Type Your Title Here

Student’s Name

Colorado Technical University

# Research Review

In 1-2 paragraphs, provide a summary of your findings on the importance of having an online and social media presence for a company, political campaign, organization, or governmental agency using the four sources you chose for Unit 3. You will be summarizing, synthesizing, and analyzing these sources to provide background for your analysis and suggestions.

# Analysis

In 3-4 paragraphs, analyze your entity’s existing social media presence and current website, addressing each of these components: a. Provide an explanation of your entity’s target audience; b. Discuss the entity’s purpose(s) for using social media; c. Provide an overview of the various social media sites the entity currently uses; d. Discuss how often this company posts updates on these sites; e. Describe areas where the entity is effective in its approach to social media; and f. Discuss the strengths of the entity’s website.

# Recommendations/Conclusions

In 2-3 paragraphs, discuss specific identified areas where your entity could improve, based on these suggestions: a. Suggest the addition of more platforms to attract their target audience, offering specific guidance on which platform(s) should be added and why; b. Suggest how a specific platform be used differently, including why the use needs to change; c. Suggest different cadence of posts to the various platforms (for example, is the entity posting too rarely or too often? Include a specific breakdown of how often posts should be made and why); d. Offer suggestions for ways to gain more followers (be specific on which strategies are more effective for which platforms); and e. offer suggestions for how to improve the entity’s website and address benefits of making these improvements

Finally, conclude your report by informing your audience of how adopting and implementing your suggestions will benefit them in the long run, supporting these claims with outside sources.

References (SAMPLE)

Encyclopedia, S. E. (1993). Article. In *The new encyclopedia Britannica* (vol. 38, pp. 745-758). Chicago: Publisher.

Lastname, F. (2003). *Book title: Subtitle*. Sterling, VA: Publisher Name.

Newspaper article without an author. (1993, July 15). *The Washington Post,* p. A12.

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