**Shonda Bourn/Twitter Assignment**

1. Identify two topics or people.  Look the number of followers and find the one with the most followers. Next, look at who they are following. Analyze if someone they are following has more.  Are you able to locate a more active user or possibly an expert in the topic you selected.  What can this type of analysis provide?  Summarize this experience in a document.

For my twitter search, I searched bar science experts. I find this field very interesting because I feel like what they do correlates with IDD in so many ways. The person that I found was Jon Taffer, who is a bar science expert and a performance technologist. He is the gentleman who saves so many companies from the show, Bar Rescue. Jon Taffer has 144,000 followers. From my research, I could not find any other followers from his page who has more followers than Taffer does. I did find a location that was in need of assistance from Jon Taffer, Spirits on Bourbon. This company has 413 followers. Jon Taffer had to analyze, evaluate, and develop a plan to save this company from bankruptcy. This bar is now very successful because of Taffer’s expertise. This analysis showed me that people know people. In following users on Twitter, they can in return follow me and also see who else is interested in my twitter page. Communication and promotions can be broadcasted through twitter and easily shared and passed on to others. Word of mouth is so important.

2. You are a social media consultant meeting with a potential client who wants to use social media in the work environment, increase online presence, and boost their business through social media.  In your consultation report, list the questions you would ask, the social media capabilities you would describe, and include how applying social learning theory could help the work environment and/or business.  You can put this in the same document as Part 1.

Questions: 1) What is your overall goal for social media?

2) Has your company utilized social media before? Which ones? When?

3) What are your expectations for me as your social media expert?

4) What resources or funds do I have available to me?

5) What product(s) or areas of interest would you like for me to promote?

Social Media: 1) For your company, I would enable a Twitter account in order to reach consumers and thrive against competitors. With Twitter, I can ensure that your company will have a home page that is creative, inviting, and enthusiastic. Before I am through, your company will be linked to services, followers, and other experts that will promote your product and business on a professional level.

2) I can also help your company create a website in which multiple links will be provided. Your company’s mission statement, employee handbook, podcast trainings, announcements, advertisements, company related links, etc. Of course, these links can be altered to what your company prefers to share online.

Social Media Learning: Social Media Learning is very productive in promoting a company. Our world revolves around technological resources; therefore, in order to keep the company growing, we have to keep evolving with the new age. In this day and time, consumers are online. As a company, you can implement so many resources to help your company run smoother. Phone conferencing among employees is a good way to have meetings on the go, all calls can be used to inform employees of trainings and events related to the company. These are only a few examples of what can be used. I can offer so many suggestions and opportunities.