

bisSocialMedia

Name \_\_\_\_\_

Define Social Media (in your own words):

What social networking do you currently have accounts with (list them):

If you use social networking, rank them according to use from most often to least often:

- |    |    |    |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

Why is your #1 choice your favorite?

In a typical day, how much time do you spend using social media? \_\_\_\_\_

About how many "friends" do you currently have on social networking websites? \_\_\_\_\_

Of those friends, what % would you say you have met in person? X one selection

90 – 100% \_\_\_\_\_ 70 – 89% \_\_\_\_\_ 40 – 69% \_\_\_\_\_ <39% \_\_\_\_\_

If this class was to focus on a social media campaign – what should we focus on and why?  
Ideas could include sports, academics, clubs, students, work, internships, inspiration, talents~

What type of social media should this class use to craft our message? Why?

If you could pick one form of social media to work on for this class, which would you choose?  
Why?

What should our handle/name be?

I do or do not have a smart phone or iTouch or tablet or similar (list name if you do) \_\_\_\_\_