**Twitter Assignment**

**Genre and Length:** A social media profileto be completed throughout the course with 16 tweets total with 8 tweets and 8 retweets and at least 10 follows with appropriate followers

**Due Date:** The final exam time, TBA. Please email your twitter profile address to me at Jessica.R.Jorgenson@my.ndsu.edu or follow me on Twitter at @adventuresinphd You may complete this project at an earlier date, but not before the end of Unit 1.

**Assignment Description:** You will be asked to first create a Twitter profile ([www.Twitter.com](http://www.Twitter.com)) for use in following organizations related to your social, political, and personal interests and other non-profit entities and/or people who are involved in non-profit organizations you are interested in to learn more about issues, discussions, and other information relating to your interests. If you do not know of any potential interests, you can simply follow sites related to grant writing and non-profit work as this will still help you attain the assignment objectives.

With this assignment, you will be required to tweet relevant material that is related to these interests or goals. This means you will have to do some research on your own to learn more about these interests and/or find relevant news articles. You will also have to retweet your followers as well if something they tweet is relevant to your own interests, goals or motivations. I ask that you follow at least 10 organizations/people/etc, but you may follow more. I ask that you have at least 16 tweets and retweets meaning 8 tweets and 8 retweets during the semester, but you may have more. Each tweet and retweet should be relevant to your goals and motivations, which should be outlined on your short profile biography, and when relevant incorporate other media in the shape of links, pictures, or video.

**Purpose:** Doing this will provide an excellent opportunity for you to see conversations regarding your interests that are happening now. Also, this may help to give you ideas for your final project. Further, using social media for organizations is very important, and this assignment will give you good examples of how organizations use social media and get some practice doing it for yourself.

**Rubric: Twitter Assignment**

**Content:**

* Tweets and retweets are 16 in total
* Tweets relate to interests student chose to focus on, as reflected in 140 character bio
* Student has followed at least 10 relevant organizations or people
* Student includes other media when relevant, i.e. multimodal elements like video, links, or pictures.

/50 points

**Design and Consistency**

* Twitter profile has a professional design that is appropriate to the subject at hand
* Tweets and retweets took place at different times throughout the semester, i.e. student didn’t do a number of tweets or retweets in last days or weeks.

/20 points

**Engagement**

* Student shows an engagement with the audience and has an awareness of the audience.

/30 points

/100 points total