

Social Media Marketing

PRINTABLE INTERACTIVE NOTEBOOK

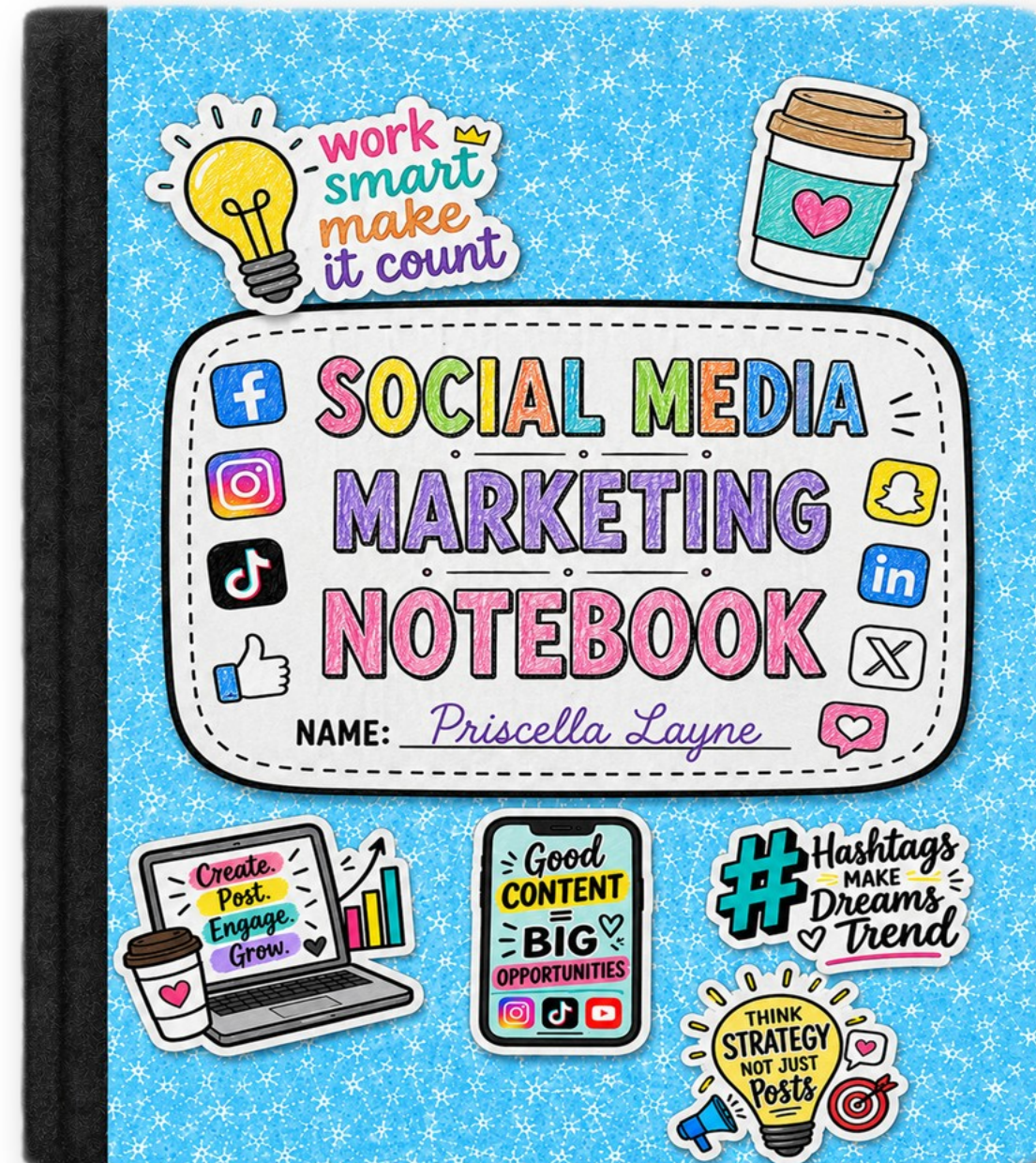
FUN Note-Taking!

**Great for
Device-Free Days!**

**Middle School /
High School**

**NO PREP!
SAVES YOU TIME!**

BUSINESS EDUCATION WITH *Denise Leigh*



PRINT

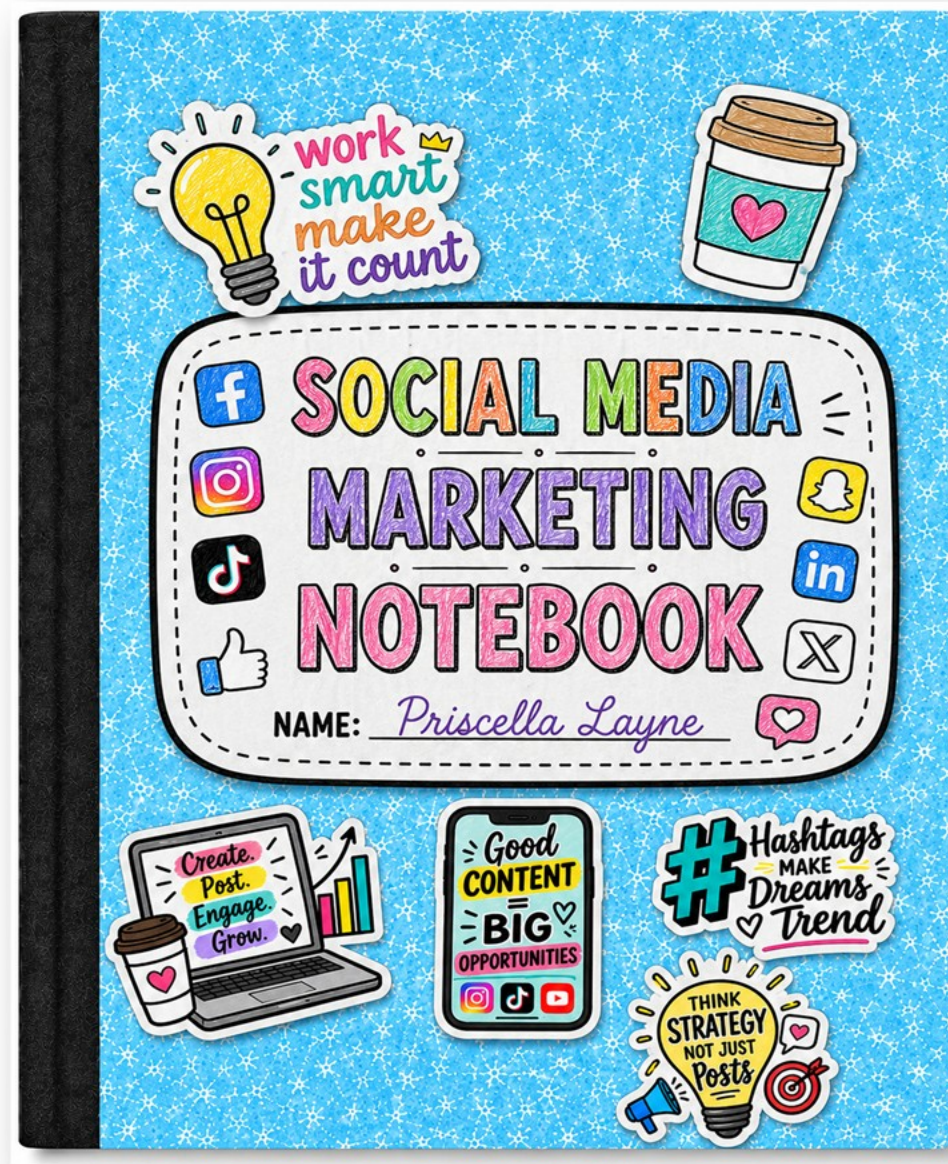


Includes a 10-Page Printable Notebook

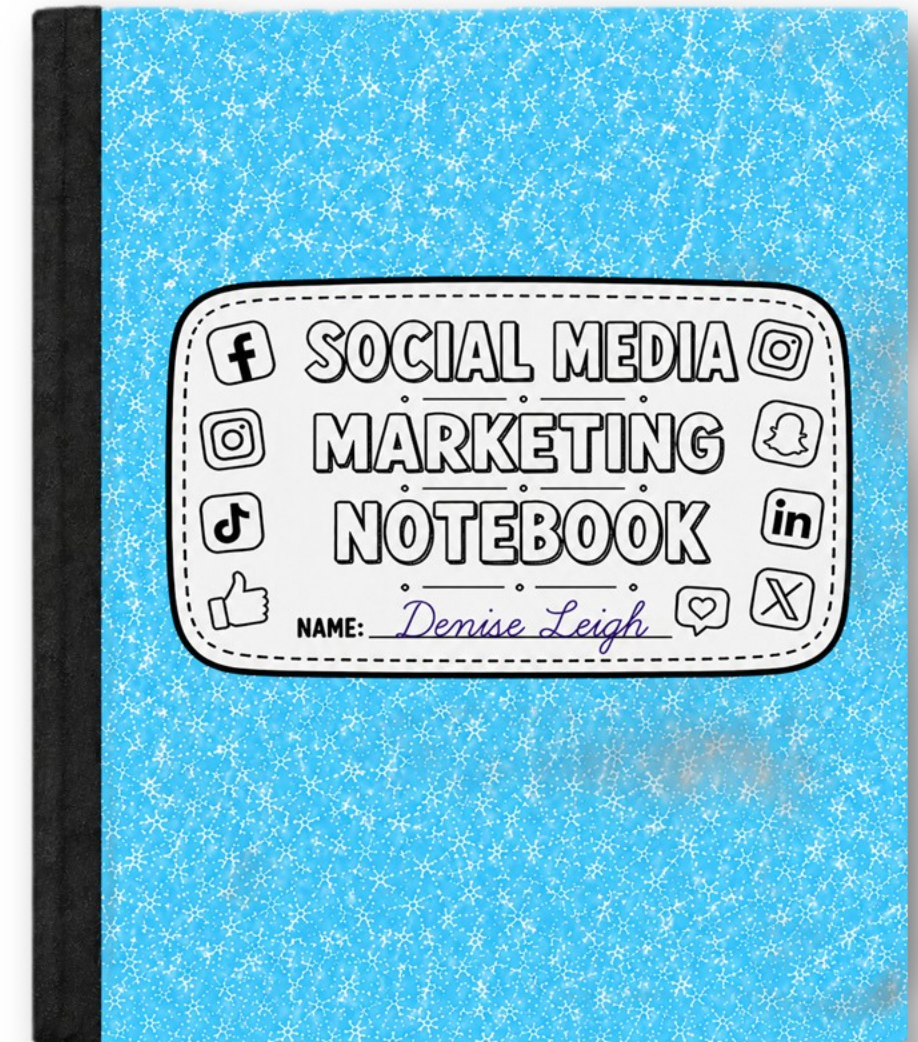
GREAT FOR:

- ✓ Independent work
- ✓ Bell ringers
- ✓ Exit tickets
- ✓ Homework
- ✓ Formative assessments
- ✓ Tech-Free Learning Activities

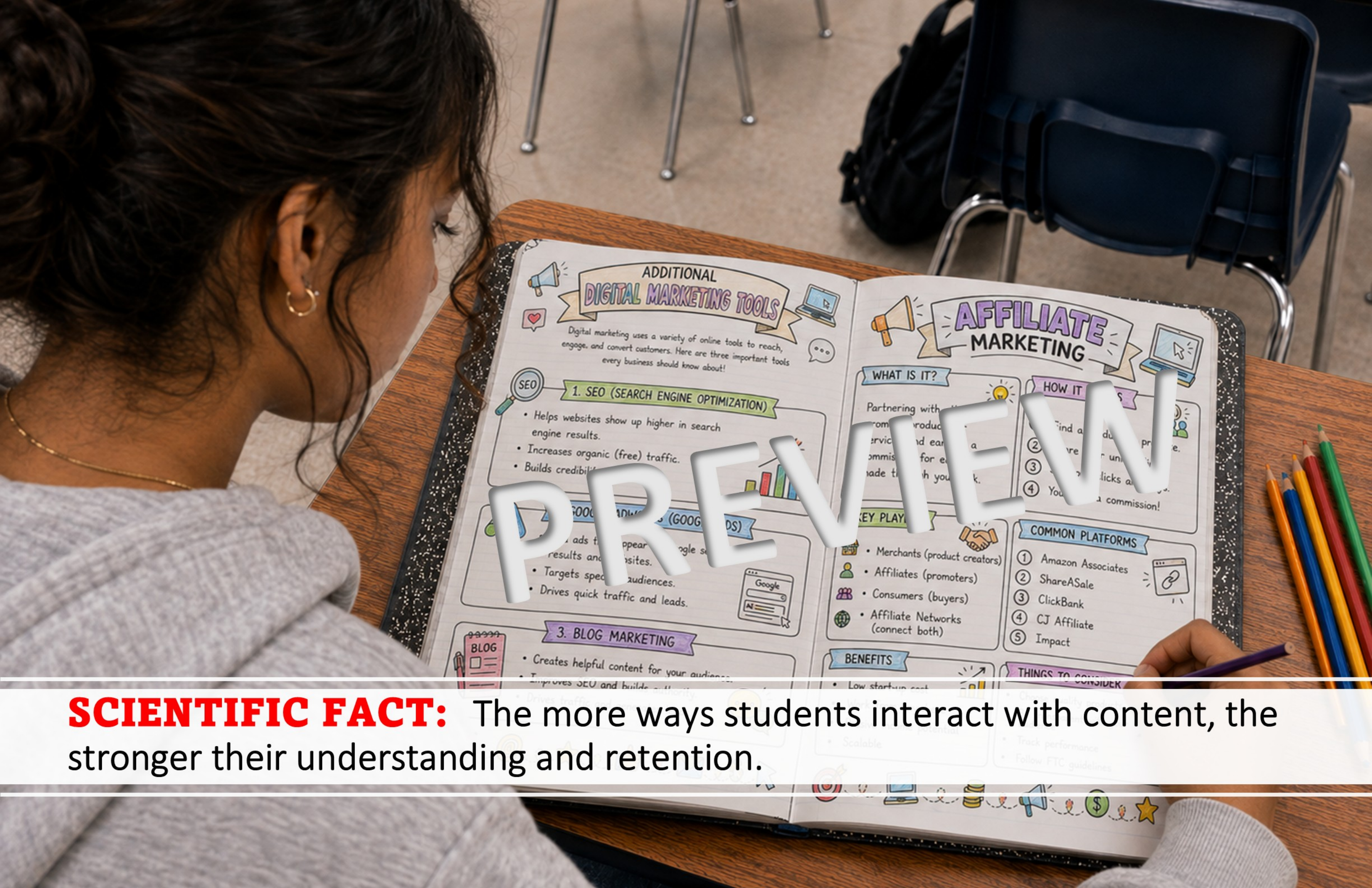
COMPOSITION NOTEBOOK NOT INCLUDED



Student Version



**Teacher Version w/
Answer Keys Included**



SCIENTIFIC FACT: The more ways students interact with content, the stronger their understanding and retention.

Includes Teacher Instructions & Grading Suggestions

Teacher Instructions

This interactive notebook is designed to help students organize course content while building understanding through writing and reflection.

Each lesson follows the same format:

1. **Content Page** – Students begin by adding the content page to their interactive notebook. I recommend projecting the **Teacher Version** so students can see the completed notebook page. This keeps everyone on the same page and provides additional reference throughout the course.
2. **Local Vocabulary** – There is a short list of vocabulary related to social media and digital marketing provided. Prompt students to look them up with a simple internet search and discuss.
3. **Bell Ringers** – There are 100 bell-ringer questions. There are also bell-ringer pages that you may choose to have students write their answers to the bell-ringers in their notebook directly on the notebook pages. Write a bell-ringer on the board each day and have students respond to.

By following this consistent structure throughout the course, students will create a notebook that serves as both a study guide and a valuable reference for future lessons and assessments.

Grading Suggestions

I recommend grading your students' interactive notebooks throughout the course. This encourages students to stay caught up, take pride in their work, and put effort into each lesson.

Consider grading the following:

- **Notebook Completion** – Students complete the required notebook activities.
- **Organization and Neatness** – Pages are ordered, easy to find, and well maintained.
- **Bell Ringers** – These responses show what students understand about each lesson.

A suggested grading method is to assign 1 point for each bell-ringer question if they answered it with consideration and thought.

*I always gave notebook grades each grading period.



WHAT IS SOCIAL MEDIA?

What is social media? Write your own definition.





How can social media be beneficial to businesses?









TOP 9 SOCIAL MEDIA PLATFORMS

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9











FACEBOOK



Facebook is a social networking platform that helps people connect, share, and stay informed with friends, family, and communities.

WHAT IS FACEBOOK?

Facebook was launched in _____

by _____

Its main purpose is _____

KEY FEATURES

WAYS TO USE FACEBOOK

List 3 ways people use Facebook:

- 1
- 2
- 3

THINK CRITICALLY

What are some benefits of using Facebook?

What are some risks or challenges of using Facebook?

DISCERN CITIZENSHIP

How can you use Facebook responsibly?

-
-
-

REFLECT

How does Facebook impact the way people communicate and build relationships?



Business Education with Denise Leigh ©

Great Pencil and Paper Note Taking Activities



SOCIAL MEDIA MARKETING

VOCABULARY



Learn these important terms to understand how social media marketing works!

1	Social Media Marketing	
2	Audience	
3	Engagement	
4	Content	
5	Hashtag	
6	Conversion	
7	Brand Awareness	
8	Call to Action (CTA)	
9	Reach	
10	Impressions	





SOCIAL MEDIA MARKETING

VOCABULARY



Learn these important terms to understand how social media marketing works!

11	Engagement Rate	
12	Influencer	
13	Paid Advertising	
14	Analytics	
15	Conversion	
16	Stories	
17	Reels / Shorts	
18	User-Generated Content	
19	Community Management	
20	Social Proof	



Business Education with Denise Leigh ©

Vocabulary Connection



Social Media Basics

1. What is social media?
2. Why do businesses use social media?
3. Name three ways social media can help a small business.
4. What is the difference between using social media and traditional advertising?
5. What makes a social media platform successful?
6. Which social media platform do you think gives businesses the most reach?
7. What is a target audience, and why does it matter on social media?
8. How can social media help a new business build brand awareness?
9. What is social media engagement? Give two examples.
10. Why might a business use several social media platforms?

Facebook

11. What type of audience might a business reach effectively on Facebook?
12. Name three ways a business can use Facebook to market its products.
13. What type of business would benefit from having a Facebook page?
14. How could a local restaurant use Facebook to attract customers?
15. Why might Facebook Groups be useful to a business?
16. What could a business post on Facebook to promote a new product?
17. What is the advantage and disadvantage of using Facebook for a business?

Instagram

18. Why are Instagram Stories important for businesses?
19. What type of businesses are most successful on Instagram?
20. What is the difference between a post and a story?
21. How can a business use Instagram Reels to reach a wider audience?
22. Why might a business encourage user-generated content on Instagram?
23. How can a business use Instagram to promote a new product?
24. Create an Instagram post idea for a new coffee shop.

Snapchat

25. What makes Snapchat different from other social media platforms?
26. What type of audience is a business most likely trying to reach on Snapchat?
27. How could a business use Snapchat to create urgency or exclusivity?
28. Why might temporary content be useful in marketing?
29. Give an example of a business that could benefit from using Snapchat.
30. Create an idea for a Snapchat promotion aimed at teenagers.

LinkedIn

31. How is LinkedIn different from Facebook, Instagram, and Twitter?
32. Why should a business maintain a professional LinkedIn profile?
33. What type of content would be appropriate for a company page on LinkedIn?
34. How can LinkedIn help a business recruit employees?
35. How could a high school student benefit from understanding LinkedIn?
36. Create an idea for a LinkedIn post announcing that a company is hiring.

Pinterest

37. Why is Pinterest useful for discovering products and ideas?
38. Name three types of businesses that could benefit from Pinterest.
39. How could Pinterest drive customers to a company's website?
40. Why are high-quality images important on Pinterest?
41. How could a bakery use Pinterest as a marketing tool?
42. Create an idea for a Pinterest board that a business could use to attract customers.

X

43. What makes X different from highly visual platforms such as Instagram?
44. Why might a company use X for real-time communication?
45. How can businesses use X to provide customer service?
46. What type of information should a business avoid posting on X?
47. How could a company use a trending topic without appearing forced or inappropriate?
48. Write an idea for a short X post announcing a new product.

TikTok

49. Why is TikTok an important marketing platform for businesses?
50. What are some common TikTok marketing video formats?
51. How can businesses use TikTok to look like traditional advertising?
52. How do TikTok trends help businesses gain attention?
53. Why should businesses consider being authentic on TikTok?
54. Name three types of content that are marketed effectively on TikTok.
55. How can a business use TikTok to reach a younger audience?
56. Create a 15-second TikTok promotion for a business.

Creating Effective Social Media Marketing Posts

57. Why is it important for a business to identify its audience before posting on social media?
58. What are the key elements of an effective social media marketing post?
59. Why is a strong opening hook important?
60. What makes social media content valuable to an audience?
61. What is a call to action? Give an example.
62. Why does the time of day a business posts matter?
63. How does consistent branding help a business on social media?
64. Why should businesses respond to comments and messages?
65. Which is more important in a marketing post: getting attention or providing value?
66. Rewrite "Come buy our stuff!" into a stronger social media marketing message.
67. Create a call to action for a business offering a 20% discount this weekend.

The Four C's of Social Media Marketing

68. What does **Content** mean in social media marketing?
69. What makes social media content valuable?
70. What does **Conversation/Communication** mean in social media marketing?
71. Why should businesses communicate *with* customers instead of only advertising *to* them?
72. What does **Community** mean in social media marketing?
73. How can a business build an online community?
74. What does **Connection** mean in social media marketing?
75. Why should a business choose social media platforms that fit its target audience?
76. Which of the Four C's—Content, Conversation/Communication, Community, or Connection—do you think is most important? Why?
77. Give one example of how a business could use all four C's in one social media campaign.

Search Engine Marketing

78. What is SEO, and what does it help a business achieve?
79. Why would a business want its website to appear at the top of Google search results?
80. What is a keyword, and how is it used in SEO?
81. Imagine you own a pizza shop in Pittsburgh. Name three keywords you would use to find customers.
82. How do you choose keywords for a business?
83. What is the difference between paid advertising and organic search results?
84. What is a blog, and why is it important for a business?
85. How can a blog help a business attract potential customers?
86. Give an example of a useful blog topic for a sporting goods store.
87. Which would you use for a new business: SEO, Google Ads, or social media marketing? Explain your choice.

Affiliate and Influencer Marketing

88. What is affiliate marketing?
89. How does an affiliate typically earn money?
90. What is an affiliate link, and why is it important?
91. What should a consumer know when someone uses an affiliate link to recommend a product?
92. What is influencer marketing?
93. Why might a company use a micro- or nano-influencer instead of a celebrity influencer?
94. What should a company consider before choosing an influencer to represent its brand?
95. What is one major difference between affiliate marketing and influencer marketing?

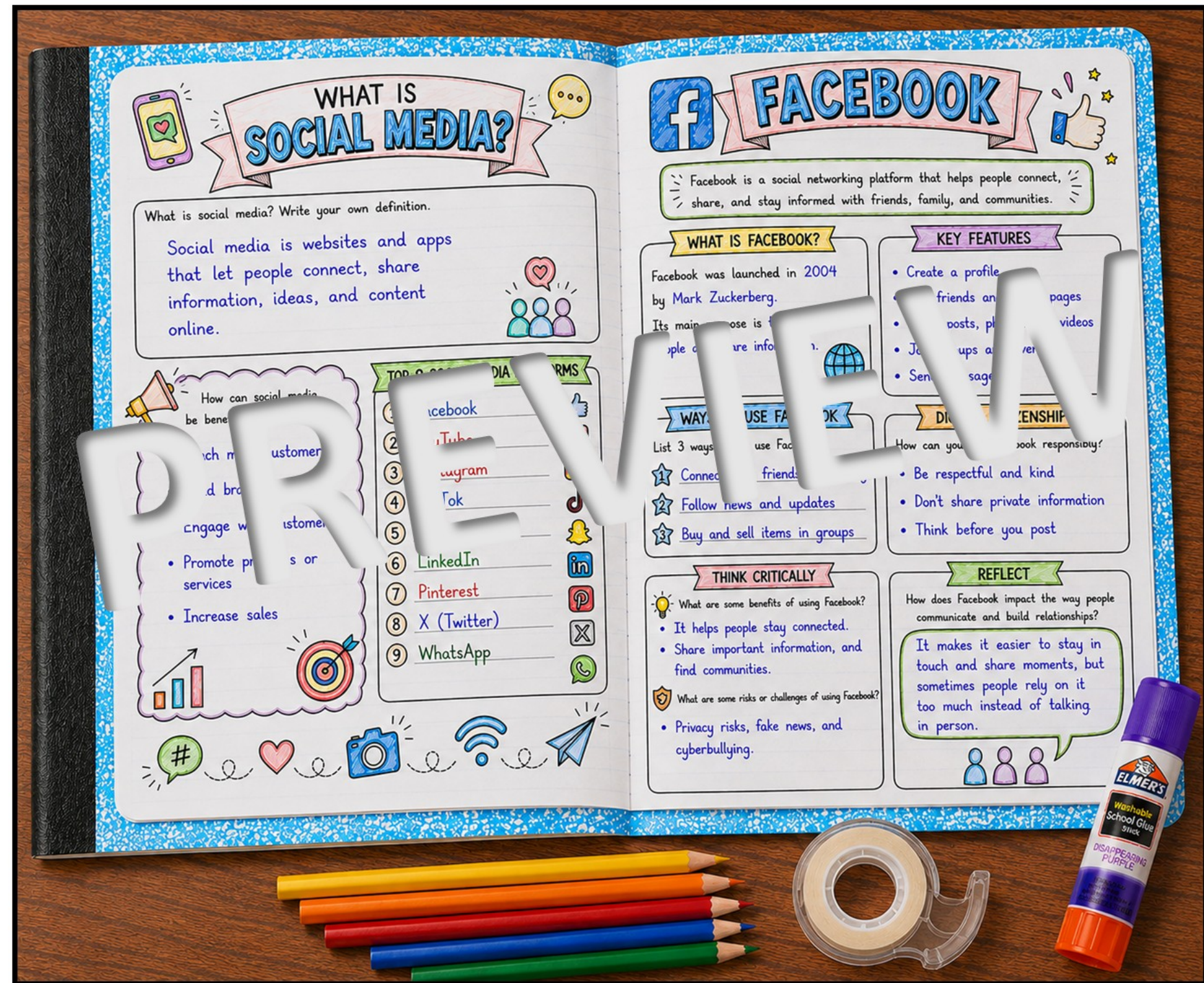
Hashtags

96. Create **three hashtags** for a new teen clothing store called **The Style Spot**.
97. A local coffee shop is introducing a pumpkin drink for fall. Create **three hashtags** it could use and explain what makes one of them effective.

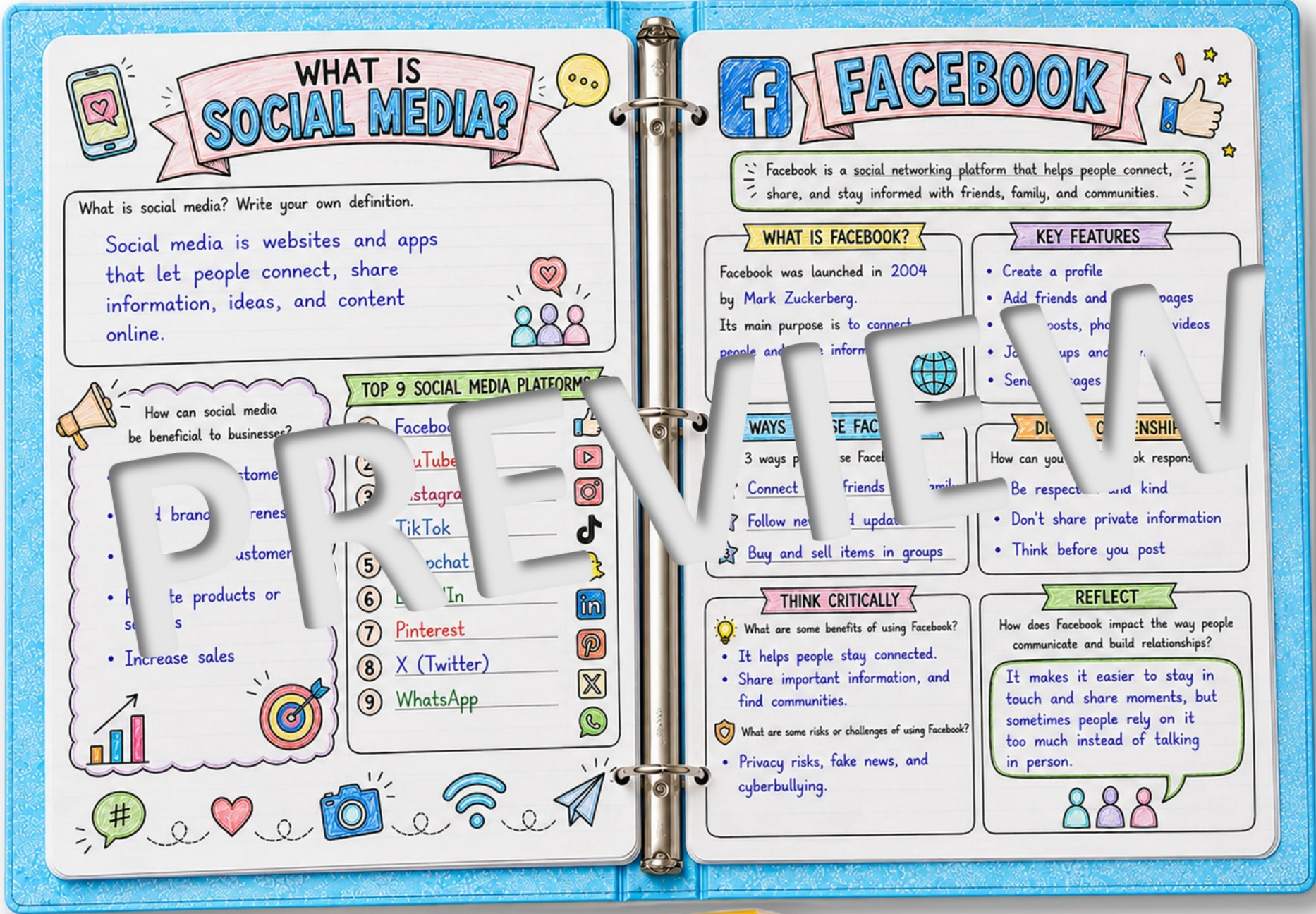
I also included bell ringers.

Use
tape or glue sticks
to attach the pages
to the notebook.

Students write
vocabulary words
directly on the
notebook pages.

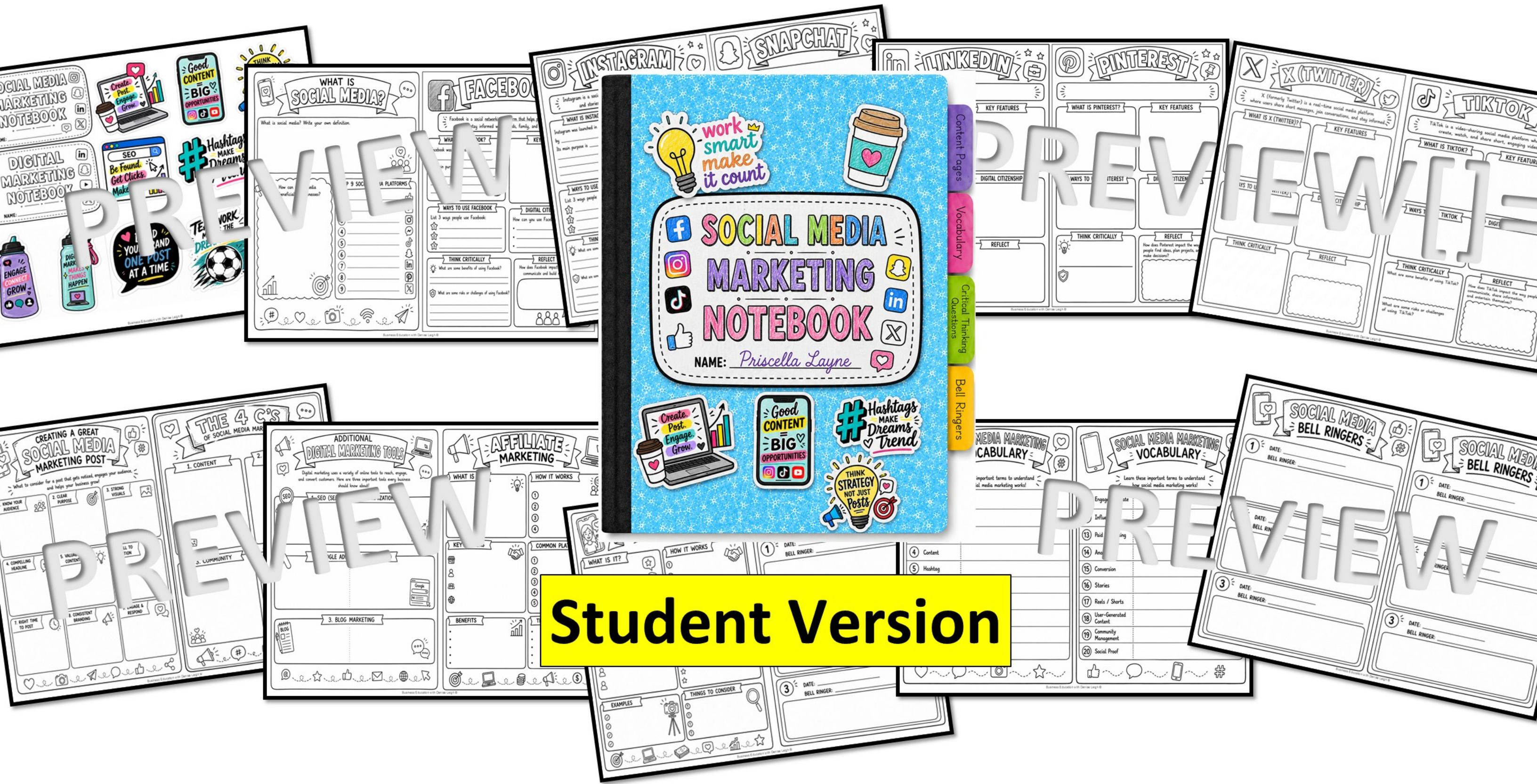


Some teachers told me they prefer FULL-SIZED SHEETS for a 3-ring binder so, I added that size too!



Interactive Notebook Preview

Great Supplement Materials for Social Media Marketing Class



Great Supplement Materials for Social Media Marketing Class



THIS INTERACTIVE
NOTEBOOK GOES
GREAT WITH MY
**SOCIAL MEDIA
MARKETING
SEMESTER COURSE**

Social Media & Digital Marketing

FULL SEMESTER COURSE

40 Digital Activities!

A FULL Semester Course
aligned with the National
Business Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find



**NO PREP!
NO GUESS WORK!
SAVES YOU TIME!**

BUSINESS EDUCATION WITH *Denise Leigh*

10 Interactive Notebooks. Every Business Prep. One Easy Solution.

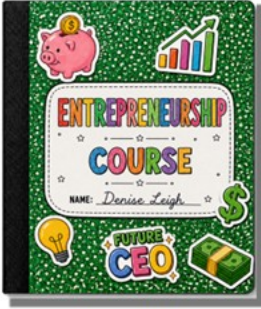
Entrepreneurship

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School or High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

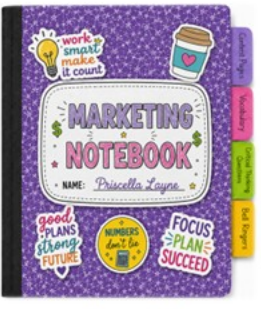
Marketing

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

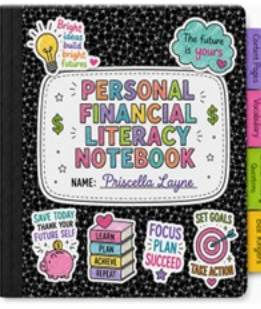
Personal Finance

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

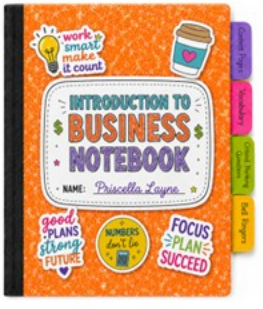
Introduction to Business

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

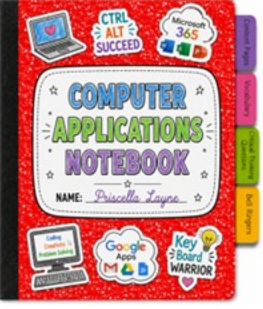
Computer Applications

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

Great for Tech-Free Days.

Accounting

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

High School Accounting Class



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

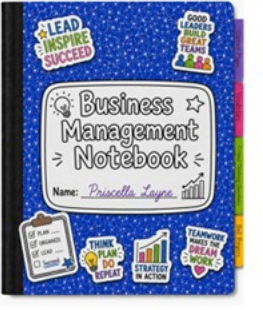
Management

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

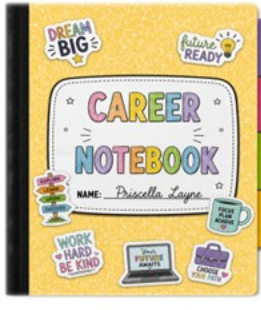
Career Class

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

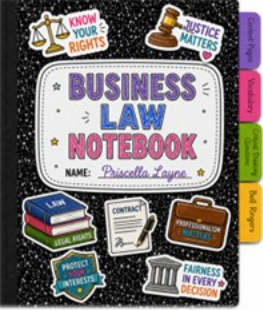
Business Law

INTERACTIVE NOTEBOOK

FUN Note-Taking!

Great for Device-Free Days!

Middle School / High School



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh

BUSINESS EDUCATION WITH Denise Leigh

AP[®] Business with Personal Finance

FULL YEAR COURSE BUNDLE

112 PRESENTATIONS, LESSONS, ACTIVITIES, & PROJECTS

+

AP[®] Business with Personal Finance Workbook - Student Edition

+

AP[®] Business with Personal Finance Interactive Notebook

NO PREP!
NO GUESS WORK!
SAVES YOU TIME!

STUDENT WORKBOOK

INTERACTIVE NOTEBOOK

Not Affiliated with, Endorsed by, or Approved by College 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.

