**Tracking social media**

Your task is to work in a team to track the social media use of PIC’s or CHIA + AWAKA for seven days.

* Form your team – PICS 3 people in a team

CHIA 2 people in a team

* Allocate a social media tool to each person in the team ie. who will do Facebook, Twitter or Instagram?

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| **CHIA + AWAKA**  [www.facebook.com/ChiaNewZealand](http://www.facebook.com/ChiaNewZealand)  twitter.com/chiadrink | **PICs**  [www.facebook.com/picspeanutbutter](http://www.facebook.com/picspeanutbutter)  twitter.com/pics\_pb  www.instagram.com/picspeanutbutter/ |

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| --- | --- | --- | --- | --- | --- |
|  | Monday | Tuesday | Wednesday | Thursday | Friday |
| **Frequency**  How many times have they posted? |  |  |  |  |  |
| **Quality**  Is the spelling and grammar correct?  How many lines are each post?  Are there photos and video? Did the create them? |  |  |  |  |  |
| **Engagement**  Are people liking, favouring, sharing, and retweeting? |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
|  | Saturday | Sunday |
| **Frequency**  How many times have they posted? |  |  |
| **Quality**  Is the spelling and grammar correct?  How many lines are each post?  Are there photos and video? Did they create them? |  |  |
| **Engagement**  Are people liking, favouring, sharing, and retweeting? |  |  |