

**Unit Title:** Creating Social Media Content for Business

**Grade Level:** Grades 9-12

**Subject Area:** Business - Marketing

**Duration/Length/Number of class periods:** Two Weeks

**Description:** This unit is the second in a series of four that introduce students to social marketing for business. In this unit, students will build on the first unit (Building a Social Media Presence for Business) by learning how to create social media content for business that focuses on cultural relevancy. This unit highlights the beginning stages of building content, developing engaging photos and videos, and strategic writing for social media. The curriculum framework was developed by Facebook/Instagram and so particular attention is given to those two platforms, though others will be introduced.

**Established Goals (National, State, Local):**

Based on the National Business Education Association (NBEA) and the SPPS-approved Marketing Syllabus:

Standard: Technology

Benchmarks:

- Identify ways that evolving technologies affect marketing strategy.
- Determine new ways of marketing products using emerging and evolving technologies.

Standard: Culture

Benchmarks:

- Identify specific differences in cultural norms and values that may influence marketing.
- Describe ways cultural differences, both domestic and international, affect marketing activities.
- Analyze ways in which marketers may respond to the concerns of cultural groups.
- Analyze the ways in which changing cultural characteristics impact marketing.

**What Enduring Understandings are desired?**

Students will understand:

- Culture impacts the success of social media campaigns.
- How social media text and pictures, and videos influence buying decisions.
- The value of a consistent brand tone and voice.
- The creative process for developing impactful text, photos, and videos.

**What Essential Questions will be considered?**

How is our understanding of culture relevance constructed through text and graphics?

How does a social media post become attention-grabbing?  
 Why do brand voice and tone matter to a business?

**Students will know / be able to:**

- Describe cultural attributes that impact social media.
- Develop a content calendar/plan to create brand consistency and plan content ahead of time.
- Explain the benefits of attention-grabbing visual content on social media.
- Describe the attributes of attention-grabbing visual content.
- Utilize suggested tips to develop engaging visual content.
- Identify the difference between brand voice and tone.
- List best practices on developing content for social media.

Description	Formative	Summative	Introductory Activity	Learning Activity	Student Technology Used	Teacher Technology Used	<a href="#">ISTE Standards</a>
<p><b>Introductory Questions:</b>            What social media platforms do you use?            How do you use social media to interact with businesses?            What characteristics of a social media post compel you to stop and look?</p> <p><b>Introductory Activity:</b>            Table Talk / Share Responses with Padlet</p>			X				
<p><b>Learning Activity:</b>  <b>Brand and Business Identity/Value Social Media Research Activity</b></p> <ul style="list-style-type: none"> <li>• Choose a local small business in your community</li> <li>• Identify the target market of the business.</li> <li>• How is it culturally relevant to the populations it serves?</li> <li>• Visit the business website and familiarize yourself with both the brand and its products/services, and describe them.</li> <li>• Visit the brand’s social media profiles (if accessible). Take a look at its posts, and link a few recent posts (optional). Alternative: Use Google to search for images that may represent a similar feel to social media posts and link to them.</li> <li>• Search for two or three ads from the business and post links to the ads.</li> <li>• Based on what you have found, complete the brand identity scale.</li> </ul>				X			<b>2b; 2c; 3a</b>

<p><b>Formative (1):</b>  <b>Developing Engaging Photos and Video</b>  After watching/participating in the “Develop Engaging Photos and Videos” presentation, use what you’ve learned to:</p> <ul style="list-style-type: none"> <li>• Create two photos, videos, or one of each highlighting a product or service from the small business you researched or a company provided by your teacher.</li> <li>• Use a photo-enhancing app (Adobe Spark Post; Adobe Photoshop Express) or video-enhancing app (Adobe Spark Video) to edit and refine your photos and/or videos.</li> </ul>	X					4b; 4c; 6b
<p><b>Formative (2):</b>  <b>Strategic Writing for Social Media</b>  After watching/participating in the “Strategic Writing for Social Media” presentation, use what you’ve learned to:</p> <ul style="list-style-type: none"> <li>• Create social media copy for each video and/or photo.</li> <li>• Identify a goal for each of the pictures / posts.</li> <li>• Using the knowledge and skills you learned in the presentation, write a title and caption for each.</li> <li>• The title should be no more than seven (7) words.</li> <li>• The text should be no more than 125 words.</li> </ul>	X					6a
<p><b>Summative:</b>  <b>Social Media Content Package</b>  Including:</p> <ul style="list-style-type: none"> <li>• Written summary of the Target Market and cultural relevance of the small business used throughout the formative assessments.</li> <li>• Revised photos/videos based on feedback from the formative assessment.</li> <li>• Revised titles / captions for videos and/or photos</li> </ul>		X				4b; 4c; 6b; 6d

**Materials, tools and resources:**

The framework for this curriculum was created by Facebook Blueprint, however, students do not need to access social media in order to complete the coursework.

Teachers will need:

- access to the internet,
- Facebook Blueprint (a free resource)

- a computer or other device
- Adobe Photo/Video Editing Apps

Students will need:

- access to a computer or phone
- internet access
- photography and videography capability
- the ability to share photos/videos (through device)
- Adobe Photo/Video Editing Apps

**Unit Plan Author** (name, school and optional email address or hyperlink to teacher's web page):

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**Additional credit given to:** The overarching framework and presentations for this unit plan was created by Facebook Blueprint.