

Unit 8 Assignment 2: Social Media Personal Brand Strategy Steps 3

This Assignment develops the 3rd step of your social media personal brand strategy Five Steps to Success. You will be completing the strategy or completing the strategy you established in MT357 eMarketing at a deeper level by fine tuning your social media marketing plan.

Based on what you have engaged in over the last several weeks develop a social media Strategic plan for your personal brand that utilizes social media to enhance your career opportunities.

Social Media Personal Brand Strategy 5-Step Plan- Step 3: Integrate Strategies

Submit a 2–3 page paper based on the template located on pages 568-570 of *The Social Media Bible*. Utilize the sections in the Story “The ROI of Social Media” in your paper. Your paper is to be in APA format and have at least two strong references to support the analysis of your existing media for your personal brand.

Submit to the Unit 8 Assignment 2 Dropbox.

Criteria	Maximum Percent	Maximum Points
Content Answer provides correct and complete information demonstrating critical thinking: <ul style="list-style-type: none"> • Application and use of the exercises • Ability to utilize materials in the course and apply it to real life 	50%	15
Analysis and Critical Thinking <ul style="list-style-type: none"> • Determine the best application of material to develop personal and business branding • Determine how materials apply for business and personal applications 	30%	9
Writing Style, Grammar and APA Format <ul style="list-style-type: none"> • Develop all written course materials in APA format • Utilize peer reviewed references from qualified sources (library, professional journals, etc.) 	20%	6
TOTAL	100%	30