TO: Proximity Social Media Teams
FROM:
DATE:
SUBJECT:    Summer Focus Group Recommendations

Write a brief memo (1-2 pp) to your team recommending a social media trend you think should be covered in Proximity’s Summer 2016 focus group sessions.

Schedule for drafts and final copy

* Post focus group recommendation memo draft by the end of the day, Sunday, May 29.
* Comment on posted drafts by the start of class on Wednesday, June 1.
* Submit focus group recommendation by end of the day on Sunday, June 5.

**Why Proximity focus group sessions are important**

Focus group sessions with Towson students provide the critical proprietary information we need to advise our clients.  We only have one chance each semester to discover how millennials use of social media is changing.  So your team must identify the most important issues you want focus group participants to discuss during the one hour sessions.

**What your memo should contain**

Your memo should do the following:

* identify a specific trend or development affecting your social media;
* explain why this trend is important to our clients who engage millennial consumers via social media;
* recommend specific issues or topics related to this trend which should be discussed during a focus group session.

**How to research and write your memo**

This week teams will discuss possible trends and make provisional assignments. You can find sources for information to use in your memo in the Blackboard assignment folder and on [Proximity’s blog.](http://proximityblog.blogspot.com/) Your memo should draw on information from at least two sources which you cite using [APA style](http://pages.towson.edu/sgass/courses/busx301_apa_citation_guide.pdf). You can also discuss trend ideas with your peers and observe their use of social media.

Your memo should be addressed to your social media team and follow the format in the template on the Blackboard assignment page.  You should also review the Writing Rubrics Guidelines before you start drafting the memo.