

### Short Formal Proposal (Collaborative)

The short formal proposal assignment will help you continue to develop the skills you practiced in the short informal report assignment, this time asking you to consider the ways in which you can incorporate primary and secondary research material into your communication.

#### Scenario

Your team has been contacted to analyze the web presence of a local company and to propose changes to their social media strategy (e.g., increasing frequency of Facebook posts, interacting on Twitter, engagement with customers on Yelp, etc.). You have been asked to compose a proposal that provides recommendation(s) for modifying the company's existing social media practices.

To collect information for the proposal, your team will conduct both primary and secondary research by research the ways in which the company currently uses social media and incorporating secondary research on social media and business practices. Also consider using primary research tools such as surveys or questionnaires to gather data from potential customers.

#### Your Task

Identify a local company (of your team's choosing) and conduct an analysis of how that company uses available social media outlets to interact with current and potential clients/customers. Write a proposal for a social media strategy in which you suggest changes to the company's online presence.

Also consider discussing how the company can use social media ethically and negotiate the changing relationships of online customer service and familiarization with web-based marketing strategies.

Drawing from your research findings, your team should prepare a proposal (4-6 pgs.) that outlines and proposes a specific plan for modifying the company's social media activity. Your goal in the proposal is to advocate for a specific course of action for developing and implementing a change in practice. You are not only presenting or positioning information for decision makers; you are also presenting a persuasive case about developing and implementing your specific plan.

#### Grading Criteria

This assignment will be graded according to the following criteria:

- How well the requirements for the document are followed
- How effective the document is in accomplishing the task involved
- How well the audience is considered
- Correct document format
- Mechanical and grammatical correctness of each letter

#### Due Dates

A printed rough draft of this report will be due on **Thursday, October 30** by the beginning of class for peer review.

Final Drafts of these documents must be posted on Blackboard by **Friday, November 7**, at 11:59 p.m.