

Social Media Popcorn Blast
FAQ's
Dr. Lajuan Davis

1. Can this assignment be accomplished with a large class of students?
Answer: Yes. The key to success for this event is in the planning. Be sure that tasks are delegated fairly and that each student (or small group) has work that will keep him/her focused and on task. Above all, make the event fun and engaging for the students.
2. Did you have to get special permission from anyone before conducting this event?
Answer: Yes. The Dean of the college was consulted and kept updated on the details of the event.
3. Where did you get the large popcorn machine on wheels?
Answer: The course instructor purchased the popcorn machine at a local building supply store. However, after the machine was purchased, the instructor found a party-supply store that would rent a larger popcorn machine to the class at a much lower cost. The renter, of course, would be responsible for picking up and delivering the machine to the university and then transporting it back to the party-supply store. The course instructor paid for the popcorn machine, popcorn, popcorn bags, and oil used to pop the corn.
4. What procedures did you use for writing the digital messages?
Answer: The students had been studying basic business grammar from the beginning of the semester and writing short assignments. Because Twitter posts have a 140-character limit, all of the messages composed to be sent out during the event were written with the 140-character limit in mind. Pictures taken during the event were also uploaded to Instagram and Facebook so that even fewer words could be used on those posts.
5. Who was responsible for sending the social media posts?
Answer: All of the students were instructed to bring their smart phones to the event and to begin sending the agreed upon message(s) as soon as the event started. Students also used their smart phones to take and post pictures to designated social media.