* **Weight:** 12% of course grade
* [**Grading Rubric**](https://online.columbiasouthern.edu/webapps/blackboard/content/listContent.jsp?course_id=_130857_1&content_id=_7934385_1&mode=reset)
* **Due:** Tuesday, 05/31/2022 11:59 PM (CST)

**Instructions**

For this assignment, you will investigate a social media public relations (PR) campaign by an organization. Some examples of platforms are LinkedIn, Twitter, Facebook, Google+, Pinterest, and YouTube. The organizations can be national or local to your area.

In this assignment, you will need to include the following components:

* Provide information about the social media platform.
* Provide information about the organization and its campaign.
* Discuss the campaign based on the information discussed in the Unit V Lesson. (Is it effective? What, if anything, can the organization do to improve PR through social media?)

You will need to reference at least two academic sources. Web pages provided by a company or organization (e.g., an “About Us” page) will be accepted for this assignment as a valid, academic source.

Use the standard five-paragraph format (introduction/body/conclusion). APA format should be used. The assignment should be a minimum of three pages in length. Content, organization, and grammar/mechanics will be evaluated.

**Resources**

The following resource(s) may help you with this assignment.

* [**Citation Guide**](https://www.columbiasouthern.edu/downloads/pdf/success/citation-guide)
* [**CSU Online Library Research Guide**](http://libguides.columbiasouthern.edu/orgcomunder)
* [**Submit Writing Center Request**](https://mycsu.columbiasouthern.edu/student/forms/courses/writing-center-request)