**Week 3 - MAIF Case Activity**

In this activity, you will be comparing a MAIF's approach to using social media to the "What's your social media strategy?" article. This will be done by looking at each stake holder's perspective on the technology, identifying the technology's function, observing the technology's impact on the organization, and connecting them to the strategic intent. Use all of the provided information (articles, videos, etc.).

Step 1 - Technology/Application Identification - Complete the grid to **identify the types of social media technologies** that could be used, their function, and who would be involved in their use or what process do they contribute to. (Feel free to add rows.) Please go beyond the case technology mentioned and other applications that you feel would be appropriate.

|  |  |  |
| --- | --- | --- |
| Technology/Application | Function | Who uses/Stakeholder |
|  |  |  |
|  |  |  |
|  |  |  |

Comments:

Step 2 - Impact on Organization and Process - Copy the list of **social media technologies/applications** in this grid. Have you observed any impact on the organization and/or process. Impact on the organization could be changes in normal job roles (duties, responsibilities, etc), changes in organization structure, or changes in management structure. Impact on process could include changing responsibilities of data collection, automating duties that were once completed by employees or customers, or changes in rules governing the process.

|  |  |  |
| --- | --- | --- |
| Technology/Application | Organization Impact | Process Impact |
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|  |  |  |

Comments:

Step 3 - Connecting to Strategy - Does the organization have a stated social media strategy? Is their approach documented? If it is stated, please restate in your own words. If not explicitly expressed, what do you think the strategy should be?

Comments:

Step 4 - Look at other **public entities** **in the marketplace. Compare their use of social media technology to the case company**. What is similar? What is different? (Pick one or two that best emphasize similar or dissimilar traits).

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| --- | --- | --- | --- |
| **Competitor Name** | **Technology** | **Similar** | **Dissimilar** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Comments:

Step 5 - What is your evaluation of the MAIF's intended use of social media technologies? How would you measure success of this initiative? How would you approach the situation differently? Is there a risk to using social media in this type of manner?