1) **What's the single biggest audience engagement opportunity Slate could use to grow our readership? How would you start to employ it in your first week?**

As far as I'm aware, Facebook rules social media, followed rather distantly by Instagram.

I'd research all your in-house data, comparing to Nielsen/NetRatings and comScore Media Metrix, etc. I'd also look at Facebook insights and people tabs, before continuing through other social sites. After that, I'd apply a social media brand identity.

2) **Identify a post on our Facebook page that we could have done better.**

I'll pick on the 'Vegan' post, not because there's something wrong with it, but because there's nothing wrong with it. Image and tone are consistent.

Part 1: **What went wrong with the post?**

It does not scream Slate! as a Social Media brand. It has a selective, rather than a sharp hook, approach. It is straight information, like it or lump it.

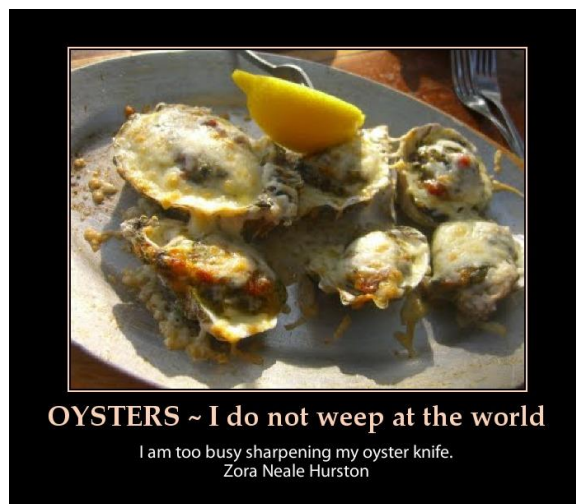Part 2: **How would you have framed the story differently?**

I'd like to present everything angled to represent Slate's verve and wit. And to create broader, sharper hooks as a result.

a) Facebook share text:

"When I became a vegan, I didn't draw an X through everything name 'Animalia' on the tree of life." Christopher Cox.

Headline:

Oysters: Gateway grub for vegans?

(Duh factor: Share text is sharp sounding and challenging. The quote on the image I dug up smacks of greed and/or violence. The headline is slightly mocking, but non-judgemental.)

3. **Take the story link you used in question 2 and do the exercise again**

b) Facebook share text:

"When I became a vegan, I didn't draw an X through everything name 'Animalia' on the tree of life." Christopher Cox.

Headline (i)

*Will vegans swallow
their hobgoblins?*

Headline (ii)

*Pearls of wisdom
or bad taste?*

Headline (iii)

*Pearls of wisdom
or unpalatable ideas?*

(Duh factor: Share text is broad, but sharp sounding and challenging; everything else acts as a purposefully non-specific hook. 'Hobgoblins' is from the article. The hook is more important than the specific subject; although I can understand objections to that as far as headline (i) goes.)

4. **Write four different tweets for this piece: http://slate.me/1UrX9t3 OR this piece http://slate.me/1JNL2R5. Your choice.**

Article: The Liberty to end one's life.

l. *Life, liberty and the pursuit of oblivion. The fight for the right to die nears day of judgment in New Mexico.*

2. *Will same sex marriage lead to death with dignity? The fight between meaningless suffering and meaningful choice rages in New Mexico.*

3. *Death with dignity and the Constitution. When our historical traditions and our consciences conflict, what should our courts decide?*

4. *The final word...who gets yours? Is death with dignity a human right, or selfish indulgence? Speak up now, or forever hold your tongue...*

5. **Look at this data about Slate's page on Facebook. What are three insights you can glean from it?**

This is an exercise in window-gleaning. I'm on the outside, looking in, trying to figure it all out. But here is my honest response to the data I looked at:

a) Are these international figures? I imagine you break down graphs to demonstrate figures across the USA, to pitch to US advertisers. And so on across other countries, for international advertising dollars.

b) A impressive weekend spike; an understandable weekday drop; but how accurate is it? During the week, how many of Slate's readership read articles from servers that don't allow tracking? And how many Slate readers enjoy shooting down cookies as much as their British equivalents enjoy shooting down clay pigeons? We need to compare all available data to get reliable figures.

c) Current political happenings get a big click through, as, potentially, do women's issues (Such as the 'women's work trap' article). Given that, I would run from this to Twitter and other SM, wanting to know how many re-shares, rather than favorites, each article received. For example, are there signs that people re-share certain types of articles to indicate how politically switched on they are? Or to get a debate going?

Overall, I would look at this data and not take it seriously until I saw further data that demonstrates a consistency in spikes and drops across days, times in particular time zones, article types, etc. I would then use all the data collected to measure against new data coming through after Slate gets its social media brand up and running.