# **Slideshow [#hashtag] Presentation**

**Your Task:**

In this assessment activity, you will choose a trending hashtag via an online platform of your choice and create a digital presentation based on the areas listed below. Your task is to create an *8 - 12 slide*presentation about a particular hashtag that is being used as a tool for building digital communities.

Your presentation should demonstrate how the hashtag is being used as a tool for awareness, community and spreadability by a social groups and/or non-profit organizations.

In your presentation, ensure you cover the following:

* An explanation of its origin (if possible).
* Discussion of its popularity and use-value (i.e., clarify particular sites, demographics, trending info, etc.).
* Discussion of its relationship to key terms in the course (i.e., participatory media, viral media, etc.).
* Discussion of media coverage as well as reactions/discussions of this hashtag.
* Examples of how it is being used positively and negatively through online platforms.

End the presentation with a critical evaluation (1-2 slides) clarifying its effectiveness as a form of digital engagement. Create the slideshow using a commonly used presentation program such as Keynote, PowerPoint, or by providing your instructor with a Prezi link. If you choose to complete the assignment in an on-line format such as Prezi, send a document with the URL to the instructor.