

Social Media & Digital Marketing

FULL SEMESTER COURSE

A Social Media Marketing
Full Semester Course
with over
40 Digital Activities!

Includes an
Easy-To-Follow Lesson
Library for the Teacher

All Easy-to-Use, Fillable
Google Docs and Slides!

NO PREP!
NO GUESS WORK!
SAVES YOU TIME!



**INCLUDES A FINAL PROJECT FILE
& BULLETIN BOARD!**



This course includes
a **Teacher's Lesson Library!**
This makes this
course **PLUG & PLAY!**
TURNKEY!
NO GUESS WORK!
Each lesson's links are
right in the Lesson
Library in the
teaching order that is
recommended.

This is one less class that you will need to prep for!
IT'S ALL DONE FOR YOU!

Unit Name	Student Resources	Teacher's Keys
Introduction Lessons		
Get to know you activity <small>Takes about 30 minutes to complete</small>	Instagram Get to Know Your Students Activity <small>ORBAT for the beginning of the semester.</small>	*Student Examples
Intro to Social Media <small>Takes about 40 minutes to complete each</small>	What is Social Media?	*Teacher's Key
	Four C's of Social Media Marketing	*Teacher's Key
	Starbucks Successful Social Media Campaign Case Study	*Teacher's Key
	Reasons Why Businesses Use Social Media	*Teacher's Key
	Social Media Success Story	*Teacher's Key
	Marketing With Hashtags	*Teacher's Key
	Social Media Marketing Careers	*Teacher's Key
Social Media Platforms for Digital Marketing		
Introductory Activity File <small>Takes about 40 minutes to complete</small> <small>Leads to necessary conversation!</small> <small>I assign a social media platform to each pair or group of students, give them 10 minutes to complete it, and they share their learnings regarding their class on the day we work their challenge.</small>	Social Media Platforms Introduction File <small>Complete this file before diving into each of the social media platforms. This file is an interactive introductory file and includes an attractive BULLETIN BOARD for students to create as their reflection (or formative assessment) of the file. This file took my students about a week of 42 minute classes to complete. This also included the discussion time.</small>	*Teacher's Key <small>Complete THIS REFLECTION after completing the "Social Media Platforms Intro File" and have a student-created bulletin board DONE FOR YOU!</small>
Social Media Posts <small>Takes about 40 minutes to complete each social media post. You can assign this to...</small>	Social Media Post Creation <small>This is an interactive file that guides you through the process of creating a social media post. It includes a copy of the...</small>	*Teacher's Key
Twitter <small>Takes about 10 minutes to complete the first one and about 40 minutes for each post.</small>	Twitter Social Media Manager Job <small>Twitter Social Media Manager Job</small>	*Teacher's Key
SnapChat <small>Takes about 10 minutes to complete the first one and about 40 minutes for the job.</small>	Snapchat Snapchat Geofilter Job <small>Snapchat Geofilter Job</small>	*Teacher's Key
Instagram <small>Takes about 10 minutes to complete the first one and about 40 minutes for the job.</small>	Instagram Instagram Social Media Manager Job <small>Instagram Social Media Manager Job</small>	*Teacher's Key
YouTube <small>Takes about 10 minutes to complete the first one and about 40 minutes for the job.</small>	YouTube Intro and History Types of YouTube Ads YouTube Short Social Media Manager Job	*Teacher's Key *Teacher's Key
TikTok <small>Takes about 10 minutes to complete the first one and about 40 minutes for the job.</small>	TikTok Ads TikTok Social Media Manager Job	*Teacher's Key
LinkedIn <small>Takes about 10 minutes to complete the first one and about 40 minutes for the profile.</small>	LinkedIn Benefits in Business Create a LinkedIn Profile of your Own	*Teacher's Key *Student Examples
Gallery Walks <small>Takes about 20 minutes to complete each gallery walk and an additional 20 minutes for discussion.</small>	Social Media Gallery Walks <small>there are TWO gallery walks in this one file</small>	<small>No teacher's key available as answers are subjective and offer great conversation to review the student's responses. Have students share their responses. Instead of checking for "correct" answers.</small>
Additional ways to elevate your business profits using digital marketing		
SEO <small>Takes about 40 minutes to complete</small>	What is SEO? SEO Refutation Twitter Post <small>(Personalized social content)</small>	*Teacher's Key <small>No teacher's key for this file as it is a conversation starter. Teacher should use the higher level and on student ability (differentiated)</small>
Google Ad Words <small>Takes about 40 minutes to complete</small>	Google AdWords Google AdWords Twitter Post <small>(Personalized social content)</small>	*Teacher's Key <small>No teacher's key for this file as it is a conversation starter. Teacher should use the higher level and on student ability (differentiated)</small>
Blog Marketing <small>Takes about 40 minutes to complete</small>	Blog Marketing Blog Marketing Twitter Post <small>(Personalized social content)</small>	*Teacher's Key <small>No teacher's key for this file as it is a conversation starter. Teacher should use the higher level and on student ability (differentiated)</small>
Influencer <small>Takes about 40 minutes to complete the assignment.</small> <small>I give students 10 minutes to complete the assignment researchable skills and I then spend a class period of student presentation. The Influencer project takes about 4-5 minutes.</small>	Social Media Influencer WebQuest Social Media Influencer Collaborative Class Research Project File Be an Influencer PROJECT FILE	*Teacher's Key <small>No teacher's key for the Influencer file.</small> *Student Examples
Affiliate Marketing <small>Takes about 40 minutes to complete.</small> <small>The project takes about 4-5 minutes to complete.</small>	Affiliate Marketing Be an Affiliate Marketer PROJECT FILE	*Teacher's Key *Student Examples
Final Project <small>Takes about 100 minutes to complete</small>	Social Media Final Project <small>(Capstone Project)</small>	*Student Examples

What is included in this course?

First Day of School Activity
What is Social Media Marketing?
The Four Cs of Social Media Marketing
Social Media Ad Campaign Case Studies
Reasons Why Businesses Use Social Media
Social Media Marketing Success Stories
Using Hashtags for Business
Intro Lessons for 8 Social Media Platforms Used in Marketing
TONS of Social Media Post Prompts for Student to Apply
What is learned!
Gallery Walks!
SEO Explained
Google AdWords/Google Ads
Blogging for Marketing
Influencer Intro AND Project!
Affiliate Marketing Intro AND Project!
FINAL CAPSTONE PROJECT!

This is one less class that you will need to prep for!
It's DONE FOR YOU!

Not teaching a 'Social Media Course'?

You may STILL want to have this collection of
ENGAGING, FUN, & INTERACTIVE LESSONS AND
PROJECTS for your Business Education Classroom!
Look at the content learned...

TARGET MARKET

DEMOGRAPHICS

SWOT ANALYSIS

MARKET ANALYSIS

MARKETING MIX

USP
UNIQUE SELLING POSITION

10-SEC ELEVATOR PITCH

facebook is an extremely popular social media network with a varied audience of more than 2.9 billion active monthly users as of 2022. It's worthwhile for any business of any size to use Facebook's business tools and have a Facebook business page.

Use Facebook to share even essential company updates you have access to powerful in-depth analytics. Business customization options, high information, hours of operation services you offer, and much more.

WHAT HAVE YOU LEARNED ABOUT facebook?

In 2022, how many active users did Facebook have?	
Does a business use the same type of account as an average Facebook user? Explain...	
What benefits does a Facebook business page offer?	
What might a business want to place on their business page?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF FACEBOOK'S TARGET USER, WHAT WOULD BE YOUR GUEST?



WHAT HAVE YOU LEARNED ABOUT LinkedIn?

How many monthly users does LinkedIn have?	
What type of platform is it?	
List 2 uses for LinkedIn as a business...	
LinkedIn is geared toward who?	
What type of content make up the pages on LinkedIn?	
How can you establish brand recognition on this platform?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF LINKEDIN'S TARGET USER, WHAT WOULD BE YOUR GUEST?

Instagram is also incredibly popular, with more than 1.1 billion active users in 2022. From Instagram Live to Instagram Stories, there is no shortage of Instagram business tools that help brands promote and sell their services and products. Instagram is a visual platform focused on photo and video posts, so it's an excellent tool for businesses with strong visual content to share. It's also almost entirely mobile, with tools and services optimized for mobile.

More artistic niches tend to excel on Instagram, but more businesses can benefit from the platform and its broad reach if you target your audience. Your Instagram account might should have a good eye for detail and some photographic ensuring the photos and videos posted to your account quality.

WHAT HAVE YOU LEARNED ABOUT Instagram?

In 2022, how many active users did Instagram have?	
How does that number compare to the number of Facebook users in 2022?	
Name 2 ways that businesses can use on Instagram...	
What is unique about Instagram that makes it perfect for businesses with strong visual content?	
What type of business excels on Instagram?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF INSTAGRAM'S TARGET USER, WHAT WOULD BE YOUR GUEST?

INSTAGRAM

Explore the Instagram business page example to the right. **Drag and drop** a yellow rectangle (below) over the following information...

- *Business name
- *Business logo
- *Types of products and services
- *Business address
- *Number of followers
- *Way to message them
- *Hours of operation
- *Content that is saved in the highlights

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF INSTAGRAM'S TARGET USER, WHAT WOULD BE YOUR GUEST?

This Course is Full of Into lessons, projects, Rubrics, Gallery Walks & Social Media Posts!

WHAT HAVE YOU LEARNED ABOUT Instagram?

In 2022, how many active users did Instagram have?	
How does that number compare to the number of Facebook users in 2022?	
Name 2 ways that businesses can use on Instagram...	
What is unique about Instagram that makes it perfect for businesses with strong visual content?	
What type of business excels on Instagram?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF INSTAGRAM'S TARGET USER, WHAT WOULD BE YOUR GUEST?

twitter

While Twitter is great for short updates, engaging with followers and sharing links to blog posts, the platform isn't ideal for all businesses.

On Twitter, you can share short tweets (280 characters or less), videos, images, links, polls and more. It's also easy to interact with your audience on this platform by mentioning users in your posts along with liking and retweeting tweets.

If you're a highly visual business or you don't have a strong brand voice, you may want to skip this social media network. However, many companies exist on Twitter because they have a unique, on-brand voice they use to their advantage.

Other companies use Twitter for business functions like handling customer service: active Twitter-using customers will use our companies to express concerns or share praise.

WHAT HAVE YOU LEARNED ABOUT twitter?

What are 3 things that Twitter is good for?	
What are 2 ways to interact with your audience?	
What types of businesses might not want to use Twitter?	
What can hashtags do?	
What does it take for your Twitter content to go viral?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF TWITTER'S TARGET USER, WHAT WOULD BE YOUR GUEST?

twitter

Explore the Twitter business page example to the right. **Drag and drop** a blue rectangle (below) over the following information...

- *Business name
- *Business logo
- *Type of business
- *Number of followers
- *Way to follow them
- *When this account was started
- *Gold seal signifying that they are the verified account
- *Link in which to find their website
- *Way in which to find affiliate programs

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF TWITTER'S TARGET USER, WHAT WOULD BE YOUR GUEST?

WHAT HAVE YOU LEARNED ABOUT twitter?

What are 3 things that Twitter is good for?	
What are 2 ways to interact with your audience?	
What types of businesses might not want to use Twitter?	
What can hashtags do?	
What does it take for your Twitter content to go viral?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF TWITTER'S TARGET USER, WHAT WOULD BE YOUR GUEST?

WHAT HAVE YOU LEARNED ABOUT TIKTOK?

What is shared on TikTok for business use?	
Who is the target audience for TikTok?	
What must a business owner do if they plan to use TikTok as a social media tool to promote their business?	
Do you follow any businesses on TikTok? If so, what business?	

IF YOU HAD TO GUEST THE AGE RANGE AND GENDER OF TIKTOK'S TARGET USER, WHAT WOULD BE YOUR GUEST?

No Prep!
Sends flawlessly to any LMS!

BONUS FILE!

After students learn about Social Media Platforms, they reflect by creating a Student-Created Bulletin Board!



This is a mock-up of a student-created bulletin board.
All clipart is included!

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

