



# Three-A-Day Plus Ten

-- a Twitter-based project for journalism students

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## Three-A-Day Week

*Individual goal:* learning how journalists use Twitter, creating a minimum of 12 tweets

*Staff goal:* building a strong social media foundation for LCHSPanopticOnline

*Grade* – up to five points per tweet (Only perfectly constructed Tweets will earn all points. Spelling and AP style count, even on social media.) Up to 15 points for creativity and general overall appeal of tweets. Possible 75 points.

1. Each student will create a Twitter account **FOR USE WITH THIS CLASS ONLY**. I fully encourage you to have an active personal account, but this account is for class. I really don't want to have to sift through your other posts, so just create a separate account. Account must be created *by Tuesday, Jan. 10, 2012*. If anyone needs help in getting an account set up, online editor or technology editor will help. When the account is created, please follow @lchs\_panoptic so that a notice is sent to your adviser.

User Name – last name + first two letters of first name

Password – 50mittens

2. *Also by Tuesday, Jan. 10*. Please follow **ONLY** each other's classroom Twitter accounts, other high school newspaper accounts, organizations related to grammar, writing, or journalism. You can find excellent examples of groups to follow by checking out the list of followers on the @lchs\_panoptic account. Mandatory accounts include @GrammarGirl, @AP stylebook, @jeadigitalmedia, @lchs\_panoptic, @Manfull, @GSPA.

3. *For week one, Tues. Jan. 10 – Friday Jan. 13*. Create and post three tweets a day. Label each with the hashtag #itmatters. This will help sort all of your tweets for this project for easier grading.

Each day's tweets must include (1) one related to AP style rules or grammar, (2) one related to writing tips or hints, (3) one promoting PanopticOnline website, an article on the website, our Facebook profile or our lchs\_panoptic Twitter account. You may not choose any topic that your classmates have already used in a post, so be careful. This means you have to read all of your classmate's tweets before you post your own.

Each day's tweets must be posted by 9 p.m. that day in order to receive credit for the day's assignment. Nothing posted after 9 pm will be given credit.

4. **Be careful! No mistakes in spelling, etc ...** and you have a limit of characters, including the hashtag. This means you will sometimes have to be concise and will sometimes need to get quite creative with your posts. Keep it professional, please.

(over, please)



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## Plus Ten Week

**Individual goal:** creating a minimum of five Tweets, Identifying your Twitter presence with the Panoptic staff

**Staff goal:** expanding the online following for lchs\_panoptic through social media

**Grade:** Five points per perfect tweet, five points per follower. Possible 75 points.

5. ***During week two, Jan. 16-Jan. 20***, tweeting will continue, but the emphasis will change from learning how a journalist uses Twitter to actually gaining followers for our Panoptic Twitter account. During this time period, you will be responsible for posting only one Tweet per day. By the end of the week, you should have posted at least one Tweet that promotes the First Amendment and one that contains a link to our lchspanoptic website. The other three can be from any of the categories from the Three-A-DayWeek.
6. ***You will be responsible for gaining at least 10 new followers*** for our @lchs\_panoptic Twitter account by Friday, Jan. 20. You will need to document that someone is following as a result of your efforts by turning in a handwritten listing of the Twitter username for every potential follower you have contacted. You may contact them in person or online, but you will not receive credit for the follower until that user has actually followed @lchs\_panoptic. As the @lchs\_panoptic gains new followers, I will check the usernames against the sheet you have turned in to me. I may also randomly contact the new followers to verify the name of the staff member who encouraged them to become a Panoptic follower.
7. Every staffer is responsible for gaining 10 new followers, but the ***two staffers who earn the highest number of followers for @lch\_panoptic will also earn one 1-day deadline extension*** for the next issue of the print edition of The Panoptic.
8. In addition --- 22 students, with 10 new followers each would mean 220 new followers. We already have 48 followers. If ***AND ONLY IF the class can exceed this goal and instead push our number of followers to 300 by noon, Fri., Jan. 20, the class will have a pizza party during lunchtime one day following week (Jan. 23-27).*** Grebel's treat.