

Learning Plan 3
Performance Assessment Task 2
Social Media Project of Choice

Competencies:

Evaluate New Web Software

Directions to Learners:

After reading and reviewing the PowerPoint for Social Media, participating and reviewing the Social Media Resource Discussion and The Social Media Project Idea Discussion, you will decide what aspects of the topic of Social Media that you want to focus on and work with in order to construct a project for this class.

Expectations:

The project you create is worthy of the time allotted in this class to this focus.

Scoring Guide: Grading Criteria Social Media Project of Choice

Criteria	Values
Social Media is used with a business focus. Documentation: Provide a reflection statement clearly identifying what social media you chose to work with and how that was used with a business focus in mind.	5 4 2 0
Social Media use enhances an online and web site strategy. Documentation: Provide a reflection statement that describes how you met this criterion.	5 4 2 0
Social Media Project complexity is consistent with time allotted. Documentation: Provide a reflection statement that describes how you met this criterion.	10 8 6 0
Social Media Project extends current knowledge and skill base. Documentation: Provide a reflection statement that describes how you met this criterion.	10 8 6 0
Documentation is submitted completed. Documentation: URL to Project: URL to Documentation:	5 4 2 0
TOTAL:	25
Key: First Point Value = Criteria Fully Met Second Point Value = Criteria Present but minor errors exist (no redo required) Third Point Value = Criteria needs improvement –redo required Fourth Point Value = Criteria not present, not met	

Core Abilities Scoring Guide

Criteria	Values
Think Critically and Creatively: Learner synthesizes information from a variety of sources Documentation: Cite your resources used to help and assist you with this project!	yes no

Describes improvements that could be made to this project or future similar projects		
Communicate Clearly: Learner will apply standard rules of language structure including grammar, spelling and punctuation	yes	no
Learn Effectively: Learner shows initiative and is resourceful in finding supplemental learning materials Documentation: Your list of resources used will be part of this evaluation, the other part will be a brief reflection on what you did and experienced in locating additional materials.	yes	no
Work Productively: Learner will produce work consistent with established criteria Documentation: Provide a reflection statement about your experience with the project. How well you followed the project directions and met the project criteria will be looked at!	yes	no
Act Responsibly: Learner completes tasks according to prescribed deadlines	yes	no

Reflection

Social Media Business Focus

I chose to go with a social media tool called [AddThis](#). Social media is essential in today's world and into the future. I added my social media to my website to share my websites and see the creative work. When adding social media to my website, I feel it opens up doors so others can see the creative work I have been doing in school and beyond. Others can also follow me on social media as well.

Social Media Enhances Website Strategy

In using social media, I enhance my website to give my clients more opportunities. I added some social media follow buttons at the top of my page and some social media buttons at the bottom where my page is shared on social media. I allowed my clients to share my work and follow me on social media when adding the social media forms. The importance of social media is applying a login that best fits my website and enables them to share my work.

Social Media Project Complexity

The complexity of the social media project was not easy at first. I tried a different social media platform from W3Schools, and it didn't have some of the features I wanted to use in my project. After searching around on the internet, I found AddThis. I was able to make my forms, place them in areas that suited my website. AddThis's features were pretty simple, and all I had to do was make it the way I wanted and add what social media outlets I wanted to use for my website. I loved how it turned out and how I could add my script to any part of my website.

Social Media Project Knowledge and Skill Base

In this lesson, I went beyond my skills when adding social media to my website. In WordPress, it is easy because you have extensions you can add to your website. Here I have done some research on how to add social media to your website. I even looked into Google but couldn't get it to work right, but then I found AddThis, which came to see it was a free tool to add to your website. The way I found it was a YouTube video I found when searching for adding social media to your website. Tools are a great little add-on to your website, especially if you add multiple social media accounts. Doing some research, you can find some free tools out there that will provide you with some basic needs for your website.