

Situation (Note – An Alternate Career and/or Education Topic is Noted Below)

You work for a company (Select a real company that you will represent) that needs help analyzing the best approach to using at least 2 social media accounts, such as **Facebook and Instagram or Twitter or another social media site used for business**. Prepare an analytical report for the CEO/President of company that analyzes the use of facebook and another social media site for business communication purposes. Your main idea or conclusions and recommendations should include an interpretation (analysis) of the data you collected with recommendations based on your analysis. Review task and assignment details below for more information.

Your Task

Visit facebook pages of **2 companies (for individuals) or 4 companies (for 2+ working on report)**, **1 of the companies includes the business you represent and the other companies should be competitors** in related industry. Investigate how the companies make use of timeline, photos, etc., to promote their products. Compare material on selected tabs and look for whether or not the business is using custom tabs and for what purpose. Review the number of likes on each business facebook page. Compare any differences in business use of social media sites, customer interaction at selected sites. etc. Additionally, analyze differences in design and overall set-up of site.

Visit the same businesses twitter or instagram or alternate selected social media account and compare how they use the tools available to communicate with customers. Analyze tweets and/or other accessible interactions and highlight examples for your boss in your report that will ultimately support your main idea (conclusions and recommendations).

Include a **brief** description of the business you represent and of the competitors you analyzed. You can consider including the type of business, products, services, etc. Avoid including too much information about the business you represent given that you will present the report to managers from your selected business.

Problem and Purpose Statement Examples for Report Topic

Problem Statement – Our company is not using social media tools effectively.

Purpose Statement – To gather company, competitor and expert opinion on how to effectively use social media tools.

Use at least one of the OCC Databases through OCC Library online and research any measurable effects of facebook and/or other social media tools for the companies you investigated and include this information in your report. Your boss will want to know if there are quantifiable results that prove the effectiveness of the use of the social media tools you selected. **Additionally, or alternatively you can look for advice from social media or online marketing experts** regarding best uses of social media sites for business.

Goal of Report Assignment

Your goal on this assignment is to illustrate your skills learned to date with respect to planning, writing and completing a lengthier business message. Additionally, you will illustrate research and content analysis skills. Finally, your report should include required visuals and a focus on design; therefore, you will practice selection, development and integration of visuals for a lengthier business message.

Content Organization

- **Table of Contents**

- **Executive Summary – One Full Page that highlights main parts of report, end with conclusions and recommendations.**
- **Report (Open/Body/Close)**
 - **Open/Introduction** (Introduce subject, preview main points, include conclusions and recommendations when using the direct approach). Note – your opening will be more brief given that you are creating an executive summary directly before the opening.
 - ✓ Summarize general purpose (Provide background information, context.)
 - ✓ Include problem, opportunity, purpose, importance of topic
 - ✓ Introduce conclusions/recommendations (Include here for Direct Approach or at end of body for Indirect Approach)
 - ✓ Overview of topics
 - ✓ Emphasize the benefit of acting on the recommendation and address any possible negative consequences.
 - **Body** (Analyze and interpret information gathered that supports your conclusions and recommendations. Include all of the data you gathered in this section, including visuals created)
 - ✓ Facts, statistical evidence, trends
 - ✓ Advantages/disadvantages, cost/benefit, pro/con
 - ✓ Criteria for evaluating alternatives and options
 - **Close** (Summarize benefits to readers, emphasize main points, include next steps, etc.)
 - Summarize Key Points/Main Idea
 - Include details for next steps
- **Reference page - APA Style**
- **Task list for groups**

Use **report headings and sub-headings** that clearly guide your audience through a logical flow of your content. Additionally, your report should clearly communicate that you've met all of the requirements outlined in the assignment requirement table below.

Assignment Requirements

Individual, Dyad or Triad groups – Everyone must submit both the separate related exercise and related assignment through the appropriate links in your class.

Individuals can analyze 2 businesses instead of 4 – > Groups are preferred for this assignment

Minimum Assignment Requirements (See Sample Report in Text on Pages 283-294)

Report Contents & Requirements

- **1 Table of Contents** – 1 Page
- **Executive Summary (page 280 in text)** – Include purpose of report, highlight main points and/or include highlights of conclusions/recommendations. – 1 Page
- **Introduction** (Summarize general purpose of report, importance of topic, introduce report conclusions/recommendations, provide overview of topics)
- **Body** (All REAL data to support main idea for report, visuals for report)
- **Close** (Conclusions and Recommendations, next steps)
- Single space report – DO NOT DOUBLE SPACE
- **Reference page** (APA Style) – 1 Page – See page 417 in back of text for sample, including an internet formatted sample
- **Submit all report content in 1 .PDF file** OR you can try to use “write submission” through the assignment link in Blackboard. Copy and paste all work from a Word or related program and paste in to space available through “write submission.” Keep in mind that visuals might not paste in to the “write submission” area.

- Note – This is not a presentation. DO NOT SUBMIT A FILE THAT IS FORMATTED IN SLIDES. You should create this report in Google Docs, Microsoft or a similar program then convert to a PDF file.
- If you work in a group then include a finalized task list that specifies who worked on which task.

Visual Requirements – Visuals support main idea, include organization of data collected to support main idea and should be in your body section. Visuals should be integrated in to your report, in the body section and include a title, summary and analysis around the visual.

Examples of the Data you can CREATE for Visuals (Note – All data should be real data that you gathered and not made-up data and you must create the visuals to satisfy visual requirements.)

- Number of facebook likes – Table and/or graph
- Number of company posts and/or replies on social media pages - Table and/or graph
- How often business posts and/or replies on social media pages – Table and/or graph
- Associated profits and/or increase in revenue generated as a result of social media use - > use OCC database to find this data. Note – You can submit a ticket online and/or speak directly to a librarian at OCC for further assistance.
- Smart Art – You can use from Word or Power Point – where you highlight main findings from research
- Infographic – find an free online program to create an infographic

All required visuals must be created by you and should include data you collected in graph, chart and/or smart art format. Also include data source, title of visual and analysis and summary next to related visual in your report. **If you use an online program to create your visual, then include a reference to the program/site you used.**

- 1 Person Submission – 2 visuals - At least 1 graph/chart
- 2 Person Submission – 4 visuals – At least 2 graphs/charts
- 3 Person Submission – 6 visuals – At least 3 graphs/charts

Report Length Requirements

All reports must include a Table of Contents page, Executive Summary – 1 FULL page and Reference (APA style) page in addition to the bulk of the report noted below.

Introduction/Body/Close Portion of Report

Individual – 3 pages (Intro/body-visuals/close) + 3 Pages of – Table of Contents, Executive Summary and Reference Page

Partner – 5 pages (Intro/body-visuals/close) + 4 Pages of – Table of Contents, Executive Summary, Reference Page and Task List

Triad – 7 pages (Intro/body-visuals/close) + 4 Pages of – Table of Contents, Executive Summary, Reference Page and Task List

Resources

OCC Library Electronic Resources Online

<http://www.orangecoastcollege.edu/academics/library/Pages/Periodicals-and-Electronic-Resources.aspx>

Google Docs – Share with Groups;

Alternate Topic Considerations

You can consider an alternate topic, such as career and/or educational for this assignment. You would have to still follow all assignment requirements. If you choose this topic then you can use

some of the resources below. Keep in mind that the career center in Watson Hall on the third floor also offers more resources on the topic. Additionally, you can complete career assessment tools available through the career center for your analysis to help guide your career/educational decisions. If you choose this topic then you can make recommendations to yourself that you might present to your parents, as an example of the audience.

Note – You do not need to incorporate social media in to a career and/or educational analysis report. Instead, make sure you use 2-3 credible resources to conduct your research, including one OCC database.

An example of a purpose statement for a career/educational report might include one of the following:

*To determine the best career and education path based on results from 2-3 career assessments.

*To analyze the best job options in the medical field based on data projections for various positions in the field.

Sample Resources

OCC Library Resources

<http://www.orangecoastcollege.edu/academics/library/Pages/Periodicals-and-Electronic-Resources.aspx>

Career Resources

<http://www.bls.gov/ooh/>

http://www.orangecoastcollege.edu/academics/career_services/internship_academy/Pages/default.aspx (OCC Internship Academy)

www.chroniclecareerlibrary.com/ - login->User "orangecoast," -> Passcode "chronicle," -> Click on "Alphabetical List of Occupations," link on left

www.CaCareerCafe.com - Virtual Career Center

Career Assessments

Sigi3 - www.sigi3.org/login.asp?SQ=3065&SK=6152484133, Under "New Members-Create an Account" enter Access Code "Spring08," Enter desired User ID, Complete form to create your own user name and passcode, Write down info for later use.

Bridges - www.bridges.com, Click on "Site ID" tab, Enter Site ID "0001240" (All Numbers), Enter Password "vinesink," Click on Career Exploration box on left.

<http://www.vocbiosonline.com>->User "orange cc" -> Passcode "zking"

<http://www.eureka.org>-> Click "sign-up" -> Enter User Site Code "YFJPWYX" -> Complete personal form -> Login

SEE NEXT PAGE FOR ANALYTICAL REPORT PROCESS

Analytical Report Process

Problem (-) or Opportunity (+) Statement	
Purpose Statement	
Workplan (You can also start here and create problem/purpose statement)	
Gather Data/Research	
Organiza Data (with visuals)	
Analyze Data (with analytical techniques/tools) ••what's the real problem? 5 whys; criteria; cost/benefit; advantage/disadvantage	
Interpret Data (Conclusion/Main Idea)	
Make Recommendations based on Conclusions (Main Idea)	