

# Social Media Marketing Apps

## Digital Activities Unit

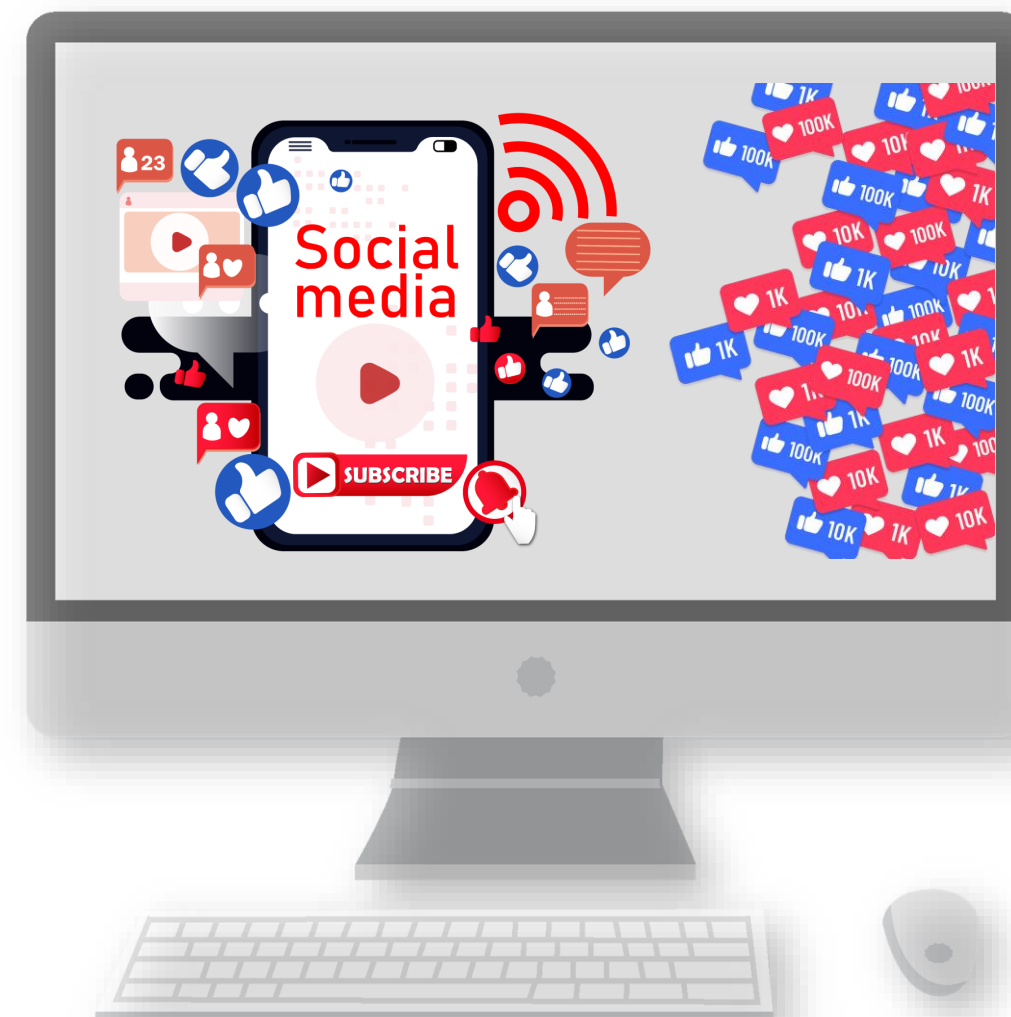
### Volume No. 2 Bundle

**FOUR** Major Social Media Apps in this unit –  
**TikTok, Pinterest, YouTube, and LinkedIn!**

### **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  
**YouTube, Pinterest, LinkedIn, and TikTok!**
- ✓ 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?

Case Study on Each  
Social Media Platform.

Social Media Success Stories  
to Investigate and Analyze

**NO PREP!** Great for Sub Days!

Digital activities that send easily to any Learning Management System!



**TikTok**

TikTok is a great way to gain an audience and let people know what you are selling!

With millions of users daily, it has a massive reach.

[CLICK HERE](#) to learn about advertising on TikTok.

**TikTok Advertising 101**

What is the bread and butter of TikTok advertising?

What is the ad format?

What will the "cost per view" be after a few minutes?

What must the ad avoid to avoid a viewer swiping past?

What tool must be used to create an ad?

What are 4 places where ads can appear?

**What can be accomplished by the two tools below?**

Branded Hashtag Challenge	
Branded Effects	

What are 2 things that you must decide when promoting a TikTok?

What is the difference between promoting on TikTok and TikTok Camp?

How many TikTok ads can you have running at once?

What is the least amount that you can pay on TikTok?

What are the 2 video file types that can be used for an ad?

What length of time does TikTok recommend for an ad?

**There are 4 advertising goals that businesses may have. List them below...**

1	
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4	

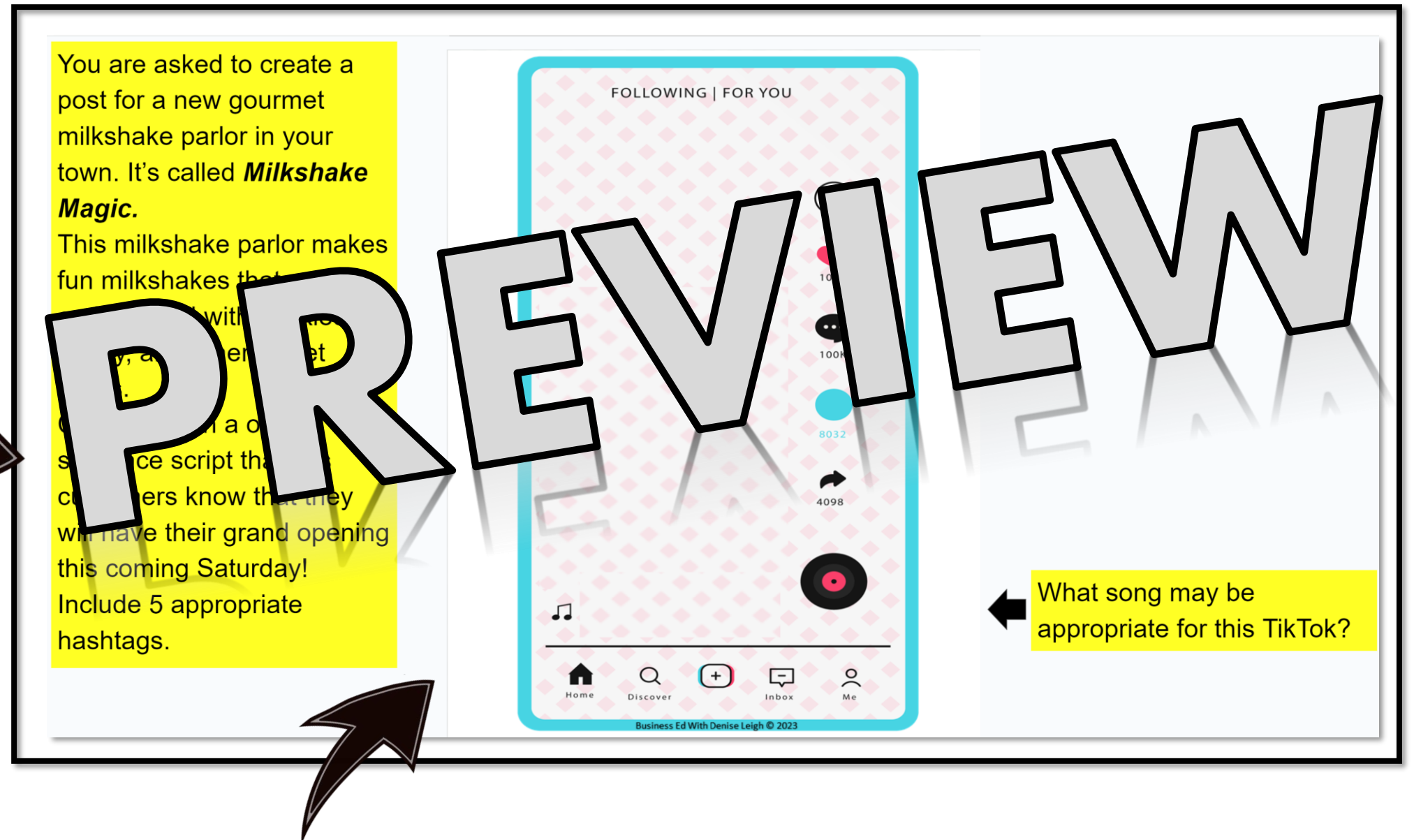
PREVIEW

# TikTok Activity #1 – AN INTRODUCTION TO TIKTOK ADVERTISING

**NO PREP! Great for a Sub Day!**

Digital Activities that send easily to any LMS

Students follow the  
**yellow highlighted  
prompts**  
in the margins.



Students are prompted to create a TikTok Ad for a Small Business.

## TikTok Activity 2 - TIKTOK SOCIAL MEDIA MANAGER JOB **NO PREP!**





**YouTube** is one of the largest and most popular online video distribution platforms. It has more than 4 billion hours of video viewers monthly, and an estimated 500 hours of video content are uploaded to YouTube every minute. This popularity makes it a perfect platform to promote a business and use as a marketing tool.

[CLICK HERE](#) to learn about how it all began.

Use the link above to answer the following questions:

When was YouTube created?	
What was the original purpose of YouTube?	
Who were the founders of YouTube?	
Where did the founders meet?	
What was the first "office" for YouTube?	
What problem would the invention of YouTube solve?	
What was the first video posted on YouTube?	
What was the first video that went viral?	

### YouTube Milestones

YouTube's popularity has grown exponentially. What happened each of the years on the timeline below?

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YouTube offers 6 formats of video ads for various customers.  
 You will recognize these types of ads as you learn more about them.

[CLICK HERE](#) to discover the YouTube video ad formats available.



YouTube Video Ad Formats	
Ad Format	How they run
1-Skippable in-stream	
Non-skippable in-stream	
Bumper	
Outstream ads	
Masthead ads	

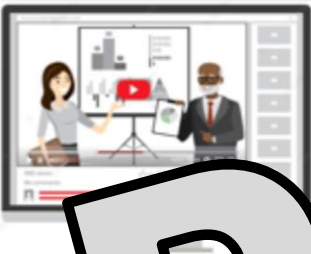
**PREVIEW**

## YouTube Activity #2 - TYPES OF YOUTUBE AD FORMATS


**NO PREP! Great for Remote Learning!**

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

**YouTube Shorts**



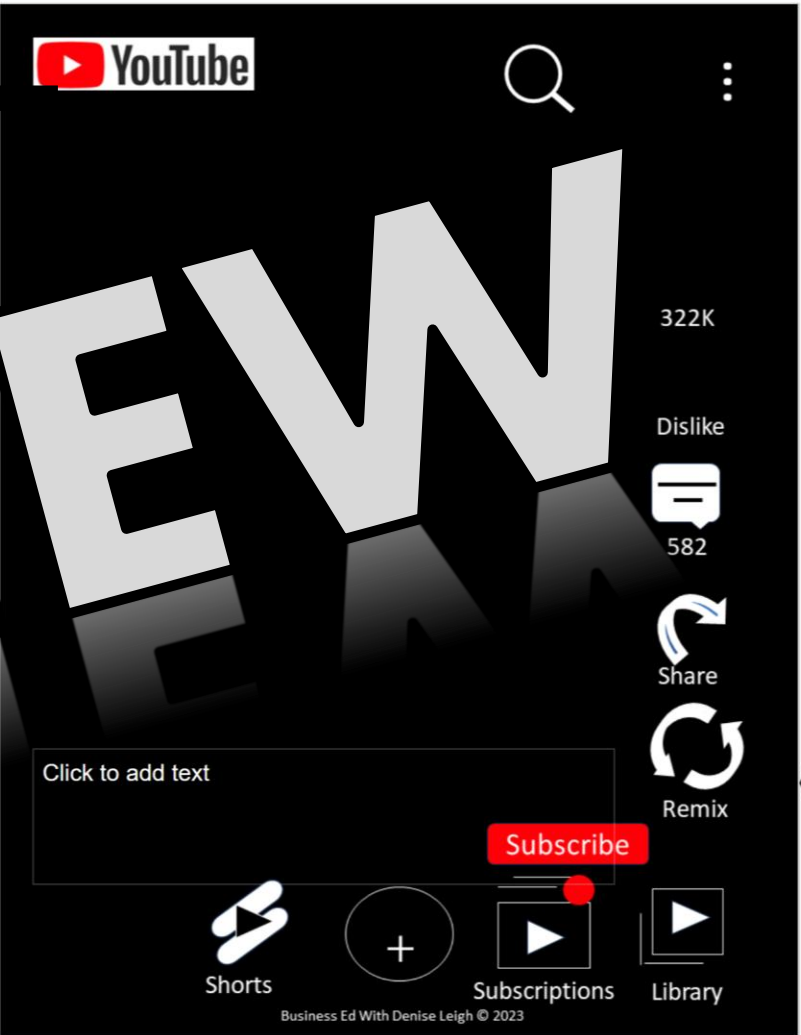
YouTube Shorts is a feature on the American website YouTube, hosted by Google. It is content much like YouTube's primary service but with a focus on vertical videos and a maximum length of 60 seconds. Videos with a square aspect ratio are also accepted. [Wikipedia](#)



The initial release of YouTube Shorts was September 2020,

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A local small business, "Day's Smoothies" specializes in healthy and delicious smoothies. Because of their young customer demographic they want to use YouTube Shorts for the marketing plan of the fall pumpkin smoothie.



Select a series of 3 pictures that may be used to create a video message to promote their fall launch.

Write a two line script for the YouTube Short that has *key words* to inform customers of this fall flavor launch. Include at least 3 appropriate hashtags.

**Students are prompted to create a YouTube Shorts Ad**

# **YouTube Activity #3 - YOUTUBE SHORTS AD SOCIAL MEDIA MANAGER**

**NO PREP! Great for Remote Learning!**



# LinkedIn

**LinkedIn**

Your LinkedIn Profile is a professional landing page for you to manage your own personal brand. It's a great way for you to tell people who you are and what you do by displaying a general history of your professional experience and achievements.

LinkedIn

Now....Create a LinkedIn Profile for yourself.

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Insert a professional photo of yourself. Make sure it is a photo of your shoulders and head. It should be in the photo.

Insert a background image. This image is an image that represents YOU. It can be a photo of the ocean, sky, your school, home, or a favorite place of yours.

your full name.

are currently a student, be sure to list it. If you have a previous job, list it.

Click to add text

Click to add text

Click to add text

Click to add text

Click to add text

Home My Network Post Notifications Jobs

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Skills

Click to add text

Interests

Click to add text

Experience

Click to add text

Where have you worked, volunteered, participated in activities, sports?


Are you interested in reading, movies, music, gaming, pop culture?

Home My Network Post Notifications Jobs

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**Student Example Included**

**LinkedIn**



Name  
**Maddy Whipple**

Job/position  
Student majoring in business management.

Education/School Attended  
McGuffey High School  
West Liberty University

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**LinkedIn**

Skills

Proficient in:

Google Applications (Excel, Slides, Docs, Sheets)

Microsoft Applications

Interests

-Reading  
-Travel  
-Sports  
-Outdoors

Experience

Worked: Cameron Lumber Co. and Whipple Cattle Ranch LLC

Volunteered: Washington Ag. County Fair

Sports: Acro & Tumbling Team, Cheerleading

Home My Network Post Notifications Jobs

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**Students Use Included Templates to Create a LinkedIn profile.**



**LinkedIn**

LinkedIn is a social media website used by business professionals to connect with potential employees, customers and potential business partners.

**DISCOVER 7 BENEFITS OF USING LINKEDIN AND LIST THEM**

1	
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4	
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7	

**From a job seeker's perspective, how can you utilize LinkedIn?**

**WHAT ARE 7 BENEFITS OF LINKEDIN FOR BUSINESSES?**  
**HOW CAN YOU JOB HUNT ON LINKEDIN?**

**NO PREP! Great for a Sub Day OR Remote Learning!**

Digital Activities that send flawlessly to any LMS

# Activity

## PINTEREST

Pinterest acts more as a search engine than a social media platform. It can be a powerful tool to promote products and services.

Use [THIS LINK](#) to answer the following questions.

### WHAT IS PINTEREST?

### HOW DOES PINTEREST WORK?

PEOPLE SAVE THEIR IDEAS IN GROUPINGS CALLED WHAT?

IMAGES ON PINTEREST ARE CALLED WHAT?

USER INTERESTS ARE NOT PINTEREST'S MAIN PURPOSE. WHAT IS ITS MAIN PURPOSE?

### PINTEREST'S HISTORY

2009	WHAT HAPPENED AND WHO CREATED IT?
2014	HOW DID PINTEREST START MAKING MONEY?

2015	WHY WAS PINTEREST CALLED A "UNICORN"?
2016	WHO MUCH ADVERTISING REVENUE WAS MADE THIS YEAR?
2017	WHAT WAS THE COMPANY'S NET WORTH?
2018	WHO WERE THE ONLY ADVERTISING PARTNERS WHO WOULD SUPPORT PINTEREST'S "SECRET ROOMS"? EXPLAIN HOW PINTEREST ALLOWED PINTEREST ADVERTISING PARTNERS TO DO THIS.

### WHAT ARE 3 KEY TAKEAWAYS FROM THIS ACTIVITY?

### PERSONAL REFLECTION


WHAT BOARD TOPICS OR SUBJECT MATTER MIGHT YOU HAVE ON PINTEREST?

LIST AT LEAST 2...

EXAMPLES: ANTIQUE AUTOMOBILES, CAMPING, PROM, MUSIC, VIDEO GAMING

# AN INTRODUCTION TO PINTEREST LESSON

What is Pinterest?  
How does Pinterest work?  
Pinterest's History  
...and more!



### PINTEREST SUCCESS STORIES

Many businesses boost sales and reach success from using Pinterest as a marketing tool.

Click on [THIS LINK](#) to learn about 5 success stories and to complete the Pinterest Case Studies...

SUCCESS STORY #1	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #2	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #3	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #4	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #5	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

# Activity

## #2

# PINTEREST SUCCESS STORIES

## Students learn about FIVE (5)

### Pinterest Marketing Success Stories



Students showcase  
their interests  
on their  
**Pinterest board.**




Drop 4 pictures (found on the web) representing **interest groups** that you may have on your Pinterest board.

Examples of interest

groups:

Hunting  
Fishing  
Music  
Crafts  
Home Decor  
Dance  
Cheer  
Football  
Skateboarding  
Recipes/cooking  
Theater  
Farming  
Skiing  
Roller Skating  
Farming  
Gardening  
Legos  
Video Gaming  
Cars/trucks  
Camping  
Swimming

 **Pinterest**

Username:

12 Pins   189 Likes   53 Followers   121 Following

Interest Group

Interest Group

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Drop a profile picture  
your here.



## MY PINTEREST BOARD

A GREAT **'GET TO KNOW YOUR STUDENTS'** ACTIVITY

Print Out Your Students' Work to  
Create a Student-Made Bulletin Board

**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.

