

Below is the portion of my syllabus that covers the Facebook Group Curation Assignment. It is counted as “Class Involvement” though could easily stand on its own as an assignment type.

Facebook article postings and responses: To enhance your learning experience and that of your classmates, you are required to post articles about digital marketing and social media topics and post constructive comments to articles posted by your classmates.

Posting. Each month you will get credit for up to 5 article posts but are welcome to post more as you find them. Each post must include the link to the article (as a text link or preferably embedded) and a brief description of the article content. Articles need to be timely, professional, and must relate to Digital Marketing. They may be written articles, videos or podcasts.

Comments. As classmates post articles, you are expected to read them and to comment on their content. You can receive credit for every comment you make (no maximum). Comments should *express or emphasize something from the article content* and not simply be judgmental in nature (i.e., “I agree” or “that’s cool” are not acceptable unless paired with some analysis)

Posts and comments are calculated each month and awarded for your total number of contributions. To ensure that you earn the greatest number of points post regularly and **comment** on select posts throughout the semester.

You can change any element of it to match your needs. I have found that students wait until the last day to post so I changed from total count during the semester to count at the end of the month. In summer sessions, I use each weekly counts to continue the conversation. [Have even debated assessing weekly during the semester] When they wait until the end few people read and comment on those posts as they are clumped together and students have either completed their posting or are too busy trying to squeeze in by the deadline.

Posts could be controlled by topic (i.e., this week we discuss SEO so all posts must be about that) or open to any course relevant topic.

Below is the link to my course group. It is closed to protect it from spammers. If anyone wishes to join and observe feel free to e-mail me (HeathC@nku.edu) and I'll accept your invite.

<https://www.facebook.com/groups/1470887223138331/>