

## PUBR 363: Facebook Story Series and Blog Post

These two assignments are linked. First select a community of which you are a part or at least intimately familiar. Then imagine you are their strategic communication specialist advocating for this group. Identify a public you would like to reach and produce a series of stories to be posted on the community's web blog that would be of interest to your specified public.

Specific details of the assignment include:

**Facebook Story Series (3)**- Develop a concept for a series of 3 stories that would be of interest to your intended public. These should be 3 stories centered on one common theme. Then write a Facebook post for each that promotes and directs readers to the full story. So you should have

- 3 different Facebook posts
- With links to the full story
- least 1 original photo and appropriate caption for each post.

**Blog post** –At the same time, you should research and write the actual story for one of the concepts proposed above. This story will be a blog post on your imagined community's web site so it should 1) reflect your engagement with current events relevant to this community, 2) demonstrate you are "listening" to a larger conversation about issues relevant to the community, and 3) encourage ongoing conversation among community members. Make sure you include images, any relevant or necessary links, and at least 2 original photos with appropriate captions.

Follow the tips and guides for writing blogs in the textbook. You will publish this as a blog post to our class web page on Weebly. I emailed you instructions for accessing the site, logging in, and setting up your individual blog page. If you have any trouble, please ask. I'm happy to help with the technology.