

INSTAGRAM

Social Media Marketing

Digital Activity

Students learn about the amazing growth of Instagram and how companies use Instagram to make money...AND MORE!

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

NO PREP!
GREAT FOR A SUB DAY!



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP LESSON!

AN INTRODUCTION TO INSTAGRAM

- ✓ Students **DISCOVER** the origins and history of Instagram.
- ✓ Students **EVALUATE** the reasons behind Instagram's success and what differentiates it from other social media apps.
- ✓ Students **INVESTIGATE** Instagram as a marketing tool, including the types of ads businesses can create, targeting options, and advertising goals.

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

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



Instagram is the largest growing social media platform! Many thought that an app of 'Just pictures' would not make it....well....they had over 1 million users in just TWO months!

[CLICK HERE](#) to learn more about how it all began. Use the link to find the answers to the following questions.

If that link fails, [use this link](#).

Discover Where, when, and by whom Instagram developed?	
How long did it take to develop the app?	
Who bought it, when, and for how much?	
Assess In your opinion, why was Instagram so successful?	
In your opinion, what sets Instagram apart from the rest of the social media apps?	

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Advertising on Instagram

Instagram is known to be the best social media tool for marketing.....

[Click here](#) to learn more.

If that link fails, use [this link](#).

What are five types of ads that a business can create to advertise on Instagram?	1 2 3 4 5
What are some ways that your ad can reach exactly who you want?	1 2 3 4 5 6 7
What are 3 specific goals a business may have to advertise on Instagram?	1 2 3
Is there a particular Instagram ad that you can remember? One that stuck with you? If so, describe the ad.	

What product that YOU buy, might be best marketed on Instagram? Explain why...

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A Google Docs lesson.
Just send to your students on your LMS.

Teacher Testimonials



This resource was **great to use** in my classroom, very helpful! Super great! Thank you! :)



Great lessons on Social Media Marketing. This is important today because many businesses use social media to advertise and sell their products. This was **very engaging**.



Awesome! Excited to use it



This was a **very helpful** lesson for my Social Media students who are taking the class online. They enjoyed the interaction.



Thank you for **another excellent resource!** As always, my students loved this!!

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.

