

**Republic of the Philippines**

**City of Taguig**

**Taguig City University**

Gen. Santos Avenue, Central Bicutan, Taguig City

**COLLEGE OF INFORMATION AND COMMUNICATION TECHNOLOGY**

**Assessment 6 – Group Work – CREATING INFOGRAPHICS 1**

**Deadline: August 8**

Instructions and Mechanics of the Group Work, please read

**create an Infographics by the given assign topic to each group with objectives. Make sure that your infographics has a related to the given objectives,**

Rules

* One (1) page long of Infographics
* Landscape
* Use icons/ images reflect to the topic
* With Title
* Less text, make unique a design.
* Write your Name, section, course on the infographics below**(Specify the function and contribution of each members)**
* **File Name format** when you submit on the Google Drive and TCU LMS (if correct and presented on the online class)- **Groupno\_Lastname**

**Group** 1**. Use search engines and directories effectively**

* Determine whether a research question is specific or exploratory
* Describe how to formulate an effective Web search strategy to answer research questions
* Describe and use Web search engines, Web directories, and Web meta search engines effectively

**Group** 2. **Social Media Rising Stars: LinkedIn, Google+, and Pinterest**

* Discuss how LinkedIn, Google+, and Pinterest have evolved.
* Identify the uses of LinkedIn, Google+, and Pinterest in personal, academic, and professional realms.
* Identify and apply appropriate use guidelines and security features for each network.
* Identify strategies for achieving academic and professional goals using each platform

**Group** 3. **The Outcasts of Social Media: Blogs, Videos, Wikis, and More**

* Identify various types of social media outcasts.
* Discuss the history and evolution of each social media outcast.
* Identify some of the ways each social media outcast is used.
* Identify strategies for implementing each social media outcast.
* Discuss the overall impact the social media outcasts have had on academics, professions, and society in general.

**Group** 4. The “Social” of Social Media: How Social Media Can Be Used for Interpersonal Communication

* Identify the social media platforms best suited for interpersonal communication versus academic or professional communications.
* Compare and contrast social media platforms in terms of their interpersonal applications.
* Effectively utilize the features of Facebook and Twitter designed for interpersonal communication.
* Analyze the effects of Smartphone usage on our social media interactions.
* Evaluate the pros and cons of using social media networks for interpersonal communication.
* Analyze and evaluate one’s own social media use.
* Identify and apply safety guidelines when communicating on social media platforms.

**Group** 5. **Social Media and Marketing**

* Discuss the evolving role of social media in the marketing industry.
* Identify and evaluate various social media marketing strategies.
* Compare and contrast social media marketing strategies in terms of their effectiveness.
* Determine which social media marketing strategies are best suited for different types of businesses.
* Identify ways in which social media has changed the marketing field.
* Make predictions regarding the role social media marketing will play in the future

**Group** 6. **Social Media and Academics**

* Use social media to create a personal online-learning environment.
* Compare and contrast social media tools in terms of their value for academic pursuits.
* Use Twitter to follow academic experts and learn about current trends in a given field of study.
* Develop a classroom Facebook page to collaborate with fellow students.
* Develop criteria to evaluate YouTube videos for their educational value.
* Create an online study group using Google Groups.
* Evaluate the academic usefulness of LinkedIn Groups and LinkedIn Answers

**Group** 7. **Social Media and the Workforce**

* Understand the importance of networking with professionals via social networks.
* Use social media to find job leads.
* Understand and implement techniques for securing a job via social media.
* Compare and contrast both sides of the debate of whether you should or should not “friend” a client on non-professional social networks such as Facebook and Google+.
* Use social media to collaborate with colleagues.
* Use social media to keep abreast of the latest trends in your industry