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ETHICAL AND LEGAL FUNDAMENTALS OF SOCIAL MEDIA

INDIVIDUAL ASSIGNMENTS

Deadly Social Media Sins Assignment

For this assignment, you will refer back to Ethical and Legal Implications of Social Media in Chapter 2 for the list of deadly social media sins. Choose one of the deadly social media sins to analyze and create a reflection paper (or discussion board post) outlining how this is important to acknowledge and be aware of social media professionals.

In your reflection post, make sure to outline the following points:

- Overview of the deadly social media sin you are focusing on
- Why it is important to know in the social media space
- Examples of how this deadly social media sin is present in the industry (e.g., propose and discuss briefly a case illustrating this concept)
- Outline best practices to avoid doing this deadly social media sin in your work

Social Media Code of Ethics Assignment

For this assignment, you are asked to outline and discuss not only the current state of social media ethics but also what core principles you will follow as a social media professional.

For this assignment, make sure to outline each of the following:

- *The current state of social media ethics:* What trends are happening in the industry? What are two current cases to note related to social media ethics?
- *Understanding the code of ethics for social media:* Outline the current code of ethics for social media by two professional organizations you are interested in joining.
- *Brands/professionals with strong social media ethical codes:* What brands are utilizing proper social media ethical practices? Are there any

professionals who you feel practice strong ethical behavior on social media? Explain your choice with evidence. What are some takeaways you can bring forth in your own practices?

- *Key concepts and issues:* What main concepts do you feel are necessary to adhere to for your own personal conduct online?
- *What to do and not do:* What concepts or behaviors do you feel strongly against and want to make sure you avoid on social media?
- *Outline:* Write a one-page outline to use as your personal social media code of ethics. Include the five to ten core concepts you will follow as a practicing social media professional. Provide at least five citations to articles and resources for this outline.

Social Media Policy Assignment

You have been asked to create a social media policy for one of the following:

- New start-up
- Business in town
- Student agency on campus
- Other (get approval by the professor)

In this assignment, you will need to do the following:

- *Define a social media policy (in three or four paragraphs):* What are social media policies used for? What are some of their main components? Outline and highlight two examples of social media policies by a brand, nonprofit, or agency.
- *Provide a brief overview (in two or three paragraphs):* Provide a brief overview of the client you will focus on for this social media policy.
- *State the client's use of social media (in two or three paragraphs):* Does the client have a social media policy? If so, does it need to be updated? Make sure to provide your rationale for where the client is at currently.
- *Propose a social media policy for the client (two pages max):* Outline the key activities and characteristics you would recommend the client follow. Discuss also how this will be implemented, reported, and analyzed in terms of whether or not it was successful.

Resources:

- Boudreaux, C. (2015). Social media policy database. *SocialMedia Governance.com*. <https://web.archive.org/web/20181204125447/http://socialmediagovernance.com/policies/>
- Russell, J. (2017, July 27). How to write a social media policy for your company. *Hootsuite*. Retrieved from <http://ow.ly/i6yff30eTRB9>

GROUP PROJECTS

Canceled Case Study

In 2020 and beyond, cancel culture has been a growing topic related to social media professionals. From Justine Sacco to James Charles, and more—any one can become canceled. In this group project, you will be working in teams to present your insights on canceled culture in social media presently.

Your team will be asked to do the following:

- Define what cancel culture is and why it is prevalent in social media today
- Create a timeline of cancel culture and how it has evolved and affected different areas of society
- Review a case study of someone (or a brand) that has been canceled. Some examples include Dick Sporting Goods (gun reform), Paw Patrol, U-Haul (2020 protests), Jake Paul, James Charles, Barstool Sports, NASCAR, Kim Kardashian and Kimono, Crossfit, and so on. Then present the following insights:
 - Overview of the case study (e.g., where did it start, who started it, and impact/level of media coverage on the incident)
 - Key analysis of the main issues that caused this person or brand to be “canceled” on social media
 - Results of the incident
- Provide your five best tips on navigating cancel culture and steps to take if this happens to you.
- References to your research and citations (10 at the minimum)

Documentary Analysis

In 2020 and beyond, social media ethics and legal implications have been growing topics related to social media, and many documentaries have covered many cases involving both areas.

In this assignment, your group will be asked to not only review a documentary that focuses on an ethical or legal issue in social media for the class but also create an infographic to demonstrate the key findings you all took away from the documentary.

You will need to have the following:

- Title for the infographic
- Brief overview of the infographic (one sentence outlining the overall focus for the infographic with the documentary)
- Decision on the type of infographic (list, conceptual map, etc.)

- Visuals (e.g., images, art, etc.) to illustrate your points in your infographic
- References

Some documentaries to consider presenting to the class include the following:

- *Fyre Festival*
- *The Social Dilemma*
- *The Great Hack*
- *American Meme*

GDPR and COPPA Debate

You will be broken into teams to discuss the pros/cons of both General Data Protection Regulation (GDPR) and the Children's Online Privacy Protection Act (COPPA). Each team is asked to navigate the different privacy laws while making the best argument on how each regulation addresses the concerns related to privacy and data collection. Each group will have to prepare a 2-minute statement with visuals to illustrate the key points (no more than 10 seconds to spend on each slide). Once each group has presented, the other group will have to respond to the points made by the other side. The team with the best research, concise points, and persuasive argument for their position wins.

- Pro/con for GDPR
- Pro/con for COPPA

WORKSHOPS/CONSULTING

How to Navigate Cancel Culture

This is the biggest challenge many professionals and brands are battling today. In this assignment, you will be asked to create a slide deck presentation, handout, and resource list to present to class, or pitch to share with a local business or nonprofit organization on how to navigate the cancel culture.

This presentation needs to be at least 20 minutes with time for questions and answers. If the workshop is done in class, the class will be able to provide reviews and peer evaluation based on performance and content. If the assignment is done for a nonprofit or small business, an electronic form for feedback may need to be created to share with attendees.