**ENGL105 Unit 3 Discussion Board Template**

*Instructions: Fill out each section completely, answering each portion of the prompt. Be sure to delete the instructions from each section. Then, copy and paste your answer into the Unit 2 Discussion Board. Please do not attach the document.*

**Section 1: The Investigation** **25 points**

1. Entity Identification: 10 points
	1. *State the name of your entity (e.g., company, political campaign, organization, or governmental agency related to your field of study)* *and in a few sentences, explain your interest in the entity.*
2. Sites for Evaluation: 5 points
	1. *Select and examine 3 of your chosen entity’s media platforms, which must include its Web site, and list those platforms. Platforms to evaluate besides social media sites could include Twitter, Facebook, Instagram, Pinterest, Snapchat, YouTube, Twitch, LinkedIn, podcasts, interactive chats, online surveys, video feeds, or any other social media platform.*
		1. Hyperlink 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		2. Hyperlink 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		3. Hyperlink 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Evaluation Summary: 10 points
	1. *Present a 3-5-sentence summary of the overall effectiveness of the entity’s online presence, the quality of the written communication used across its various platforms, and a brief identification of areas where it could improve its online and social media strategy. The absence of a presence on a social media site may also warrant discussion.*

**Section 2: The Research 40 points**

*List 4 sources related to the use of social media in the professional world, including the importance, effectiveness, concerns, or strategies of using social media. At least 2 of those sources must come from the library.*

1. Library Source

*W a correct APA citation for your first source here.*

* 1. *Write a 2-3-sentence summary of the article’s main ideas*
1. Library Source

*List a correct APA citation for your second source here.*

* 1. *Write a 2-3-sentence summary of the article’s main ideas*
1. Credible Source

*List a correct APA citation for your third source here.*

* 1. *Write a 2-3-sentence summary of the article’s main ideas*
1. Credible Source

*List a correct APA citation for your fourth source here.*

* 1. *Write a 2-3-sentence summary of the article’s main ideas*