News and Social Media Analysis

Select a Feed

1. **Individually:** Select a social media feed for a news outlet, author, leader, expert, etc. to evaluate.

Individually

Analyze a Feed

1. What are these people and accounts SHARING and NOT SHARING?
2. Who FOLLOWS these people and accounts?
3. What HASHTAGS do these people and accounts use?
4. What LANGUAGE and WORDS do they use most often?
5. What CONTENT do they RE-SHARE or LIKE?
6. What parts of their CONTENT has the MOST POPULAR LIKES and SHARES?
7. What TIMES of day do they share?
8. How OFTEN do they share?

Individually

Evaluate a Feed

1. **Same Feed:** Compare and contrast your findings to another student who analyzed the same feed.
2. **Same Person/Entity but Different Feed:** Compare and contrast your findings to another student who analyzed the same person or entity but chose a different feed (e.g., White House Facebook versus Twitter).
3. **Competing Feed:** Compare and contrast your findings to another student who analyzed a competing feed.
4. **Different Feed Same Industry:** Compare and contrast your findings to someone who has another feed from the same industry (not necessarily directly competing).
5. **Different Industry:** Compare and contrast your findings to someone who chose a feed from a different industry.

With a Series of Partners

Critically Evaluating a Social Media Feed