

COM 500 Short Paper Guidelines and Rubric

Overview: The content in this module provides you with the opportunity to examine how social media has been strategically utilized to connect with targeted audience members by an entity such as a public figure, group, company, program, or product you are interested in.

Prompt: Review this week's readings and conduct some online research utilizing [Shapiro Library](#) to find out how your entity of interest has utilized social media to reach targeted audience members. (Tip: Consult this [guide](#) to help you develop effective search terms and then enter your search terms into the [Shapiro Library Multi-Search tool](#) to find your scholarly sources.) You will create a short paper submission evaluating the role of social media for networking and making strategic connections with a targeted audience.

Here are a couple of ideas to get you started thinking about the focus of your short paper.

- Enthusiastic about entertainment? Check out how a television show is using social media to promote viewer engagement.
- Passionate about politics? Take a look at how a presidential campaign has leveraged social media to engage voters.
- Does another example of social media utilization spring immediately to your mind and interest you more?

Feel free to think outside of the box! You are welcome to choose your own short paper focus based on your personal or professional interests.

A word about formatting: Since you'll need to utilize APA formatting in this assignment, you may wish to revisit the tutorials from Atomic Learning's [APA Workshop](#). **You will need to log in to Atomic Learning using your SNHU email and password before participating in the assessments.** Shapiro Library's [APA Style Guide](#) and the Online Writing Center's [APA Cheat Sheet](#) and [Sample](#) may also come in handy while you're preparing this project for submission.

Specifically, the following critical elements must be addressed:

- Examine social media for making connection with a **target audience**.
- Evaluate the role of social media for **networking**.

Rubric

Guidelines for Submission: Your paper must be submitted as a 2- to 3-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format. It should be submitted with an APA title page and reference page to build your brand as a communications professional who utilizes information only from reliable scholarly sources.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Target Audience	Meets “Proficient” criteria, and the quality of the performance is above minimum quality standards for examining target audience	Examines social media for making connection with a target audience	Examines social media for making connection with a target audience but examination lacks clarity	Does not examine social media for making connection with a target audience	45
Networking	Meets “Proficient” criteria, and the quality of the performance is above minimum quality standard for evaluating social media	Evaluates the role of social media for networking	Evaluates the role of social media for networking but evaluation lacks details or focus	Does not evaluate the role of social media for networking	35
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	20
Total					100%