

Social Media Popcorn Blast
Instructions
Dr. Lajuan Davis

Assignment: Students will set up a “popcorn café” in the lobby of the business building in order to give away fresh, free popcorn to individuals who come to the lobby as a result of students’ social media activity.

Three 75-minute class periods will be devoted to completing this assignment. Students will be divided into small groups (approximately 7) to complete the planning and execution of the project. The groups will complete the following activities:

- Plan the event. Make lists of supplies/personnel needed. (*All* students will participate in this activity.)
- Set up the café (tables, chairs, tablecloths, cooking supplies, signs, etc.) so that traffic is not impeded in the lobby but so that individuals coming to participate in the event can easily identify the “café.”
- Decorate the lobby to resemble a popcorn café (colored tablecloths, signs, wall coverings, table-top arrangements, etc.).
- Cook, bag, and distribute the popcorn the day of the event.
- Set up and maintain an “information table” that has information concerning membership in the Phi Beta Lambda (PBL) chapter and the business communication program of study.
- Keep accurate counts of individuals responding to social media to get their free popcorn..
- Contact school newspaper to cover the event and meet with the photographer/reporter. Take photos of the event, participants, and respondents to post on social media while the event is occurring.
- Clean up the lobby and return the furniture arrangement to the original arrangement. (This work should be completed by the set-up group.)
- Create messages to be sent about the event via social media. (*All* students will participate in this activity.)

Instructions:

1. Class meeting I: Choose a group from the above listing in which you would like to work. If you do not have a choice, the instructor will assign you to a small group.
2. Meet in your groups to determine what materials need to be obtained/created or what planning should be completed before the actual event. Make a list of all needed materials and turn in to course instructor at the end of the class period. Additionally, all students will participate in drafting message(s) to be used as the announcement for the event on social media. Finally, submit copies of any notes with suggestions for improving the event to the instructor.
3. Class meeting II: Continue planning, making decorations, designing the layout of the lobby, etc. in preparation for the event. Each group will share its plans with the entire class before the class period ends. Suggestions and ideas from all students are welcome and encouraged. Submit copies of planning notes to course instructor.

4. Note that each group will be graded with a participation rubric by the course instructor during the planning and execution phases of this project.
5. Report to the lobby of the business building on the day of the event with your smart phones rather than reporting to the classroom. All students will be responsible for sending the agreed upon message(s) via social media to announce the event as it occurs. (No prior advertisement of this event will be used.)
6. Use part of the class period following the event to discuss it, analyze the results of the count of participants, and make suggestions for improving the next popcorn blast.