ASSIGNMENT

**#StrongerTogether Web Series Social Media Audit**

The biggest event in the world of sports is going on now. Competing in the events are over 11,000 athletes, representing 206 countries and states.

The marketing campaigns for the games have always had an inspirational message or theme. In Tokyo this year, there are no spectators, and it will be a virtual event in efforts to reduce the effects of the COVID-19 pandemic.

The games have taken to social media, showcasing the hashtag, #StrongerTogether.

**Part 1**

Watch three of the following videos from the web series #StrongerTogether on YouTube.

* <https://www.youtube.com/watch?v=sHXcWvZr-9c>
* <https://www.youtube.com/watch?v=CLTSvqMXeuM>
* <https://www.youtube.com/watch?v=GrSmjMWCQkU>
* <https://www.youtube.com/watch?v=B2aVihoTAcI>
* <https://www.youtube.com/watch?v=Rj58sgmvulw>

Record engagement below:

|  | Number of Views | Number of Likes | Number of Comments |
| --- | --- | --- | --- |
| Video 1  (write video name here) |  |  |  |
| Video 2  (write video name here) |  |  |  |
| Video 3  (write video name here) |  |  |  |

What insights can you pull from these videos?

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Why do you think these pro athletes were shown? What type of followings do these individuals have?

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**Part 2**

Find a post from each social channel listed below with the hashtag #StrongerTogether that features the games and record the engagement on the post.

* Twitter
* Instagram
* Facebook

|  | Number of Comments | Number of Likes | Number of Shares | Number of Views |
| --- | --- | --- | --- | --- |
| Twitter  (screenshot of post here) |  |  |  |  |
| Facebook  (screenshot of post here) |  |  |  |  |
| Instagram  (screenshot of post here) |  |  |  |  |

Which channel got the best engagement? Why do you think that is?

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Who do you think is the target audience of these posts?  
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Was the engagement mostly positive or negative?  
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What would you do differently?  
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**Part 3**

Create a mockup of a social media post, on the channel of your choosing, using the #StrongerTogether hashtag for the games.

Insert a screenshot here.