

UNIT 1: PERSONAL SOCIAL MEDIA CURATION

As a practice, curation operates on multiple levels of personal, professional, and cultural discernment. In order to get a better understanding of how archives function, we begin with the notion of archives and curation on the individual level. As citizens who operate in the digital sphere, we spend a great deal of time making analytical rhetorical decisions about how we present ourselves on social media. These decisions are curatorial in nature, and by investigating our own practices and modes of presenting ourselves, we can begin to gain a stronger understanding of how archiving and curatorial practices function in 21st Century culture.

For the purposes of this assignment, you will choose one or more social media accounts or sites that you personally make use of on a regular basis. Examples of social media you can make use of include things like Facebook, Twitter, Instagram, Tumblr, etc, but any social media account will work. After choosing your social media space, you will then write an analysis of that space as it appears initially through the lens of how it appears from the outside. One way to think of this analysis is to first examine how you go about choosing what to post on your social media, and then moving to examine your social media space from an outside point of view, as someone seeing it for the first time.

ANALYSIS (100 pts)

In this analysis, first consider what curatorial practices you have already engaged with. How do you decide what you post on your social media spaces? What factors (social, personal, cultural, internal, external) influence what you choose to post? How much consideration have you put into posting things on social media in the past? How does your social media space look from the outside, and how would it be perceived by someone viewing it for the first time? This part of the analysis should be thorough, include specific examples, and be between two and three substantial paragraphs.

After taking into consideration your past and current curatorial practices, turn your attention to how you want to present yourself in the future, both in a personal sense and a professional sense. Take stock of who is able to see what you post on social media, your privacy settings, and your goals as a young professional, and write two substantial paragraphs on how you can adjust your social media curatorial habits for the purpose of presenting yourself to different audiences, including friends, family, and employers. You can also argue that you have no reason to adjust your social media presence, in which case you will need to also provide specific reasoning and examples for why this is the case.

PRESENTATION (50 pts)

The second portion of this assignment is a brief five minute presentation, where you will share with the class an example of your past social media habits and how you will adjust (or not adjust) them in the future. The goal of this presentation is to familiarize you with the process of curation from another perspective - choosing how to provide the most useful and relevant information to an audience.

The goals of this assignment include giving practice with analytical writing, self-assessment, and consideration of professional ethos as you examine the curation and archival practices you already engage with, and how you can engage with them in new and different ways moving forward as a young professional.

Deliverables:

- A five minute presentation on a specific example of curatorial practice
- A write-up of current and future social media curatorial practices, between 1000 and 1500 words

Total Points: 150