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Marketing with Social Media

Subject: Communications

Objectives: Students can create effective social media posts to market products and/or service.

Procedure:

Students research: (15 minutes) What are effective social media posts for businesses? They will need to find 5 tips or examples

Collaboration Break-out session 1: (15 minutes)

Students will share the 5 tips they had researched and compile their 5 tips from everyone's findings into a Top 5. They will write the Top 5 tips on a giant Post It Note and will share their Top 5 with the entire class at the end of the 15 minutes. Students will be asked to do a peer evaluation as an Exit Slip for the day.

Creating: (150 minutes) Hand out the Business Social Media Marketing Project Steps:

Students will be creating a small business and a social media page for the business

They will need a

- Business Name
- Logo (Canva, Adobe Photoshop) for profile picture
- Possibly a picture for a banner (Twitter and Facebook)
- Product
- 5-8 effective social media posts
- Presentation of the social media posts and webpage

Critical Thinking: Students will need to research: What would be the best social media platform for their business and why?

Students will post their responses to question through a discussion post on Google Classroom

Collaboration break-out session 2: (50 minutes)

Students will be discussing the social media platforms they will be using for their business. They will share their business name, logo, and product or services they will be providing customers.

They will take constructive criticism from their peers. This will be a trial run of the presentation they will be giving to the class.

Students will be asked to do a peer evaluation as an Exit Slip for the day.

Communication (Presentations): (Time will depend on the number of students in the class)

Students will give a 5-10 minute presentation on their business. The presentation must include:

- Business Name
- Logo (Canva, Adobe Photoshop) for profile picture
- Tag line or mission statement
- Possibly a picture for a banner (Twitter and Facebook)
- Product
- 5-8 effective social media posts

- Why they choose the social media platform they did

Technology Present:

- Computers with Internet access
- Photo editing software (Canva or Adobe Photoshop)
- Depending on how the student wants to present their information, Microsoft PowerPoint, Google Slides, Prezi
- Google Classroom Accounts

Rubric Breakdown:

Active: Infusion -Students are given the choice of tools and regular, self-directed use and the outcome of their project is based on their findings. Teacher has provided the learning context but allows for student choice.

Collaborative: Adoption- Students collaborate in a discussion on Google Classroom. Teacher directs the students to post a discussion on to Google Classroom.

Constructive: Infusion- Students are given the choice to use a technology tool that will help them reach their goal. Teacher does provide a guideline for the end result of the project.

Authentic: Adaptation- The students are given independent use in activities connected to students' lives. Teacher gives some student choice and exploration in the project.

Goal-Directed: Infusion- Teacher is flexible with the choices of technology the students use to create their social media page.