

Fundamentals of Online Digital Media



Twitter “Scavenger Hunt” Extra Credit Assignment

See if you can complete all 10 of the tweet challenges below. Along with your tweets, you must use the hashtags #FDOM and #TXST. If you are re-tweeted by the Texas State University Twitter account, you will receive **2 extra points on your Mid-Term Exam** (limit one per person).

1. School spirit! Photo and/or quote from someone (not you) revealing school or civic spirit (what that means is up to you. Be creative.)
2. Photo and/or quote (not you) from your favorite eating spot or watering hole on or near campus.
3. Professor on the street. Photo and/or quote from a professor on campus. Ask them what role they think social media plays in our society today. Be sure you include the professor’s title and department (and Twitter name, if they have one).
4. Student on the street. Photo and/or quote from a student. Ask them where they get their news and if they use social media to keep up on the news. Be sure you include their year in school and major (and Twitter name, if they have one).
5. Academic excellence. Photo and/or quote that reveals (you are going to have to be creative) how your school contributes to cutting edge research and/or learning (this should be easy, just received Emerging Research status – ask opinions, see if you can find a meaningful photo).
6. Scenic spot. Photo of your favorite scenic spot on or near campus. Find an image online if you can’t take the photo yourself.
7. Little-known fact. Photo and/or quote of something you think many people might not know about your school or campus or city.
8. Fanatic fans – Photo and/or quote from somebody asking about their thoughts on this season of football, or other sport of your choice.
9. Extracurricular extravaganza: Photo and/or quote that exemplifies some of the huge variety of clubs, organizations, etc. available to students at our university.
10. Freestyle: Your very own final unique tidbit of information/photo about our campus or city. Be creative.

NOTE: I understand not everyone has access to a smart phone, so photos on the spot are not required. However, I expect you to upload some kind of photo to Twitter via the web, esp. for step 6.

Tips:

- Think like a reporter. Have an eagle eye for the interesting, the important, and the relevant, the unique, and the immediate. **Double check your facts. You must get**

people's real names and spell them correctly.

- Think like a persuasive communicator. Show the world what is cool about your school. Promote your college brand.
- Think like a storyteller. You may only have 140 characters in each Tweet, but you can say a lot in a few words or using an image.
- You may use more than one Tweet for each of the items below. Don't overdo it, though. Less is more.
- You may work with a partner or by yourself. If you work with a partner, tag them in your Tweet with their @username. You will want to offer an introductory Tweet or two explaining what you are doing and introducing yourself. You may use either of your accounts or both, if working with a partner. Doesn't matter as we are using the hashtag to organize the Tweets.
- Why are we doing this? A good Twitterer is a careful observer who ALWAYS has an eye open for novel and important information that might be relevant to your audience. He or she does personal bring perspective and voice, but is always thinking about the audience and what their needs are. Twitter also is a fabulous tool for creating community. We will do that with other schools.

Thanks to Carrie Brown-Smith (@brizzyc) of the University of Memphis for the inspiration for this assignment!