

# “What’s New in Social?” Blog Post & Livestream Event

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## Overview

Identifying technological innovation can be tricky. If you find the right trend and get behind it, you may find yourself in a very lucrative position. But supporting the wrong trend can lead to chasing success that probably will never happen. Finding the right trend and understanding its potential is key.

In this assignment, you will identify and conduct a critical analysis of a social media marketing trend that is impacting the marketing field and deliver your insights as (1) a written blog post and (2) a discussion during a livestream event hosted by our class on the Department of Marketing’s Facebook page.

## Additional Details

- You and your partner will each conduct research on a social media marketing trend (i.e., a topic that has emerged within the last year). Your trend should be related but distinct from your partner’s, so you can discuss them individually and as a team.
- To identify potential topics, it is recommended that you immerse yourself in marketing technology publications (e.g., TechCrunch, Wired, Moz, etc.). Studying the trend throughout the semester will help you to become a content-area expert.
- Individually, you will create a creative and engaging article that appeals to an “everyday audience” and reach them through the composition of a professional blog post.
- MONSTERS Unlimited, a creative agency in Akron, will share insights on effective content creation, which should be applied in the exercise. The agency will also select several articles to be featured on its publication network, [Speaking Human](#).
- As a team, you will discuss your topics in a Facebook Live event. Your discussion should be approximately 8 minutes in length.
- Note: When reporting on such social media marketing trends, it is important that you go beyond your personal opinions to discuss the trend’s virtues and pitfalls, and then decipher whether or not the trend is worth getting behind.

## Important Dates

- **Weeks 2-3:** MONSTERS Unlimited “team brief” projects during class
- **Week 5:** Blog post due
- **Week 6:** Outline that will be used to prepare for the livestream event due
- **Week 7 (class one):** Livestream event rehearsal with MONSTERS Unlimited team during class
- **Week 7 (class two):** Livestream event during class

