

# X (Twitter)

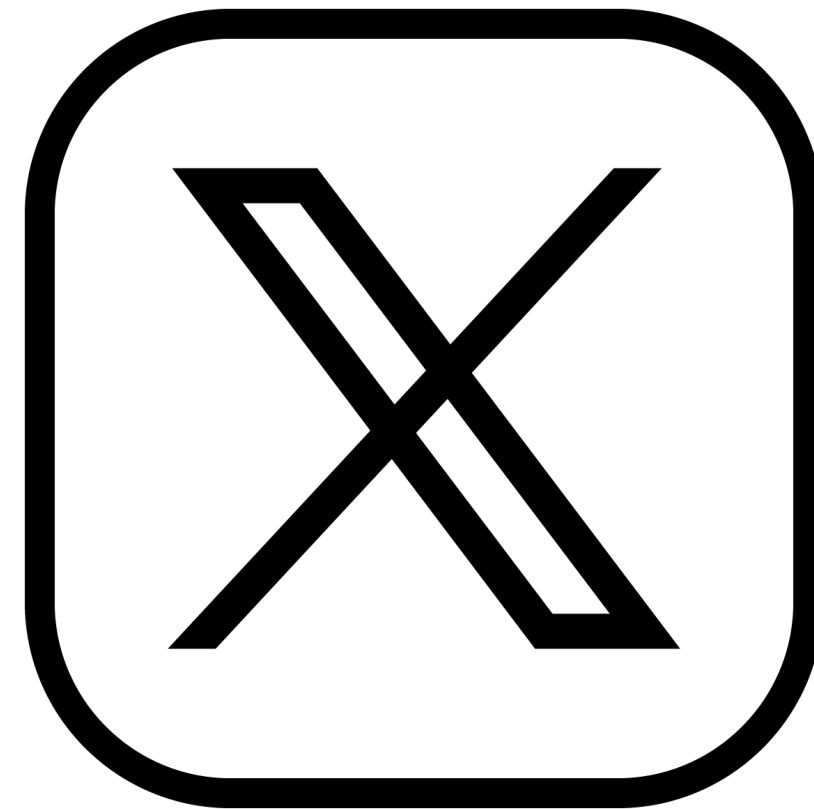
## Social Media Marketing

## Digital Activity

Students learn the  
History of X (Twitter) and  
how X makes  
money...AND MORE!

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

**NO PREP!**  
**GREAT FOR A SUB DAY!**

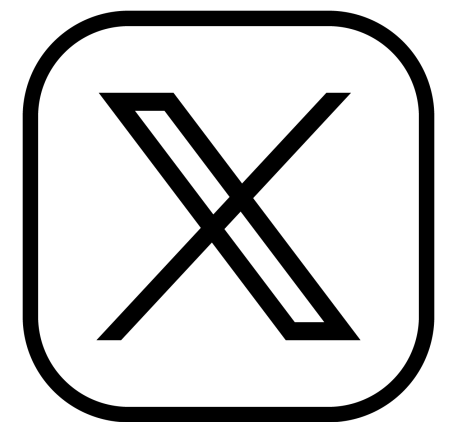


BUSINESS EDUCATION WITH *Denise Leigh*

# **NO PREP LESSON!**

## **AN INTRODUCTION TO '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?	

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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	

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**#Analyze**

Why do businesses join X (Twitter)?	
What are some problems with X (Twitter)?	
What are the positive aspects of X (Twitter)?	
What are the negative aspects of X (Twitter)?	
What are some ways that X (Twitter) makes money?	
What are some other ways that X (Twitter) makes money? Explore <a href="#">THIS LINK</a> to more. Briefly explain how X (Twitter) makes money.	

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.	

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**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



I love student led activities that are interactive. We had some **great conversations** and its up to date.



**Great resource** to help students learn the importance of social media in business in today's world.



**Perfect resource.** You will not be disappointed!

**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.

