

BEST SELLER

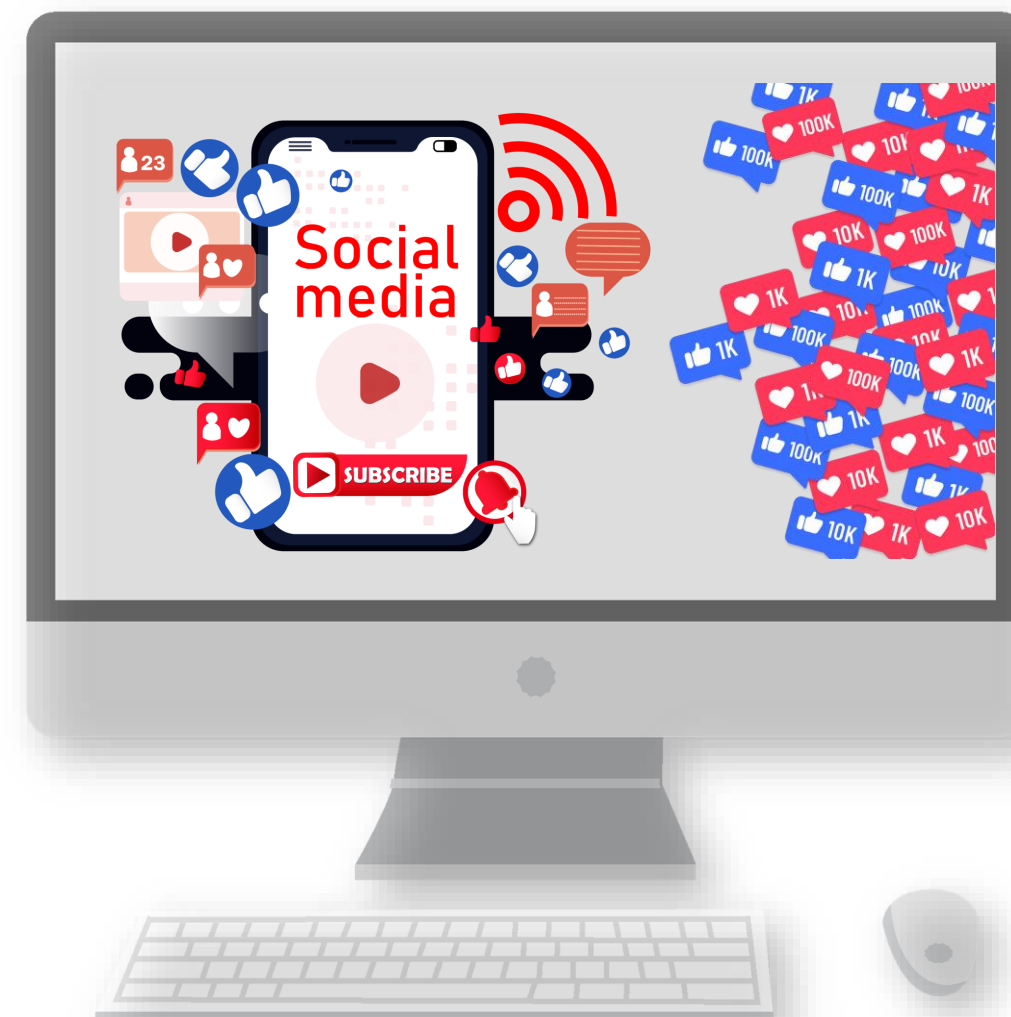
Social Media Marketing Digital Activities Unit Volume No. 1 Bundle

FOUR Major Social Media Apps in this unit – Facebook, X (Twitter), Snapchat, and Instagram!

A Week-Long Unit

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

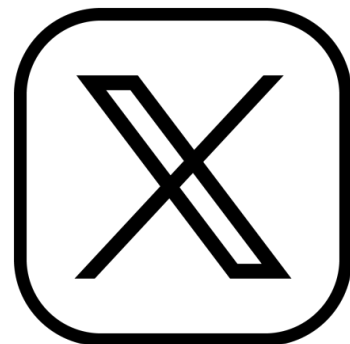
**NO PREP!
SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

A Great Introduction to Social Media Marketing Unit

- 📌 4 SOCIAL MEDIA APPS are covered in this unit
Facebook, X (Twitter), **Snapchat**, and **Instagram**!!
- 📌 REAL WORLD, ENGAGING, INTERACTIVE
- 📌 Great for your Marketing, Entrepreneurship, and Intro to Business Classes!



Students DISCOVER, EXPLORE, INVESTIGATE, and ANALYZE



- ✓ How do brands promote using these tools?
- ✓ A brief history of each app
- ✓ Case Study on Each Social Media Platform
- ✓ Social Media Success Stories to Investigate and Analyze

NO PREP! Also great for Sub Days!

Digital activities that send easily
to any Learning Management System (LMS)!


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 media application. Billions of people, companies, social groups and event promoters use Facebook for various reasons. It's a GREAT tool to promote and advertise, even though that is not why it was created.
[CLICK HERE](#) to access a resource link to answer the following questions.
If that link fails ...Use [this link](#)
Learn MORE about this very 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:
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?	
ADVERTISING AND PROMOTION What did Procter and Gamble do to promote their product? What happened with Facebook after this?	
REALITY When did the business first use Facebook today and why?	
BLIC EN When did the link go public and how much was raised by this effort?	

There are seven ways that businesses can advertise on Facebook.
[CLICK HERE](#) to access a resource to discover them.
List the types of advertising. What product or service would be appropriate for that type of marketing.

Type of Advertising mentioned in the resource link	What product would be a good choice for this type of marketing? <small>Think! A specific brand of shoes? A specific cell phone? A candy bar? A whitening toothpaste? A concert event? A hair salon? A men's cologne?</small>

Business Education With Denise Leigh © 2023

Facebook Advertising Case Study



Sour Patch Kids Brand used Facebook to advertise.

[CLICK HERE](#) to learn about what happened.

What was the goal? Who did they want to appeal to? What was new with their business? How did they try to reach their goal? What was the result? Explain.

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

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?	

Business Ed With Denise Leigh ©2023

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...

Business Ed With Denise Leigh ©2023

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

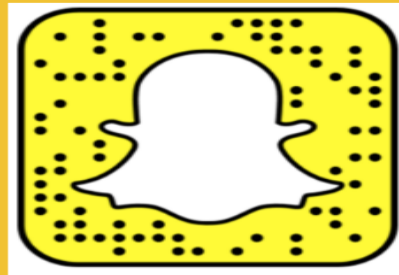
NO PREP LESSON!

AN INTRODUCTION TO SNAPCHAT

- ✓ **DISCOVER** information about the creation of Snapchat.
- ✓ **EXPLORE** how businesses can use Snapchat for growth and marketing.
- ✓ **ANALYZE** real-world Snapchat campaigns from popular brands by selecting 3 campaigns and describing what they did and the outcome.



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



THIS LINK provides information about the creation of Snapchat ...use the link as a resource to answer the following questions.

Discover

Who is the founder and when was it created?

What was the reaction of everyone when they first heard of the idea?

What are two aspects of the app that the users use to record their articles?

USE to learn how a business can use Snapchat to grow market their brand. If the link fails....**use this resource link**

EXPLORE

According to this reference, what are three statistics regarding the use of Snapchat?

What is the reality of Snapchat usage with Generation Z?

What are 5 content ideas for businesses learning how to use Snapchat?

- 1
- 2
- 3
- 4
- 5

Business Ed With Denise Leigh © 2023

NO PREP! Great for a Sub Day!

A Digital Activity that sends flawlessly to any LMS or Print and Hand Out

PREVIEW

What are a couple of suggestions for ways to get followers?	
What are "insights" and how do they help businesses?	
In summary, what are a few suggestions given to business Snapchat users when marketing with this powerful tool?	

Take a look **AT THESE 24 Snapchat campaigns** from some of the most popular businesses. Select **THREE** campaigns and give a rating (1-5) and an outcome.

If the link...use [resource link](#)

#1

Campaign	
What?	
Outcome?	

#2

Campaign	
What?	
Outcome?	

#3

Campaign	
What?	
Outcome?	

Business Ed With Denise Leigh © 2023

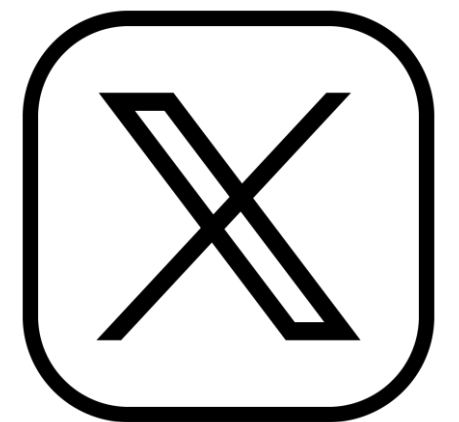
NO PREP! Great for a Remote Day!

A Digital Activity that sends flawlessly
to any LMS or Print and Hand Out

NO PREP LESSON!

AN INTRODUCTION TO 'X'

- ✓ Understanding the history of Twitter – now X.
- ✓ Identifying influential X accounts.
- ✓ Discovering interesting facts about X.
- ✓ Learning about the social impact of X.
- ✓ Analyzing the reasons businesses use X, its problems, and positive aspects.
- ✓ Understanding effective hashtags for businesses.
- ✓ Exploring how X generates revenue.
- ✓ Identifying surprising X statistics.
- ✓ Ways X makes a positive impact for business.
- ✓ Learning terms like "Promoted Tweet" and "Promoted Trends."



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

NO PREP LESSON!

AN INTRODUCTION TO 'X'

X

Take a look at the infographic on [this resource link](#)
Answer the following questions using the information from the link
#EXPLORE

List ONE significant thing that happened each year...	2006 2008 2009 2010 2011
SEARCH THE WEB for the Most Followed X (Twitter) Accounts. List 2 that you might follow....	1 2
Using the "Fun X (Twitter) Facts" Infographic, list 5 fun facts that you find interesting.	1 2 3 4 5
Who is YOUR favorite person to follow on X (Twitter) and why?	

Business Education with Denise Leigh © 2024

Search the Web and explain each....

#DEFINE	
Promoted Tweet	
Promoted Trends	

The Social Impact of X (Twitter)

It seems that every news blog has their own list of "Tweets that changed the world"

1	
2	
3	
4	
5	
6	
7	

Business Education with Denise Leigh © 2024

#Analyze

Why do businesses join X (Twitter)?	
What are some problems with X (Twitter)?	
What are the positive aspects of X (Twitter)?	
How do X (Twitter) ads work?	
How do X (Twitter) influencers make money?	
How do X (Twitter) creators make money?	
How do X (Twitter) brands make money?	
How do X (Twitter) businesses make money?	
How do X (Twitter) creators make money?	
How do X (Twitter) brands make money?	
How do X (Twitter) businesses make money?	

Business Education with Denise Leigh © 2024

Take a look at the Infographics on the link above...

What are 3 X (Twitter) Statistics that surprise you?	
Using the last infographic in that resource link, list 3 ways that X (Twitter) makes a positive impact for BUSINESS.	

Business Education with Denise Leigh © 2024

NO PREP! Great for a Sub Day or Remote Learning!

A Digital Activity that sends easily
to any LMS or Print and Hand Out

Teacher Testimonials



This is an **excellent** addition to a social media marketing class. You can use this assignment either before or after introducing the topic of social media.



My students loved this! I am always looking for new ideas and this was a beneficial added resource to my collection!



This was **great resource**. The students found the activities to be **very engaging!**



I teach a Business Technology course and we were looking to add more social media content to our curriculum. This was just the resource I needed! **Highly recommend!**



Used this for our Social Media lesson in Marketing class. The templates were **great!**

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.

