## Lesson 36 – Activity Sheet

## Getting Started

Social media is used by lots of people to communicate and is used by almost everyone with access to the internet. These platforms gather all the data people put on there and companies can use this data to market to people more effectively.

## Success Criteria

* Create a comprehensive plan on how to use social media to sell your brand/product
* Choose a social media platform and create assets that can be used to promote your product using the features of the platform to best effect
* The asset should not be traditional advertisements and should instead use memes, tropes and current internet trends to raise awareness of the product without directly selling it
* The asset with the most internet points (upvotes, likes, retweets or equivalent) wins!

Pro-tip

Be creative, look at how other products are indirectly marketed online and how yours could use a similar approach. Be wary not to create something cringeworthy that missuses a meme which may lead to a negative perception of your brand or product.

Social media plan

Use the template to plan out a social media campaign to help promote your product. You can add pictures, links to videos and collect as many examples as you need to see what could be used to help promote your product.

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| --- | --- | --- |
| **Social media platform** | **Typical marketing content** | **How it could be adapted** |
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Your social media asset

Answer the following questions to help you design your own social media asset:

* What platform will I post the social media asset
* What type of asset will it be (picture, GIF, video, vine, meme, sponsorship, review etc.)?
* What hardware/software do I need to make my asset?
* What do I want users to think when they see my asset?
* What message are you trying to convey?

Test Time

* Does your social media asset meet the success criteria?
* Is the asset subtle enough? Do users know they are being marketed too?
* Is the asset in keeping with the style or tone of the social media platform?

## Stretch Tasks

* Create a series of assets in a similar style
* Create some memes to promote your brand/product using the proper format of meme

## Final Thoughts

Social media is everywhere and many people live their lives through it. It is important to understand that as social media is free, your data is what is sold and that’s how these platforms make money.