The Social Media Game!

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Check out Beth's blog at http://beth.typepad.com/

The goal of the game:
There are no winners or losers to the Social Media Game. This game is intended to help you understand the basic mechanics of the social web as well as strategize online communicating through the Web 2.0.

How it's played:

1. Each group or individual is given an **Objective Card** that outlines their objective in the game.
2. Each group or individual then gets a set of **Social Media Cards**. Each card represents a specific type of online social web tool and has a certain number of credits associated with it. Each group or individuals is only given 10 credits to work with. You must then choose the cards to implement an online communications strategy and must not exceed 10 credits. Groups and individuals are encouraged to discuss, examine, and see how the different types of tools will best achieve their objective. **You are given only 10 minutes.**
3. When a group or individual has finalized their Social Media Cards, they are then given at random a **Situation Card** and may trade it for another one only once. A Situation Card will offer an opportunity (more credit), create a dilemma (loose credit), or present a Wild Card (more credit to choose another Social Media Card or create their own Social Media Card).
4. The group or individual must now re-strategize their online communications plan utilizing the Situation Card. **You are given only 10 minutes.**
5. When time is up or when individuals or groups are ready, they present their objective, their situations and their strategy on how to communicate online using social media tools in order to achieve their objective.

Facilitators and other teams may ask questions, point out successes in their strategy, or offer their advice or opinions in a real-world situation.

Presenter are encouraged to share what they might have learned or discovered.

Participants can also ask questions or clarify terminology or how a specific online social tool may work.

Remember… The Four Basic goals of websites still persist and all tools being used support those goals. Also, always focus on the mission and objective of an organization to be most successful. Lastly, understand your audiences and use the web to communicate with them effectively.