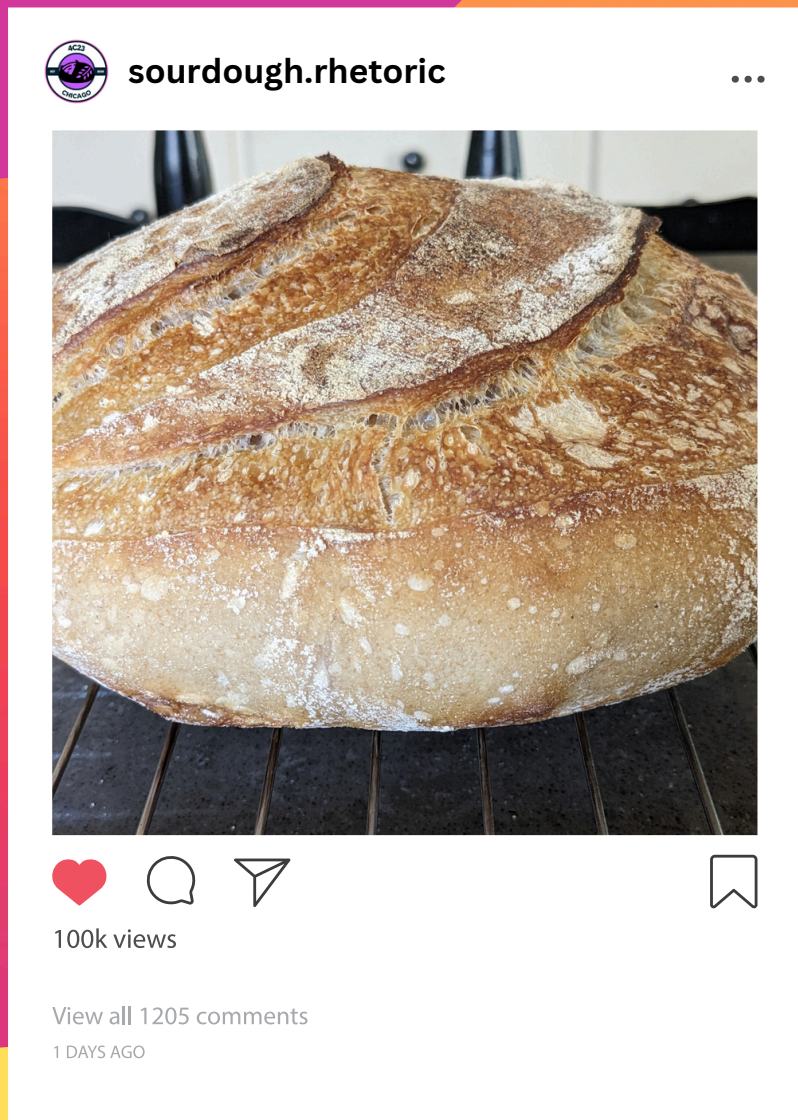


Project 1

Storytelling on Social Media



Alt text: An Instagram post of a freshly baked sourdough boule cooling on a wire rack. The post has 100 thousand views and 1205 comments. Shared by sourdough.rhetoric.

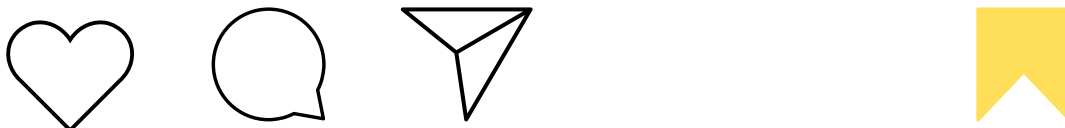
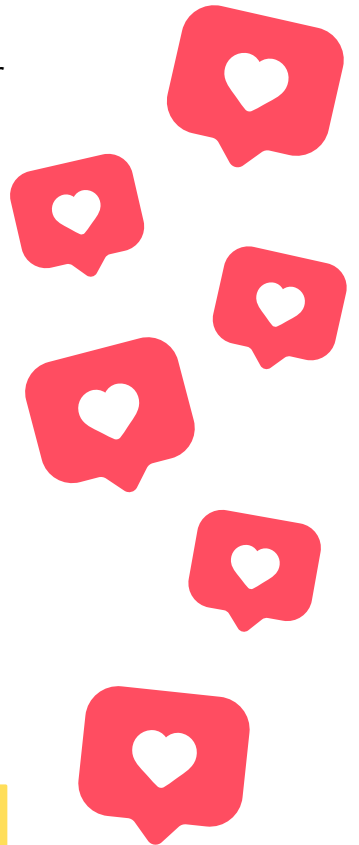
Assignment Description

Food is shared virtually on social media. Such platforms (Instagram, Facebook, TikTok, etc.) teach people about **foodways**—food’s social, political, and cultural qualities—and are responsible for circulating food trends.

Dan Lawrence (2022) defines social media as “a variety of media platforms that allow people to communicate with one another, combining a number of mechanics such as direct messaging, user profiles, photo galleries, and comment walls” (p. 48). Knowing how to create compelling social media content can prepare you for jobs as a technical writer, marketing coordinator, digital content creator, and more. These skills make you an appealing candidate even if you’re seeking a non-writing-focused job (e.g., teaching, law enforcement, or nursing) because writing for social media highlights your technology and communication skills.

Project 1: Storytelling on Social Media is the beginning of your foodways research. Your Instagram account will include a bio where you link to your favorite local restaurant or café; link to your favorite recipe, food writer, or cooking content; or include a call to action with a link to a food-related initiative.

Choose what you link to wisely. Your Instagram bio section is the topic proposal for the food project you’ll work on for the rest of the semester. The Foodways Research Materials WO page provides topic ideas and sources to help you choose a research project.



Deliverables: What You'll Create

Throughout the semester, you'll use digital platforms to create food content. Project 1 tasks you with using Instagram to create image-driven content about food in Macomb, at WIU, the foods you make at home, or a topic you're thinking of exploring in your foodways research project.

Optimized Instagram Profile

You must create an Instagram account for this course with a profile that includes a custom brand logo that reflects your content, a relevant handle, a display name, and a bio. It must also include the class hashtag, which we will create together.

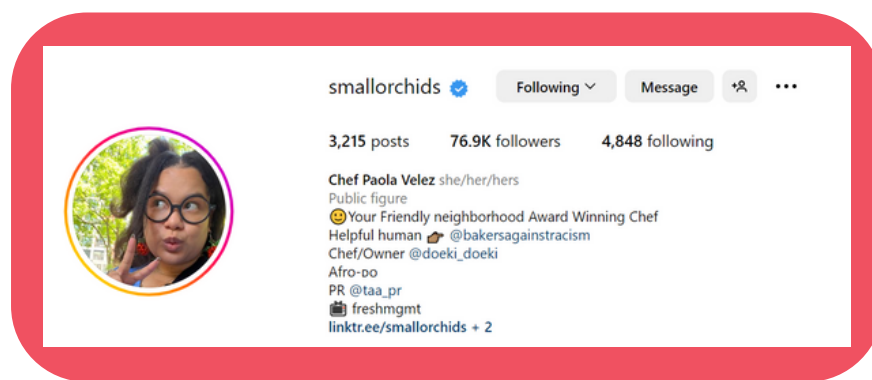


Figure 1. Chef Paola Velez's Instagram profile features a bio that optimizes her account. If Chef Velez were in this class, her bio proposes that she'll use the account (@bakersagainstracism) or the dinner series (@doeki_doeki) for her foodways research.

5 Instagram Posts

You are required to create 5 Instagram posts for Project 1. The posts must work to establish a cohesive brand through color choices, use direct language, include 2-5 hashtags per post (including the class hashtag), and link to websites or other relevant IG accounts. You'll use Canva to create post mock-ups to bring for workshop and embrace an iterative process to create, revise, and finalize posts.

Project Memo

Memos are internal communications that often provide updates or project-specific results. Your project's content is for a public audience, so you'll write a memo as an internal communication about your posts' accessibility. We'll discuss how to create accessible social media posts, and your memo must define alt text (in your own words), explain the importance of alt text, and provide alt text for your Instagram posts. By writing this internal communication, you're demonstrating a critical awareness of your digital writing.



Rubric

Instagram

Optimized Profile (15 pts)

- Profile Picture
 - A brand logo you create or image that reflects your content
- Instagram handle relates to the course's focus on food
- Display name provides your first name or the name you commonly go by

Note

You are not required to include your last name for privacy purposes

- Bio
 - Lists your food-related interests (e.g., Pescatarian | Baker | IL-Foodways)
 - Includes **at least 1** of the following:
 - Link to your favorite local restaurant/café
 - Link to your favorite recipe, food writer, or cooking content
 - Call to action with a link to a food-related initiative
 - Includes class-generated hashtag

Note

Your choice here is a topic proposal, establishing the project you'll research for the rest of the semester.

Posts (50 pts)

5 Posts; Shared on Instagram

- Establishes a cohesive brand through color choices
- Uses direct language
 - Attention-grabbing descriptions
 - Imperative mood
 - Call to action
- Uses 2-5 hashtags per post to promote content
 - Includes the class hashtag
 - Written using camel case
- Links to websites or tags relevant accounts



Project Memo

Document Design (10 pts)

- PDF document that adheres to reader-centered memo formatting
 - Has a specific, informative subject line
 - States the purpose and main point in the opening
- Document is browsable (follows formatting similar to the examples online)
- Document is uniform

Content (15 pts)

2+ Single-Spaced Pages

- Explains the memo's purpose and what it includes
- Defines alt text (in your own words)
- Explains the importance of alt text
- Provides alt text for Instagram posts
 - Establishes a way for the reader to know what alt text goes with which post (e.g., includes the image or a partial caption)

Writing Quality (10 pts)

- Instagram posts use a tone appropriate for your audience
- Memo is written with the reader in mind (i.e., is persuasive, educational, and professional)
- Instagram posts and memo are free from grammar and spelling mistakes

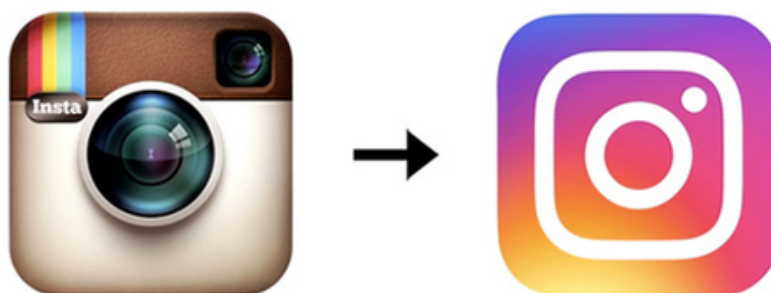


Figure 2. Fun social media fact! Instagram's 2010 logo (left) featured what's known as a skeuomorph (a design that imitates a similar object) of a camera. The company released the current, multicolored logo (right) in 2016.