

# Sweet Tweets! Instructions

Social Media plays a big role in our lives today and it is no different for the companies we know and use everyday. Many brands have developed a reputation for having [interesting, humorous, and unique points of view](#) on their social media accounts. For this assignment you will research a company that uses social media and research their presence on the platform. Then you will find one particular memorable Tweet they made and analyze it.

## Part 1 Analysis (30 points)

Use [Social Blade](#) and the company's Twitter page to research the following information:

- When Account was created
- Current number of followers & following, # of tweets
- 3 accounts they follow. Why do you think they follow them?
- What is their header image? Why do you think they chose that?
- What is their bio? Why do you think they chose that?
- Mood of the page: how would you describe the feel of their page? Use 3 adjectives.

## Part 2 Visual (70 points)

Now you will pick ONE Tweet that you really like from their page. You will complete the handout below. Hard copies will be available in class. You must make your visual neat, colorful and creative!

Company Logo

Company Name

Company Handle

Tweet.

Time xx/xx/xx Twitter for iPhone

\_\_\_\_ Retweets \_\_\_\_ Likes



Image representing Tweet.  
Be creative!



Twitter for iPhone

\_\_\_\_\_ Retweets

\_\_\_\_\_ Likes

