



**Social & Online Media Virtual Learning**

# **HS/Introduction to Social and Online Media**

**April 24, 2020**



Lesson: [Media & Advertising Lesson 3 (4/24/20)]

**Objective/Learning Target:**

**Create a social media advertising campaign for a brand.**

# Bell Ringer

1. Do a quick google search to figure out which brands have the most followers on social media. Take a look at the top brand's account. What is the thing that stands out the most to you?

# Project Overview

You will choose a company and then come up with a social media plan for that company.

You will need to research them to figure out everything you can about this company. You need to know what they do, what they make, what service they provide, what products they might sell, what type of audience do they normally target, and what is their main message.

After the research you will develop a social media strategy for them to use across all platforms.

Step 1

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# Research

1. What company or brand are you going to use?
2. What service do they provide?
3. What are they currently promoting?
4. Who is their target audience?
5. Who are their competitors?
6. What makes them different from their competition?
7. What is their message?

Step 2

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# Come up with a strategy

- Create a new hashtag for your company
- Decide which social media platforms they should target the most
- Decide how often they should interact on each platform
- What viral videos or memes should they use to help promote their brand?
- Create a separate campaign for each platform (e-coupons, promo codes, giveaways, contests, etc.) (must include two of facebook, twitter, instagram, or snapchat)
- How will your posts vary from site to site but also contain the same overall message? This is where you explain your strategy across the different sites.



Step 3

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# Presentation Slide Show

You will also create a google slideshow to go along with it explaining your social media strategy. There should be at least one slide dedicated to the research to set up the presentation.

The strategy portion of the presentation should address all of the points from Step 2. Examples should be included where necessary.

The presentation should be creative and show that time and effort was put in. You want the final product to work like a pitch to a brand about how they should market themselves on social media.