# Case Study: Social Media Project – Sample Outline

This outline template is provided to help you get started with your Social Media Project and help you understand how brainstorming and outlining can help you transition facts, data, and information into workplace documents.

Use this template as a guide:

* Do not view these as required headings
* Do not use these generic headings in your final document
* Use the appropriate structure and headings (functional and descriptive) for the content in your final document
* Apply the proper formatting in your chosen word processor for headings and subheadings.

**Purpose / Introduction**

* Circumstances that led up to writing this report

**Body / Details**

* ***Secondary Research***
  + Key points of article stated as facts
  + Any other facts and sources you think are relevant
  + Citation to indicate sources of information
* ***Company use of Social Media***
  + *Social Media Platform 1*
    - What is it
    - How is it being used by the company in relation to the article
    - Specific facts / examples to support observations
  + *Social Media Platform 2*
    - What is it
    - How is it being used by the company in relation to the article
    - Specific facts / examples to support observations
  + *Social Media Platform 3*
    - What is it
    - How is it being used by the company in relation to the article
    - Specific facts / examples to support observations

**Closing**

* Overall, what conclusions do you have regarding how does company’s use of the social media compare to what the article indicates about the use of social media for business

**References**

* Because we are using APA@Conestoga, ensure that your facts for your secondary research are cited in the body of the email and referenced at the end