Homework for Workshop 3 – November 1

In your social media – that can be on Facebook, Instagram, YouTube, Tiktok – find a post that had a relatively high rate of engagement, in terms of likes, shares or comments.

Copy and paste the post here (including the imagery if any) or take a screen capture and paste it here:

Now locate a recent post that did not achieve a high level of engagement, and copy and paste it here:

Think about what made the first post so engaging and what made the second not gain any significant engagement.

Think about elements like:

* Topic
* Length of post
* Tone
* Specifics of imagery (still or video)
* Audience focus versus organization focus
* Timing of post
* Types of comments receive

Note: this should take no longer than 15 minutes!