

## **Social Media Presentations**

**For March 25, 2017 (worth 10% of your final mark)**

### **MFIN 841**

In your teams, you will prepare and deliver a 15-20 minute PowerPoint presentation for next class. Please select one of the following topics for your team to present. Topics are assigned on a first come first served basis. You may also select a topic outside of this list, in which case you must obtain instructor permission. In your presentation, you will be evaluated on the technical merit of your content and on the delivery and engagement. One of the goals of this course is to help you pitch your ideas clearly and effectively.

#### **Presentation topics**

1. There has been a number of discussions about a Twitter Exchange Traded Fund (ETF). Explain how this ETF would be structured and comment on its merits and shortcomings.
2. Describe how CEOs use Twitter and the type of information they communicate. Do you observe congruence between firm core values and mission, and what the CEO communicates on Twitter? Do markets seem to react to their tweeting?
3. Politicians have entered the realm of tweeting and Social Media. Do tweets from politicians affect stock markets? Are these effects permanent or transient?
4. Financial blogs have existed for many years, and have been used to communicate financial information. Describe how financial blogs differ from Twitter financial discussions. What are the benefits/shortcomings of each. Do you envision a world where both can be used side by side?
5. There are various Social Media platforms that may carry financial/market relevant information. Pick one platform other than Twitter and explain how it can provide or disseminate financial information.