

Social Media & Digital Marketing

FULL SEMESTER COURSE

40 Digital Activities!

A FULL Semester Course
aligned with the National
Business Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find

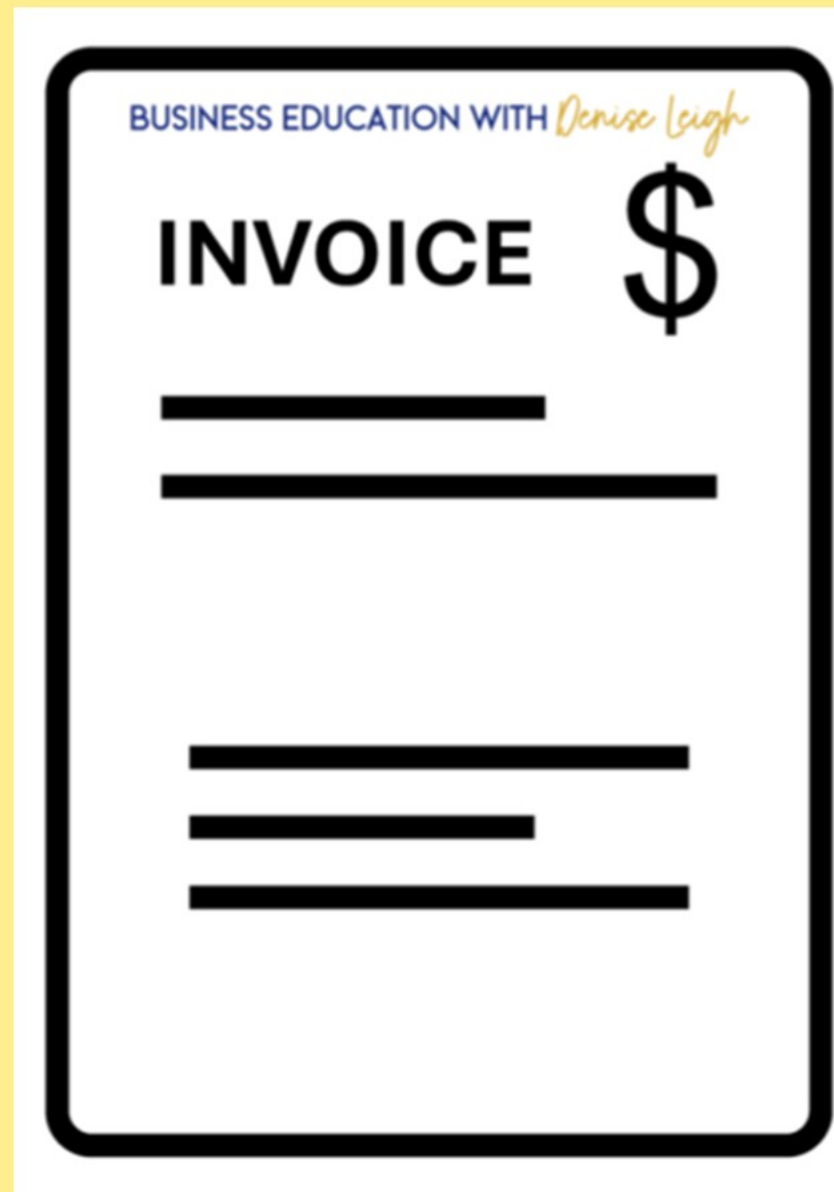


NO PREP!
NO GUESS WORK!
SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*

I accept School District Purchase Orders

Go to www.business-ed.com/purchase-orders to learn how



WHY IS THIS 'SOCIAL MEDIA MARKETING COURSE' SO GREAT?

✔ Designed by an educator with **30 years** experience.

✔ **NO PREP** lessons, activities, & projects that are **ENGAGING & FUN**.

✔ **Aligned** to the National Business Education Association (NBEA) standards.

✔ Use these **versatile marketing** lessons, activities, gallery walks, & projects in your multiple business education preps!



WHAT DO YOU GET?

- ✓ Lesson Library that keeps the instructor organized
- ✓ Course Syllabus
- ✓ Student Copies
- ✓ Teacher's Keys & Student Examples
- ✓ Pacing Guides
- ✓ Grading Rubrics



Includes **everything** the teacher needs for success including many teacher notes, tips, and suggestions!



My Social Media Marketing course includes a **Teacher's Lesson Library!**

**PLUG & PLAY!
TURNKEY!**

NO GUESS WORK!

Each lesson's links are right in the Lesson Library in the teaching order that is recommended.

Social Media & Digital Marketing Lesson Library		
Click here to → WATCH THIS VIDEO on how to implement these resources.		
Course Description for Academic Handbooks: Enter the world of digital marketing in this fun and creative course, the student will explore the many social media platforms and evaluate the best platforms for selling to various markets. Current marketing trends are explored such as influencer marketing, affiliate marketing, and search engine optimization and many more! This class takes a creative and project-based approach to digital marketing to engage students and offer a truly real-world learning environment.		
Course Syllabus (Editable)		
Unit Name	Student Resources	Teacher's Keys
Facing notes are before each unit title. These are in the recommended order of instruction. Some resources are subjective and answers will vary.		
Introduction Lessons		
'Get to Know You' Activity Taken about 10 minutes to complete	Instagram Get to Know Your Students Activity BEST for the beginning of the semester.	*Student Examples
Intro to Social Media Taken about 10 minutes to complete each	What is Social Media? Four Cs of Social Media Marketing Starbucks Successful Social Media Campaign Case Study Reasons Why Businesses Use Social Media Social Media Success Story Marketing With Hashtags Social Media Marketing Careers	*Teacher's Key *Teacher's Key *Teacher's Key *Teacher's Key *Key *Key
Social Media Platforms		
Introductory Activity SP Taken about 10 minutes to complete Each student creates a social media profile for a group of students, give them 10 minutes, and they then take turns responding to the posts, records, share the		*Teacher's Key After completing the "Social Media Introductory Activity" students will create a social media profile for a group of students, give them 10 minutes, and they then take turns responding to the posts, records, share the
Social Media Platform Overview Taken about 10 minutes to complete This file contains a list of social media platforms and their uses.		*Teacher's Key This file contains a list of social media platforms and their uses.
Facebook Taken about 10 minutes to complete This file contains a list of social media platforms and their uses.	Facebook Post	*Teacher's Key This file contains a list of social media platforms and their uses.
X (formerly Twitter) Taken about 10 minutes to complete the first one and about 10 minutes for each post.	X Post	*Teacher's Key This file contains a list of social media platforms and their uses.
SnapChat Taken about 10 minutes to complete the first one and about 10 minutes for the job.		*Teacher's Key This file contains a list of social media platforms and their uses.
Instagram Taken about 10 minutes to complete the first one and about 10 minutes for the job.	Instagram Post	*Teacher's Key This file contains a list of social media platforms and their uses.
Pinterest Taken about 10 minutes to complete the first one and about 10 minutes for the job. The "My Pinterest Board" activity takes about 20 minutes for students to create and make a Pinterest board to share.	Pinterest Post	*Teacher's Key This file contains a list of social media platforms and their uses.
YouTube Taken about 10 minutes to complete the first one and about 10 minutes for the job.	YouTube Video	*Teacher's Key This file contains a list of social media platforms and their uses.
TikTok Taken about 10 minutes to complete the first one and about 10 minutes for the job.	TikTok Video	*Teacher's Key This file contains a list of social media platforms and their uses.
LinkedIn Taken about 10 minutes to complete the first one and about 10 minutes for the job.	LinkedIn Profile	*Teacher's Key This file contains a list of social media platforms and their uses.
Gallery Walks Taken about 20 minutes to complete each gallery walk and an additional 20 minutes for discussion.	Social Media Gallery Walks - there are TWO gallery walks in this one file	*Teacher's Key This file contains a list of social media platforms and their uses.
Additional Ways to Elevate Your Business Profits Using Digital Marketing		
SEO Taken about 10 minutes to complete	What is SEO? SEO Reflection Twitter Post	*Teacher's Key This file contains a list of social media platforms and their uses.
Google AdWords/Ads Taken about 10 minutes to complete	Google Ads Google Ads Twitter Post	*Teacher's Key This file contains a list of social media platforms and their uses.
Blog Marketing Taken about 10 minutes to complete	Blog Marketing Blog Marketing Twitter Post	*Teacher's Key This file contains a list of social media platforms and their uses.
Influencer Taken about 10 minutes to complete the first one and about 10 minutes for the job. This file contains a list of social media platforms and their uses.	Social Media Influencer WebQuest Social Media Influencer Collaborative Class Research Project File Be an Influencer PROJECT FILE	*Teacher's Key This file contains a list of social media platforms and their uses.
Affiliate Marketing Taken about 10 minutes to complete. The project takes about 10 minutes to complete.	Affiliate Marketing Be an Affiliate Marketer PROJECT FILE	*Teacher's Key This file contains a list of social media platforms and their uses.
Final Project Taken about 10 minutes to complete	Social Media Final Project (Capstone Project)	*Teacher's Key This file contains a list of social media platforms and their uses.

**LESSON LIBRARY
INCLUDED
TO KEEP
YOU ORGANIZED**

All files are in Google format or **EASILY** convert to Microsoft

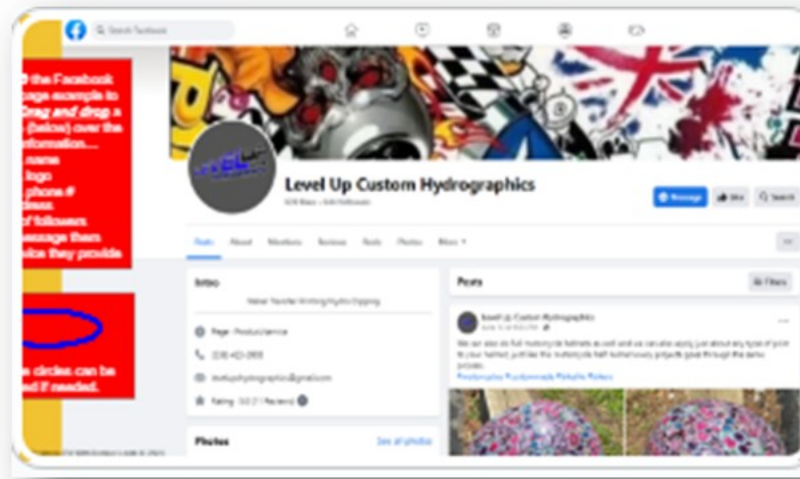
facebook is an extremely popular social media network with a varied audience of more than 2.9 billion active monthly users as of 2022. It's worthwhile for any business of any size to use Facebook's business tools and have a Facebook page.

Use Facebook to share everything essential company updates. With a page, you have access to powerful advertising tools, in-depth analytics. Business pages offer customization options, highlighting information, hours of operation, the 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 guess the age range and gender of Facebook's target user, what would be your guess?



WHAT HAVE YOU LEARNED ABOUT LinkedIn?

How many monthly users does LinkedIn have?	
What type of platform is it?	
List 3 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 guess the age range and gender of LinkedIn's target user, what would be your guess?

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 most businesses can benefit from the platform and its broad user base if you target your audience. Your Instagram account manager should have a good eye for detail and some photography skills, ensuring the photos and videos posted to your account are high quality.

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

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 guess the age range and gender of Instagram's target user, what would be your guess?

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 fewer), 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 excel 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 often use companies to express concerns or share praise.

If you have interesting content and use an engagingly voice that content, Twitter is an excellent tool for quickly spreading the word. Hashtags help boost posts, and if a user with many followers retweets you, your content could go viral.

It's essential to find balance with Twitter. Don't just share your links or media; ensure you're also sharing interesting, relevant content from other Twitter users.

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 guess the age range and gender of Twitter's target user, what would be your guess?

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
- *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

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?	

This Full Semester Course is Chocked Full of Intro Lessons, Projects, Rubrics, Gallery Walks & Social Media Posts!

NO PREP!

Sends easily to any LMS!

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 Digital 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 ALL DONE FOR YOU!

Not teaching a 'Social Media Marketing Course'?

**You can still use this collection of
ENGAGING, FUN, & INTERACTIVE LESSONS AND PROJECTS
for your Business Education Classroom!**

Look at the content learned...

**TARGET MARKET
SWOT ANALYSIS
MARKETING MIX
10-SEC ELEVATOR PITCH
DEMOGRAPHICS
MARKET ANALYSIS
USP - UNIQUE SELLING POSITION**

BONUS FILE!

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



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

Teacher Testimonials



Engaging unit for student to learn more about social media. **Highly recommended** this product.



The most modern, all-encompassing social media content I have ever seen for students. My students **loved** the projects and hands-on activities. **Best ever!**



This is a **great resource** for my Social Media Marketing class. I am always looking for new ways for students to learn, and this library offers several projects that will keep students entertained.



Students **enjoy** the social media activities as so I. We had some **wonderful and engaging discussions**. Thank you.

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.

