A4: Group Project - Social Media Campaign Analytics

<mark>Note: Form a group consisting of 3 members by October 3</mark>

This assignment supports the following learning objects of this class:
- An examination of the practical challenges involved in social media use
- An exploration of its impacts on key sectors
- Application of social media analytics to a real live problem

Objectives: The goal of this assignment is to select three Canadian airlines and evaluate their social media engagement on Twitter. The project should examine the following questions:

1) How do the selected airlines use Twitter? Who is their audience on Twitter?
2) Are they effective on Twitter? (Explain how you define and measure "**effectiveness**".)
3) How do they handle customers' complaints on Twitter?
4) Based on the text analysis, what content do they disseminate, when and directed at whom?
5) Based on the network analysis, which of the selected airlines is more influential on Twitter? (Explain how you define and measure "**influence**".)
6) Based on your overall analysis, what would you recommend to each of the selected airlines in terms of how they can improve their communication practices and engagement on Twitter? (Be as specific as possible.)

What to turn in: Each group should submit a 15-20 page report.

The report should
- present your in-depth analysis based on the questions listed above;
- include at least 5 charts and 5 tables to support your results;
- cite at least 5 external references (preferably scholarly publications) to support your conclusions.

Assessment:
Evaluation will be based on the following criteria:
- Well-defined and well-articulated analysis of relevant Twitter data
- Logical development of arguments
- Originality of ideas
- Incorporation of relevant sources
- Writing style (clarity, flow, transitions, etc.)

All group members will receive the same grade. However, the instructor reserves the right to amend this grading policy under special circumstances. If you are experiencing any significant difficulties with your group members, let the instructor know as soon as possible.

General Guidelines:
- There will be a 5% deduction for any submission not matching the required format specification listed below

- Your report should be word-processed, **single spaced**. The pages should be numbered. Please use Times New Roman 12-point size, with standard margins of 1"
- Any references should be formatted using the APA style (http://www.apastyle.org/)
- Your report is due at 23:59 on the due date, as specified on D2L, and must be submitted electronically via D2L
- Please submit your report as a PDF file. Microsoft Word and Google Docs both allow you to export your document as a PDF
- The submission file must be named as follows: Assignment#_Group#.pdf
  - For example, Assignment4_Group3.pdf
- Each written report should include the cover page (available on the class website).