutes to discuss your campaign topic and project development strategy/timeline.

### 3. Conduct Background Research and Create Annotated Bibliography

To lay the foundation for your campaign, you will conduct background research according to the framework listed below. For each of the specified sources, you will be required to write a few sentences summarizing what you learned. This annotated bibliography is due in class on Monday, November 5<sup>th</sup>.

Required research for the annotated bibliography:

- a. Three articles from academic journals
- b. Three articles and/or videos from professional journalistic sources
- c. Three websites from non-governmental organizations that work on the issue your campaign addresses (if possible, two NGOs from Latin America, and one that is international in scope)
- d. One governmental website from a country your campaign addresses
- e. One international governmental organization (e.g. the UN, the World Health Organization, the World Bank, the International Monetary Fund)
- f. Three existing social media campaigns on or related to the issue you are addressing; if there are no specific social media campaigns, substitute more traditional media campaigns (e.g. websites, fundraising walks and concerts, print, TV commercials, etc.)

#### 4. Second Meeting with Instructor

During Week 7 (November 5-9), representatives from your group (at a minimum, two group members) will meet with the instructor to discuss your progress on the project and address any questions you may have.

#### 5. 15-minute long, narrated PowerPoint Presentation

Your group will create an up to 15-minute long, audio narrated, PowerPoint Presentation presenting the blue print for your campaign. The presentation should be submitted as a PowerPoint file via D2L on Wednesday, November 21. The presentation should include the following sections/information:

- a. Your campaign topic: What is the issue? What part of Latin America does it affect? What is the scope of the problem? Why does this issue matter in Latin America? Why should it matter to people in the U.S.? Your presentation should make the viewer care!
- b. Your target US audience: Who are you trying to reach? The more targeted your campaign audience, the more likely that your pitch will reach them and achieve its objectives
- c. What do you hope to accomplish? What do you want your audience to do after coming into contact with the campaign? What decision-makers and structures is your campaign trying to affect? How would you measure the success of your campaign?
- d. What exactly does your campaign entail? Which technologies and platforms will you use? How much do you think it would cost to run the campaign? Who might pay for it? Will you be including Latin Americans and/or Latin American organizations in the campaign? If possible, it would be great to include sample text, images, video, etc. here to convey the feel of your campaign.
- e. A punchy summary: This is your last chance to sell me on the project!

#### 6. 5-minute, in class oral presentation

During Week 10 (November 26-30), each group will have 5 minutes to present a quick overview of their campaign. The presentation can use PowerPoint, but this is by no means a requirement – sell your campaign in the best way you can. And **a warning – 5 minutes means 5 minutes – you will be cut off at 5:01!** Oral presentations will be grouped together into modules around issues, geographic areas and technological strategies. With permission of the groups, the instructor may also show excerpts from the 15-minute PowerPoints. After each set of oral presentations and campaign excerpt viewing, we will have open discussion on the campaign issues and mobilization strategies and how they fit into what we have learned during the quarter.

#### 7. Evaluation of group dynamics

On the last day of class, Friday, November 30, students will submit a form evaluating their impressions of working in their group. In this evaluation, students will assess each of their fellow group members' contribution to the group on a 1-5 scale. These scores will constitute 20% of the group project grade for each student.

## Some Thoughts on Working in Groups

### Step 1 – Start Up

- Get to know each other. Exchange names, email, phone numbers and keep a record of this information.
- Discuss the project requirements. If you have a question, ask me or Amanda. It's normal for people to have different ideas about interpreting instructions and requirements. Your goal is to have everyone in the group be on the same page.

### Step 2 – Project Work Plan and Assignment of Roles/Tasks

- Divide the project in concrete parts/steps.
- Put the parts/steps into a mutually agreed to timeline with due dates.
- Decide who will be responsible for each task
  - This is a group project, and everyone should not work on everything. There's usually someone who's good at using software who might take the lead on formatting the PowerPoint presentation, someone else who likes research and could lead the annotated bibliography process, and yet a third individual who's great at creative and marketing work and might lead the campaign development process.
  - It's also a good idea to have a project coordinator who will make sure everyone submits their deliverables on time.
  - Agree to procedures on what to do if someone misses a deadline or informs the groups that s/he will miss a deadline.

### Step 3 – Project Work, Communication and Assessment

- Decide how and when you will communicate. You'll have some time to work on the project in class. How else will the group communicate? Google Groups? D2L & Elluminate? Email? Text? Skype video? Face-to-face meetings?
- It's a good idea to have a regular check-in or meeting schedule to make sure the project stays on task.
- At each meeting review what has been accomplished. Provide group feedback and decide on next steps if more needs to be done on a particular task.
- Revise the project timeline and reassign tasks & responsibilities as needed.

### Step 4 – Presentation Planning

- The PowerPoint presentation involves content creation, formatting and audio narration. Decide who will do each of these tasks – this is a lot of work and shouldn't fall on one individual.
- Give yourselves plenty of time to create the PowerPoint presentation. You'll need to storyboard the visuals as well as write a narration for the audio. Believe me – you will not be able to produce a very good presentation in one night! You might consider breaking the presentation into segments and assigning each part a leader.
- I highly recommend selecting one or two group members to make the 5-minute classroom presentation. 5 minutes is not very long, and having too many speakers will complicate things. And **practice beforehand**. As stated above, you will not be allowed to go over the 5-minute limit. Believe me.