

# **Lynn Online Marketing Class Project Scope**

## **Part 1 : Organization & Needs**

Prior to the project we will do a brief introduction of the project, members of the staff, and overall project outline.

Elite Strategies will break students up into ~3 groups in the Lynn Lab. Each student will be seated at a PC equipped with an internet connected web browser, email client and Microsoft Word.

## **Part 2: Assessment**

Students will work with Elite Strategies staff to find and locate any online properties, articles, or photos that are publicly visible searching from Google.com that might be construed as unprofessional. We will discuss different scenarios within small groups and talk about different implications that could arise.

Some students may be difficult to locate online or have little to no online presence. We will discuss the pros and cons of this within small groups and note this as well for later use in the project.

Students will make a list of URLs of said photos & properties for use later in the project.

At this time we will also seek out any positive online articles, properties, etc. and make a list of those as well. This could be anything from a newspaper article, sports award, or achievements at Lynn which have been made public.

## **Part 3: Define Goals**

Students will briefly / generally define their professional goals in line with their major. If no major has been defined and students are unsure of their goals we will assist students with a "general" online scope. For example, technology, blogging, finance, etc.

*Example: A student with a major in Psychology with the goal of interning at Mount Sinai St. Luke's Hospital in NYC after graduation.*

## **Part 4: Removal of Issues and Privacy Settings**

Staff will assist students with removing any public images or properties that have been defined in part 2. Staff will also educate students on social media privacy and how to secure these profiles.

In the event where we have identified

### **Part 5: Creating new properties**

At the very least, students will create a LinkedIn account, Twitter account, and Google+ account. If time permits we will register a new domain name, add hosting and help students create a WordPress blog under their name.

Elite Strategies will come equipped with professional photography equipment so that students can have a professional headshot taken for their online portfolio.

### **Notes -**

After discussing this amongst our office and doing a "mock run", we've recognized that most students will have a unique presence online and must allow each student to work at their own pace while maintaining a close watch and ensuring that each student gets to focus on each part of the project.