FACEBOOK Social Media Marketing Digital Activity

Students learn the history of Facebook and about Facebook ads and how Sour Patch Kids brand used Facebook ads...AND MORE!

GREAT activity for Entrepreneurship class, Marketing class...or any Business Ed class!

NO PREP! GREAT FOR A SUB DAY!



BUSINESS EDUCATION WITH Penise leigh

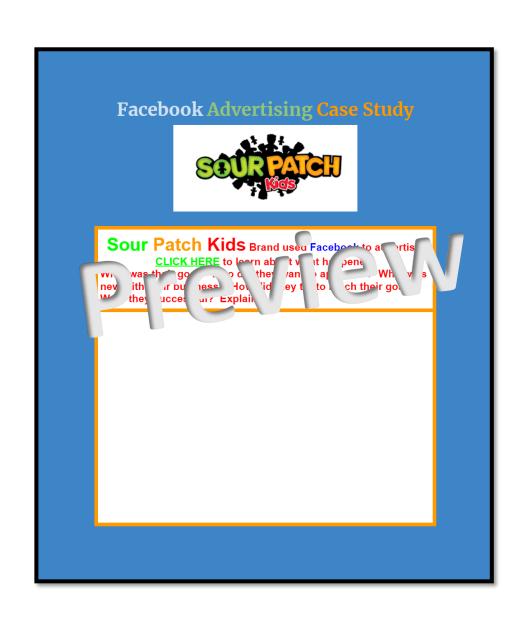
NO PREP LESSON! AN INTRODUCTION TO FACEBOOK

- The history of Facebook.
- How does Facebook generate revenue?
- Understanding how companies use Facebook for advertising and promotion.
- The biggest problem facing Facebook today.
- A Facebook advertising case study (Sour Patch Kids) to understand goals, target audience, strategies, & outcomes.
- ...and more!

Teacher's Key Included Great for a Sub Day or Remote Day

USE IN YOUR INTRO TO BUSINESS, ENTREPRENEURSHIP, MARKETING, & SOCIAL MEDIA MARKETING CLASSES

	Facebook is the most widely used social me groups and event promoters use Facebook is advertise, even though CLICK HERE to access a resource If that link	cebook dia application. Billions of people, companies, social for various reasons. It's a GREAT tool to promote and h that is not why it was created. ce link to answer the following questions. failsUse this link popular and effective marketing tool.
	HISTORY Give a briefing on the history of Facebook: Who is the founder? When was it started? Why? What was the original name? Where was it created?	Who: When: Why: What: Where:
I	REVENUE Is it free to users? How does Facebook make most of their money?	
	INCREASED USE When did the website go beyond the creator's school? How old must users be to use?	
	CLICK HERE to acces	usinesses can advertise on Facebook.
	Type of Advertising mentioned in the resource link	service would be appropriate for that type of marketing. What product would be a good choice for this type of marketing? ! A specific brand of shoes? A specific cell phone? A candy bar? A whitenin toothpaste? A concert event? A hair salon? A men's cologne?
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A Google Docs lesson.

Just send to your students on your LMS.

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.



