

# Social Media Marketing Campaigns: Creation

**Media Type:** Video  
**Duration:** 9 minutes

**Goal:** To properly understand what a social media marketing campaign is and how it is created.

**Description:** Because social media has the potential to not only reach millions of people, but also interact with them, it has quickly become a marketer’s favorite tool. This presentation defines social media marketing campaigns, allows students to learn how to conduct research to understand the status quo, details goals for a social media marketing campaign and designs a comprehensive social media plan.

**Objectives:**

1. To define social media marketing campaigns.
2. To learn how to conduct research and to understand the status quo.
3. To develop goals for a social media marketing campaign.
4. To design a comprehensive social media plan.

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Language Arts	<i>Application of Writing Skills</i>	<ul style="list-style-type: none"> <li>• Editing/proofreading</li> <li>• Composition mechanics</li> <li>• Descriptive, informative, creative and persuasive writing</li> <li>• Organizing logical arguments</li> <li>• Brainstorming</li> <li>• Analyzing audiences</li> <li>• Utilizing reference materials</li> <li>• Creating bibliographies</li> <li>• Enhancing grammatical mechanics</li> <li>• Vocabulary enhancement</li> </ul>
	<i>Analysis of Text &amp; Information</i>	<ul style="list-style-type: none"> <li>• Drawing inferences and generalizations</li> <li>• Reading/content literacy</li> <li>• Critical thinking</li> <li>• Creative thinking</li> <li>• Values and ethics</li> <li>• Expression of thoughts and ideas</li> <li>• Communication skills</li> <li>• Correlating text events with personal experiences</li> <li>• Developing listening and comprehension skills</li> <li>• Literary interpretation</li> <li>• Creating visual representations</li> </ul>
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"> <li>• Utilizing document processing software</li> <li>• Utilizing presentation processing software</li> <li>• Internet-based research</li> </ul>

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## Lesson Plan

**Class 1:** Begin class by distributing the *Social Media Marketing Campaign: Creation Vocabulary Handout* and *Worksheet* for students to use as reference materials. Show the *Social Media Marketing Campaign: Creation* presentation. Distribute the *Social Media Campaign Research Activity* and allow time for students to complete it. Instruct students to begin the *Social Media & Marketing Project*.



9 min.

**Class 2:** Allow students the entire class to work on their *Projects*.

**Class 3:** Distribute the *Social Media Marketing Campaign: Creation Assessment*. Students should share their *Projects* with the class.



## Career & Technical Student Organizations

### Technology Student Association

- Digital Video
- Webmaster

### Business Professionals of America

- Digital Media Production
- Business Communication Skills



## Lab Activity

### Social Media Campaign Research

#### Directions:

Distribute *Activity* sheet. Instruct students to match each listed social media research question to its type. Start a class discussion on how the social media marketers conduct research before the campaign.



## Lesson Links

### Social Media Today

- <http://www.socialmediatoday.com/>

### Introduction to Social Media

- <http://www.usf.edu/ucm/marketing/intro-social-media.aspx>

### Entrepreneur: Social media

- <https://www.entrepreneur.com/topic/social-media>



## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50666, Roger Phelps, Promotional Communications Manager, Stihl, Inc.
- iCEV50667, Jack Trammell, President, VNR-1 Communications
- iCEV50532 Frank J, Kenny, Owner/Founder, Frank J Kenny, LLC.



## Project

### Social Media & Marketing

#### Directions:

For this *Project*, students will choose a company which utilizes social media as one of its main marketing tools. Instruct students to conduct research based on the information provided on the Internet and their opinions about the company's social media marketing performance. Students will create a Microsoft® PowerPoint® presentation detailing the company's social media usage. The presentation should include the background, mission and target market of the company, the current social media usage and the contributions of social media to their marketing efforts. Students will present their findings to the class and discuss whether or not their opinions were correct.