

## Culminating Part 2 - Instagram

### Power of Social Media

Social media is used in many companies to promote their businesses. It is a great way to reach a lot of people and it's free. One of your choices for your Culminating Part 2 this year is to promote Co-op at Northwestern.

### Getting started

You will need an Instagram account using your GAFE account. yourname123 ed.amdsb.ca

Instagram was designed for a mobile device not a computer.

Some advice...

- Usernames should be less than 15 characters
- The # is used to trend for searching subjects.
- The @ is to tag people

**The Assignment - Have at least 8 posts throughout the semester**, these posts should be spread out and cover a range of topics and tasks that you do at your placement. **Be sure to speak to your supervisors beforehand about the assignment, and get permission to take pictures so you are not breaching confidentiality or privacy policies!**

### Criteria

Can Improve On	Criteria	Excellent
	Student has posted 8-10 Instagrams with pictures and a brief description. Student has tagged @snsscoop.	
	Student has used a high degree of professionalism including language, picture and content.	
	Student has made sure that those being either photographed, mentioned, tagged with either @ or # have given consent and are aware of posting.	
	Pictures are diverse and demonstrate learning and growth. Pictures have been taken throughout the semester and not all done at the end of the year.	