**Chapter 10**

**Class Activity 1: Exploring Multimedia**

Pick an organization and examine how it communicates with publics on multiple platforms such as television, radio, website, mobile apps, and social media. Write a one- to two-page paper on how the messages on these various platforms are similar and different.

**Class Activity 2: Mobile Apps**

Use your smartphone and list the apps you have downloaded. Discuss what organizations’ apps they are most likely to download as well as what organizations they like but whose apps they are not likely to download. Discussion will follow.

**Class Activity 3: Old Media**

Discuss what old media they use regularly: physical newspaper, physical magazine, television, radio, or physical book, etc.

Discuss why you use these traditional media and what benefits they have over new digital media.

Share results with the class to promote discussion.

**Class Activity 4: Live Tweeting**

Create a class Twitter account and divide the class into groups of four to six students. Each day the class meets, students send out live tweets of what is going on in class. Students are encouraged to take pictures. You are also encouraged to tweet to various people or organizations that you are learning about in class. At the beginning of each week (or at the end), share what tweets gained the most traction online and what followers were gained in class.

This exercise is excellent to see how purposeful social media works and how strategy is involved in creating online content.

**Case Study Discussion**

**Case Study Activity 1: Identifying New Social Media**

The NBA was successful because it was an early adopter of Snapchat. Discuss how you determine what social media platforms to adopt. What makes a platform desirable? What does not?

Each group will discuss and then share results to promote discussion.

**Case Study Activity 2: Changing Consumer Attitudes**

Cracker Jack was unsuccessful because its public was opposed to digital prizes. Analyze what Cracker Jack could have done differently.

Is there a PR strategy that would have made its customers more receptive to digital prizes?

Students can share their responses in class to promote discussion.