Online Structured Debate: Social Media Policy and Fireable Action
Student Directions

You will be assigned small groups to complete this project. You will also be informed which stance you should take for this project. The goal of this assignment is to create a face-to-face debate online through our discussion board. You will need to work closely with your team to draft your posts. I might recommend using Google Hangouts for meetings and Google Docs to draft your response.

Everyone must contribute and you will grade your group members based on performance, contribution and quality of work. See Group Grade Document on our course site for more information.

Topic: In the Red Cross case study you learned that the organization did not fire its social media staff member after sending an inadvertent tweet.

Team A Stance: No. It's clear it was a mistake and retention was the best choice. Agree with the Red Cross's decision not to fire the employee.
Team B Stance: Yes. Brand mis-management should not be tolerated and this action should have resulted in termination.

Note: Do not use the Method or Results in your argument, both can be found in the Case Study: American Red Cross Faux Pas article in this week's readings. Although in this case they were able to turn around the Twitter mishap, you are only to decide if the employee should have been fired or not fired and why. Make sure to support your argument with evidence and things you learned in this module's readings.

POST	TEAM	TASKS
1	**Team A**-Post on Discussion Board **Team B**-Nothing	• Team works together to come up with 1,000 words to support their position • Define issue • Endorse action taken • Offer a specific proposal supporting action • Use data and references to support idea
2	**Team A**-Nothing **Team B**-Posts on Discussion Board	• Develop 3-5 questions for Team A • Post a single reply to Team A's posts that is no more than 1,000 words • Question the data and references • Question the logic of the plan/proposal • Refute the parameters established by Team A to define the issue

		• Challenge the specifics of Team A's statements and plan • Create and write alternative plan to solve the issue • Use data and references to back up plan
3	**Team A-** Posts on Discussion Board **Team B-** Nothing	• Team A posts a single response from the team that is no more than 500 words • Answer **all** the questions Team B posted. • Team A will add 3-4 questions to challenge the statement from the Team B
4	**Team A-** Nothing **Team B-** Posts on Discussion Board	• Team B posts a single response from the team that is no more than 500 words • Answer **all** the questions Team A posted
5	**Team A-** Posts on Discussion Board **Team B-** Posts on Discussion Board	• Team A and B develops closing arguments to support their position. Closing arguments should be a video posted on YouTube. The video should be no more than 7 minutes. It should summarize your key evidence to support your argues and be created in PowerPoint. Post the link on the discussion board.