

Instructor Guide

# Social Media Simternship™

STUKENT™



# Social Media SIMTERNSHIP™

## Instructor Guide

# Stukent Social Media Simternship™

Welcome to the Stukent Social Media Simternship. This guide includes an introduction to the simulation and acts as a reference for its setup and use.

Please email [support@stukent.com](mailto:support@stukent.com) or call **(855) 788-5368** with any questions.

Thank you for joining Stukent in providing valuable, interactive learning experiences for your students in the simulated environment the Social Media Simternship provides. This Simternship represents one of the ways Stukent seeks to fulfill its mission to help educators help students help the world.

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## Section 1

# Introduction to the Stukent Social Media Simternship

## Overview

The Stukent Social Media Simternship provides students hands-on educational experiences with important elements of professional social media marketing practices in a fictitious scenario in which they take on the role of social media specialist at Buhi Supply Co.



Most of the student work involves creating social media posts for a line of classic bags from retailer Buhi Supply Co. Students are also presented questions concerning social media and customer support issues.

Below are the main learning objectives for students who complete the Stukent Social Media Simternship.

## Learning Objectives

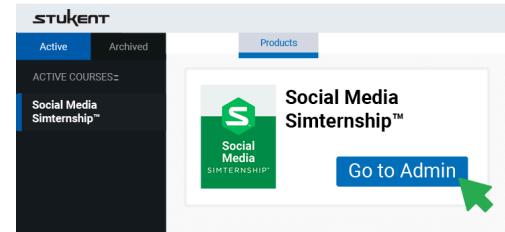
- Create and schedule ads for both organic and paid social posts
- Measure key performance indicators for tracking social media marketing success
- Understand how to use a social media guide and follow company guidelines on a variety of internal best practices
- Recognize the importance of brand fit when working with influencers
- Create a campaign brief conveying key strategic information to an influencer
- Create compelling ads for earned, owned, and paid social media marketing
- Perform demographic targeting to increase engagement and drive conversions
- Utilize content variation and test different promotional strategies
- Analyze data to optimize performance across multiple social media channels
- Test social media content and promotions to increase engagement and drive conversions
- Maximize the benefits of both promoted and organic posting
- Manage a substantial advertising budget

- Utilize different social media strategies to leverage the power of social media influencers
- Socially listen and engage with consumers

## Section 2

# Course Management

To manage your course, log in at [www.stukent.com](http://www.stukent.com). Select your course. Next, click “Go to Admin.” This will take you to the Instructor Portal, where you can manage aspects of your course, including the following:



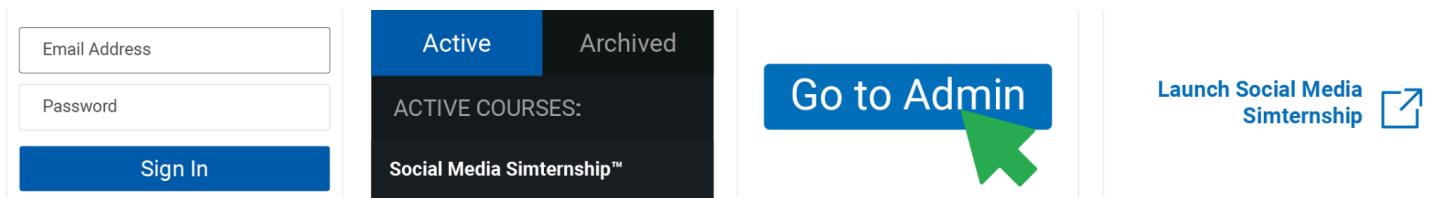
- **Student Results:** You can view each enrolled student's overall performance for every completed round. You can click on a student's round score to review his or her results for that round.
- **Review Documents:** You can access documents relevant to the simulation, such as this instructor guide.
- **Settings:** You can adjust the simulation settings, such as the start dates for each round or the number of rounds you want students to play. On average, it should take 30-90 minutes to complete each round. The content and objectives in Rounds 10 through 12 are nearly identical. The only exception is the Chat, which is different in every round.

## Accessing the Simternship as a Student

To best manage and understand the Simternship you're using, you can access it as a student in two ways:

### 1. By Becoming a Student

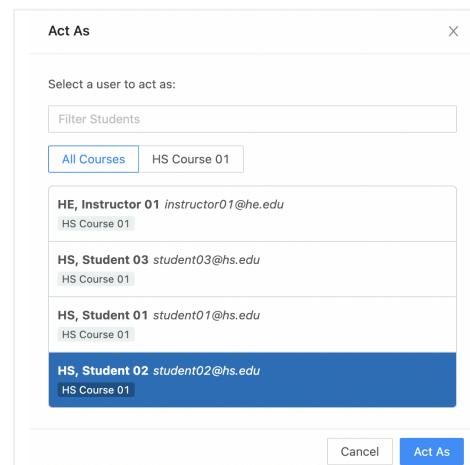
To interact with the Simternship as if you are a student, log in at [www.stukent.com](http://www.stukent.com). Select your course. Next, click “Go to Admin.” Lastly, click “Launch Social Media Simternship” in the top right corner of the screen.



**STEP 1****STEP 2****STEP 3**

Accessing the simulation in this way will allow you to navigate and complete tasks within the simulation as would a student. However, as an instructor, this simulation access will also allow you to move backward to rounds whereas a student's access **does not**.

*Note: Interacting with the simulation as a student may help in preparing for upcoming class instruction and better understanding the student experience within the simulation.*



## 2. By Acting as a Particular Student in Your Course

This feature allows you to act as any student in your course(s), so you can review his or her progress in the Simternship. It also allows you to provide individual help and feedback for students.

To act as a student, you must first log in at [www.stukent.com](http://www.stukent.com) and then select “Act As” from the drop-down menu in the top right of your screen. Then, select a student from any of your active course(s) and click “Act As” – you can search a student by name, view students by course, or view all students from all courses.

*Note: As an instructor, you retain your permissions even when acting as a student, which means you will still be able to see information students will not be able to see, such as student names and email addresses.*

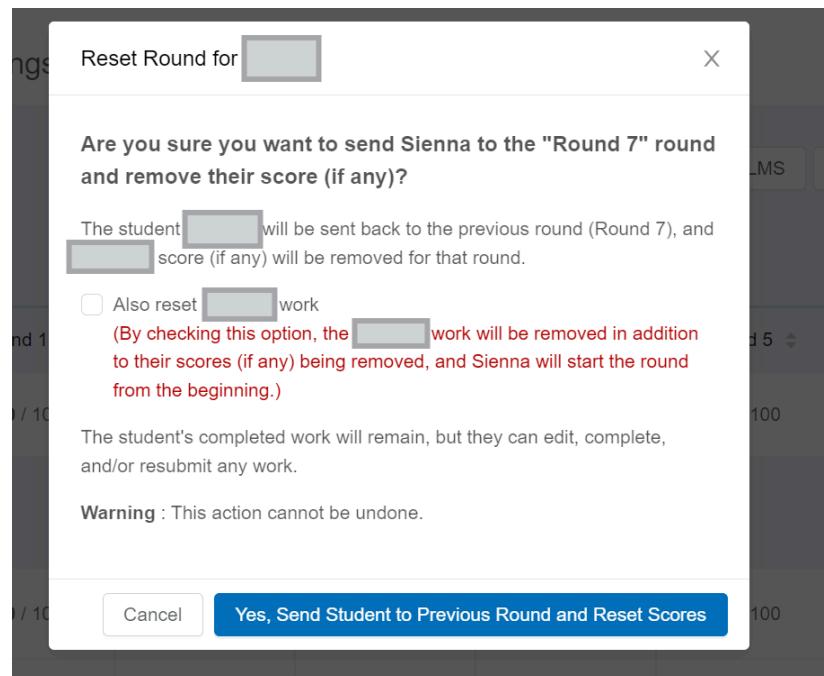
## Resetting Rounds for Students

To reset a round for students, select “Go to Admin.” In the Settings, locate the Student Results page. Select which student you want to reset the round for and click “Reset [Student] to Round [number].”

The screenshot shows the 'Student Results' section of the platform. At the top, there are navigation links: 'Student Results' (highlighted in blue), 'Resources', 'Settings', and 'Ranking'. Below the header are buttons for 'Get Class Roster from LMS', 'Sync Scores to LMS', 'Export Scores', and 'Update Results'. A search bar labeled 'Search Students' with a magnifying glass icon is present. There are two checkboxes: 'Include unenrolled students' and 'Show Scores as Percentages'. The main area displays a table with columns: 'Student Name', 'Total Score', 'Introduction', 'Round 1', 'Round 2', 'Round 3', 'Round 4', 'Round 5', 'Round 6', 'Round 7', and 'Conclusion'. Each row represents a student, with their name redacted. The 'Total Score' column shows values like '505 / 610', '499 / 610', '10 / 10', and '507 / 610'. The 'Introduction' column has a green checkmark icon. The 'Round 1' through 'Conclusion' columns show various scores and icons (e.g., pencil, checkmark). A link 'Return Sienna to "Round 7"' is visible at the bottom of the table.

A new window will appear that says “Rests Round for [Student].” Then, select “Yes, send students to previous round and reset scores.” This will allow students to review their current answers and make any desired changes.

To reset the student’s previously selected answers, click the “Also reset [Student’s] work” box. This will allow students to begin the round again with no previously selected answers.



## Section 3

# Structure of the Social Media Simternship

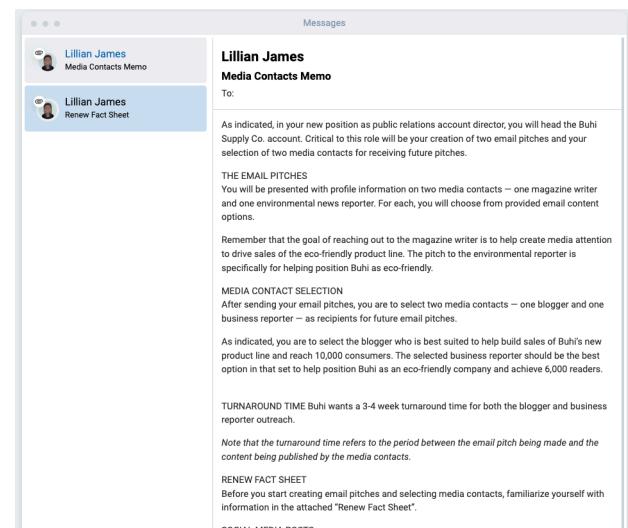
This section explains how the Simternship is organized and how information will be presented in it.

## Presentation of Information

Think of the Simternship as providing instructional communication in two basic ways: one, by addressing the student as an employee at Buhi Supply Co., and two, by addressing the student working to complete the simulation. Here is an overview of each of these approaches:

### 1) As a Buhi Supply Co. Employee

The Simternship's storyline, some assignment introductions, and some information about assignment completion are communicated by Buhi's vice president of marketing. She supervises the role students take on in the simulation, that of social media specialist in the marketing department. Each round, she will share information through an introductory video. Other information from her — a memo in each round and other important communication — will be presented in the Inbox. (More about these communication channels is presented in the "Organization" section below.)



Other on-the-job communication stems from two new employees and various customer interactions on Buhi's social media. In every round, students will respond to questions from each of these individuals in the Chat.

### 2) As a Student In Your Class

Instructions on how to use the Simternship to complete assignments will be provided each round. These will be directed to students as opposed to the social media specialist role.

## Organization

The simulation is organized with an introductory section followed by 12 rounds of work for students to complete.

## Introduction

The introductory section consists of a Simternship video introduction as well as a presentation of the overall learning objectives of the Simternship (as listed in Section 1 of this guide).

## Walk-through Video

This video introduces students to their role at Buhi Supply Co. as a social media specialist in the marketing department. The video provides an overview of basic navigation in the simulation and directs students to the in-simulation resources.

Suggestion: After students have watched the video, discuss the simulation's overall scenario and learning objectives as a class.

## Simternship Rounds

As indicated, the Simternship has 12 rounds of work (listed below). A summary of each is presented in the following section of this instructor guide.

### **Social Media Simternship Rounds**

- Round 1: Organic Social Posts
- Round 2: Organic Social Posts
- Round 3: Organic Social Posts
- Round 4: Paid Social Posts
- Round 5: Paid Social Posts
- Round 6: Paid Social Posts
- Round 7: Social Media Influencers
- Round 8: Social Media Influencers
- Round 9: Social Media Influencers
- Round 10: Social Media
- Round 11: Social Media
- Round 12: Social Media

## Round Components

<b>Video Introduction</b>	Each round begins with a round-specific video introduction from the student's supervisor, Buhi Supply Co.'s Vice President of Marketing.
<b>Inbox</b>	The inbox will present memos from the students' supervisor, the Vice President of Marketing. The memos will contain information pertinent to work students are to complete in the given rounds. The inbox is accessed from the left navigation in each round of the Simternship.
<b>Chat</b>	In each round, the Chat will present questions from other employees at Buhi Supply Co. and from customers on Buhi's various social media channels. Student responses to these questions will be handled within the Chat, as will feedback on the chosen responses. Responding to coworkers' questions in the Chat is listed as an assignment each round. However, for the purposes of Section 5, you will only review the round-specific assignments. This is an ungraded activity designed to introduce or reinforce social media marketing concepts.
<b>Assignments</b>	In addition to the question-and-answer interactions described above, assignments for students to complete in each round will be listed in the left navigation bar.  By clicking on the assignment names, students will be presented with directions and fields for completing work.
<b>Documents</b>	Students can access the documents via the "Review Documents" tab in the navigation bar.  Clicking this tab opens a page displaying a collection of educational materials relevant to the current round, designed to help students make informed marketing decisions.

*Note: The information in these documents can serve as a starting point and guide. However, trends change over time, so students need to test and use their own results – “Review Results Data” is available at the top of the navigation bar after submitting each round’s tasks – to optimize their social media marketing efforts.*

## Section 4

# Round Overviews

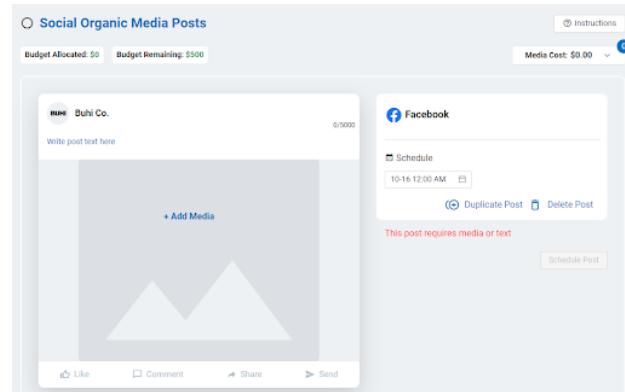
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### Round 1: Organic Social Posts

Buhi wants to renew interest in its products and identify its optimal target audience through social media marketing. The advertising budget for this round is \$1,500.

#### Assignments

- Review historical data and best practices reports
- Allocate budget
- Select content and schedule organic posts for the week
- Respond to questions and comments in the Chat



#### Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

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### Round 2: Organic Social Posts

Students use analytics from their posts created in the previous round to continue optimizing organic posts that promote Buhi's products. The advertising budget for this round is \$1,500.

#### Assignments

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, and Buhi Social Media Brand Guide
- Allocate budget
- Create and schedule new content for the week
- Respond to questions and comments in the Chat

#### Documents

- Reynolds Research Report: Social Media Marketing Trends

- Buhi Social Media Audit
- Buhi Social Media Brand Guide

*Note: Students can view analytics from previous rounds by selecting "Review Results Data" near the top left of the navigation bar.*

## Round 3: Organic Social Posts

Effective advertising relies heavily on the lessons learned from testing content to see what works and what doesn't. Students use the information from last week's analytics to continue optimizing organic posts for Buhi. The advertising budget for this round is \$1,500.

### Assignments

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, and Buhi Social Media Brand Guide
- Allocate budget
- Create and schedule new content for the week
- Respond to questions and comments in the Chat

### Documents

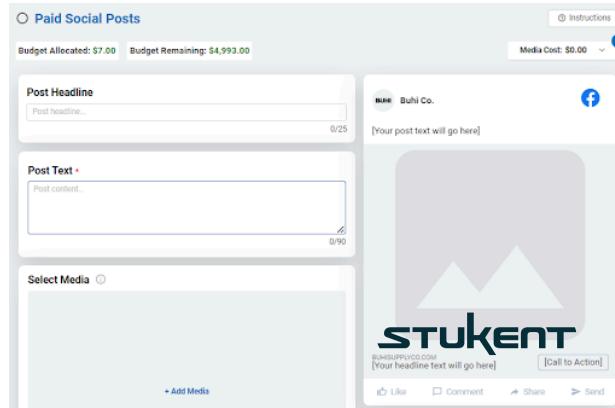
- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

## Round 4: Paid Social Posts

As the newly-promoted Social Media Strategist, each student focuses on creating paid social posts aimed at increasing awareness among a specific target audience. The advertising budget for this round is \$10,000.

### Tasks

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, and Buhi Social Media Brand Guide



- Allocate budget, including daily ad spend for promoted content
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

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## Round 5: Paid Social Posts

Students continue to focus on creating paid social posts that increase engagement with Buhi's products. The advertising budget for this round is \$10,000.

## Assignments

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, and Buhi Social Media Brand Guide
- Allocate budget, including daily ad spend for promoted content
- Create and schedule new content for the week
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

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## Round 6: Paid Social Posts

When it comes to evaluating the effectiveness of social media advertising, conversions are king. In this round, students will focus on creating paid social posts that increase sales of Buhi's products. The advertising budget for this round is \$10,000.

## Assignments

- Review analytics from last week's posts

- Review the Reynolds Research Report, Buhi's Social Media Audit, and Buhi Social Media Brand Guide
- Allocate budget, including daily ad spend for paid social posts
- Create and schedule new content for the week
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

## Round 7: Social Media Influencers

In this round, students will pivot their efforts in order to help launch Buhi's Social Media Influencer Marketing initiative. The advertising budget for this round is \$10,000.

## Assignments

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, Buhi Social Media Brand Guide, and Influencer Guide
- Allocate budget
- Select and strategize with influencers to create new content for the week
- Respond to questions and comments in the Chat



## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

## Round 8: Social Media Influencers

Finding the right social media marketing approach means testing, testing, and more testing, especially when it comes to influencers. Students should think outside the box this round as they test

strategies and schedule influencers to promote Buhi's OG Backpack. The advertising budget for this round is \$10,000.

## Assignments

- Review analytics from last week's influencer ads
- Review the Reynolds Research Report, Buhi's Social Media Audit, Buhi Social Media Brand Guide, and Influencer Guide
- Allocate budget
- Select and strategize with influencers to create new content for the week
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

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## Round 9: Social Media Influencers

In this round, students will continue to focus on optimizing their influencer marketing to maximize conversions. The advertising budget for this round is \$10,000.

## Assignments

- Review analytics from last week's influencer ads
- Review the Reynolds Research Report, Buhi's Social Media Audit, Buhi Social Media Brand Guide, and Influencer Guide
- Allocate budget
- Select and strategize with influencers to create new content for the week
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

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## Round 10: Social Media

As a newly-promoted Social Media Manager, each student will need to allocate budget wisely and balance their workload with organic posts, paid social posts, and influencer marketing. The advertising budget for this round is \$15,000.

### Assignments

- Review analytics from last week's influencer ads
- Review the Reynolds Research Report, Buhi's Social Media Audit, Buhi Social Media Brand Guide, and Influencer Guide
- Allocate budget, including daily ad spend for paid social posts
- Select and schedule content, including organic posts, paid promotions, and influencers
- Respond to questions and comments in the Chat

### Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

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## Round 11: Social Media

Students will continue to practice the skills they've gained as they balance their workload to produce organic posts, paid promotions, and influencer content for Buhi's products. The budget for this round is \$15,000.

### Assignments

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, Buhi Social Media Brand Guide, and Influencer Guide
- Allocate budget
- Select and schedule content, including organic posts, paid promotions, and influencers
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

## Round 12: Social Media

In the final round, students will complete their journey by creating organic posts, paid promotions, and influencer content for Buhi's products. The budget for this round is \$15,000.

## Assignments

- Review analytics from last week's posts
- Review the Reynolds Research Report, Buhi's Social Media Audit, Buhi Social Media Brand Guide, and Influencer Guide
- Allocate budget
- Select and schedule content, including organic posts, paid promotions, and influencers
- Respond to questions and comments in the Chat

## Documents

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

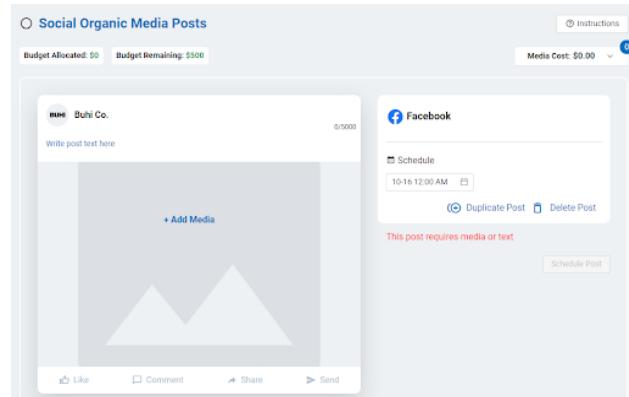
## Section 5

# Assignment Overviews, Success Tips, and Scoring

## Assignment Types (Summaries, Evaluation, Frequency)

### Create Organic Social Posts [Rounds 1-3 & 10-12]

Students will create organic social media posts to promote Buhi's products. They will write text, select visual content, and schedule a date and time for one or more posts.



The social media channels available to students are:

- Facebook
- X (Twitter)
- Instagram
- Pinterest
- TikTok
- YouTube

The cost of any paid images and videos students choose to use in posts comes out of the budget for the round. The organic posts themselves, however, are always free to publish.

It will be useful for students to keep the following tips in mind as they create organic posts:

- Students should review the results of organic posts from past rounds to determine what's working well and which areas they need to improve.
- It's important for students to consider targeting their posts to specific demographics; they should align their media selection and written content with the target personas' interests and demographic segments.
- Each post should have original text content. Posts with duplicated text on the same channel will result in lower KPIs.
- There should be no spelling errors or profanities in the post text.

- As students schedule posts, they should pay attention to the highest-engagement dates and times for each channel, as shown in the Buhi Social Media Audit.
- Some of Buhi's competitors have had great success on social media. It's a good idea to follow their lead regarding the number of posts per day for each channel, as found in the Reynolds Research Report.

When in doubt about how to make a decision, students can refer to the information in the "Scenario" and "Review Documents" sections for guidance. The relevant documents for organic posts are:

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

*Note: Students can view analytics from previous rounds by selecting "Review Results Data" near the top left of the navigation bar.*

## Create Paid Social Posts [Rounds 4-6 & 10-12]

Students will publish paid social media posts to increase awareness, encourage engagements, and drive conversions for Buhi's products. They will craft a headline, write text, select visual content, choose a call to action, establish a daily budget, and define a target audience for one or more posts.

As with organic posts, the social media channels available to students for paid posts are:

- Facebook
- X (Twitter)
- Instagram
- Pinterest
- TikTok
- YouTube

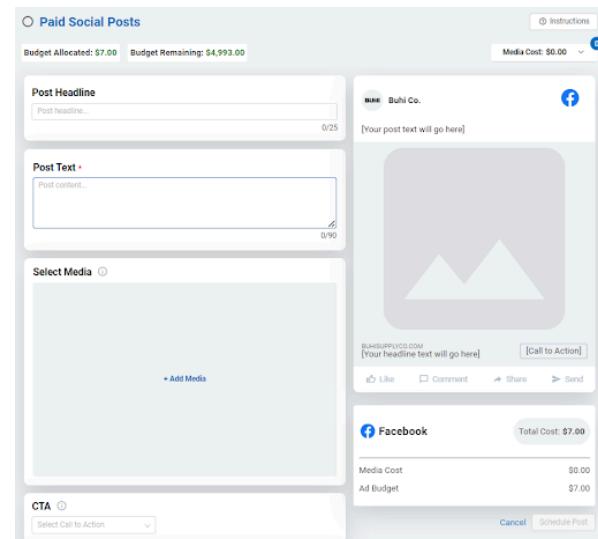
Before creating a post, students will be prompted to select a campaign objective specific to that post.

**Daily Budget**

This ad will run for 7 days, starting on November 13 and ending on November 19. You will set one budget for each day.

**\$1.00 daily budget**

\$7.00 of total budget



Select a Campaign Objective

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

Cancel Create Post

Paid posts cost a certain amount per day beyond any costs for media content — image or video — and they run for seven days. Students set the daily amount to spend. That amount is multiplied by 7 and added to the media cost to determine the total amount deducted from the budget.

For example, a student wants to spend \$5 a day promoting a post on Facebook. The media content for the post costs \$2. Since the post will run for seven days, multiply \$5 by 7, then add the \$2 production cost. The total cost to promote that piece of content is \$37.

It will be useful for students to keep the following tips in mind as they create paid posts:

- Students should review the results of paid posts from past rounds to determine what's working well and which areas they need to improve.
- Students should consider targeting their audience by age and gender, as broken down in the Buhi Social Media Audit; they should align their media selection, written content, and specified interests with the target demographic.
- Each post should have original text content. Posts with duplicated text on the same channel will result in lower KPIs.
- There should be no spelling errors or profanities in the post text.

When in doubt about how to make a decision, students can refer to the information in the “Scenario” and “Review Documents” sections for guidance. The relevant documents for paid posts are:

- Reynolds Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide

## Social Media Influencers [Rounds 7-9 & 10-12]

Students will select influencers who align with Buhi’s brand, core values, mission, and target audience to schedule content that promotes Buhi’s OG Backpack and raises awareness of the Buhi brand, aiming to achieve engagement, clicks, and revenue goals. Students need to:

- Schedule an influencer:
  - Click “Schedule Influencer”
  - Select an influencer to view their overall metrics and performance

The screenshot shows the Stukent platform's influencer search feature. It displays six influencer profiles in a grid. Each profile card includes a small photo, the influencer's name, gender, age, and a brief bio. Below the grid is a detailed analysis for one specific influencer, Olivia 'Liv' Monroe, with sections for Overall Metrics, Audience Gender, Audience Age Range, and Audience Interests.

Influencer	Gender	Age	Followers
Jade Valentine	Female	28	Luxury fashion influencer 1.1M Facebook, 1.4M Twitter, 6.8M Instagram, 2.2M YouTube, 4.3M TikTok
Ethan Cruz	Male	30	Professional bodybuilder 1.2M Facebook, 5.4M Twitter, 3.7M Instagram, 3.1M YouTube, 3.1M TikTok
Priya Malhotra	Female	26	Lifestyle influencer 1.4M Facebook, 7.3M Twitter, 2.8M Instagram, 5.6M YouTube, 5.6M TikTok
Tyler 'Techie' Walsh	Male	32	Tech Guru 1.7M Facebook, 1.1M Twitter, 2.5M Instagram, 4.6M YouTube, 1.9M TikTok
Lila Pop	Female	24	AI Dance Queen 1.2M Facebook, 4.1M Twitter, 3.2M Instagram, 8.9M YouTube, 3.1M TikTok
Mateo Rios	Male	27	Travel and Photography 2.0M Facebook, 6.5M Twitter, 2.9M Instagram, 3.7M YouTube, 3.7M TikTok

**Overall Metrics**

**Audience Gender**

**Audience Age Range**

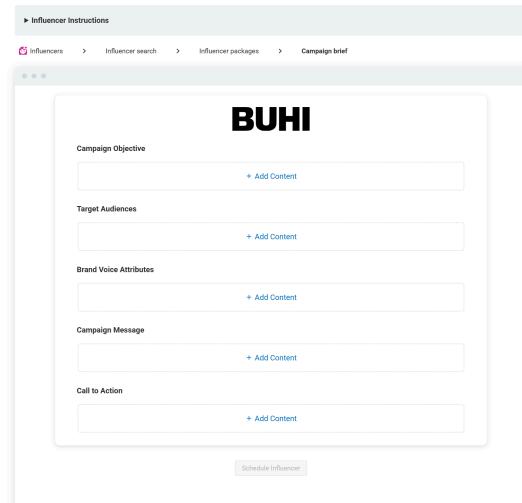
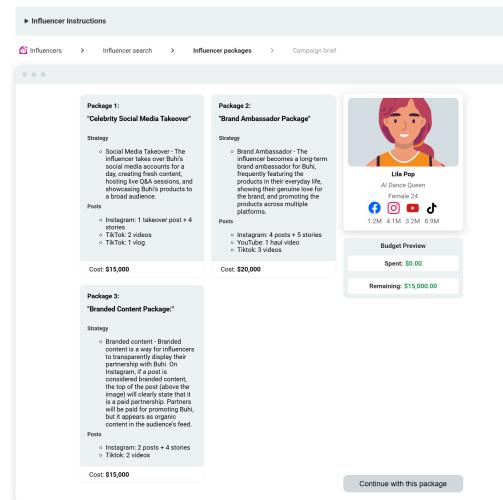
**Audience Interests**

**STUKENT**

- Analyze various influencers' backgrounds, audience (gender, age, and interests), cost metrics, and performance
- Evaluate their potential fit for Buhi's brand, products, and target audience
- Choose the influencer(s) that align with Buhi's brand, core values, and mission
- Click "Select this influencer" (students can hire one or more influencers, depending on how they want to spend their budget)
  
- Select the influencer package:
  - Each influencer offers three package options that detail their posting strategy, including the quantity, types, and platforms on which their posts will be published
  - Students need to consider the Cost-Per-Engagement (CPE) and allocate their budget strategically

- Build a campaign brief:

- Analyze data from the Documents to determine which campaign fits Buhi's brand and goals best
- Select campaign objective (brand awareness, reach, increased engagement, increased traffic, lead generation, lead conversion, or increased sales)
- Select the target audience (additional information is located on the navigation bar under "Read Market Information," then click on "Market" to review Buhi's primary customer portfolios)
- Select brand voice attributes and campaign message according to the Buhi Social Media Brand Guide
- Finally, select a CTA according to the campaign objective



When in doubt about how to make a decision, students can refer to the information in the "Scenario" and "Review Documents" sections for guidance. A new document, titled the Influencer Guide, is available for these rounds. The documents most relevant for working with influencers are:

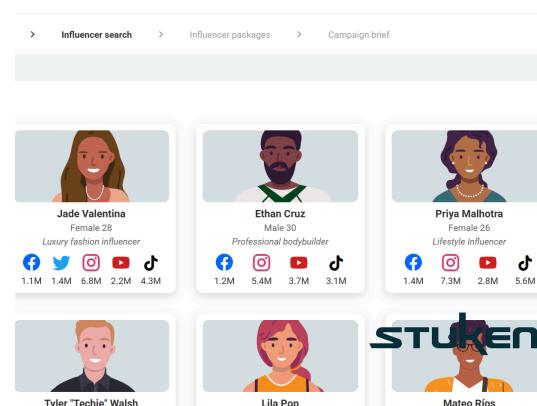
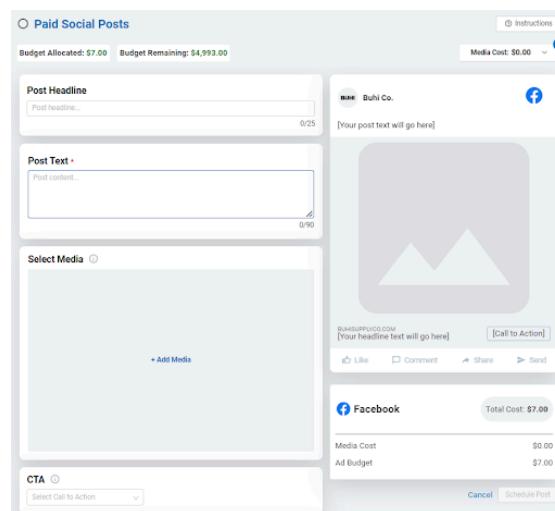
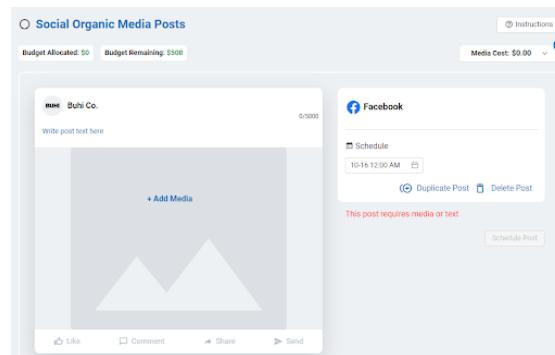
- Reynold's Research Report: Social Media Marketing Trends
- Buhi Social Media Audit

- Buhi Social Media Brand Guide
- Influencer Guide

## Social Media [Rounds 10-12]

In these final rounds, students will apply their skills by creating both organic and paid posts while continuing to engage in influencer marketing. They will need to allocate their workload and budget wisely. They will follow the same guidance as in previous rounds, as outlined in the instructions above. Students will need to:

- Create organic social posts that promote Buhi products
  - Analyze the data
  - Select the social media platform
  - Select the visual and content
  - Schedule the post accordingly
- Create paid social posts that increase awareness, encourage engagements, and drive conversions for Buhi products
  - Analyze the data
  - Select the social media platform
  - Choose a campaign objective
  - Select the media and Call to Action (CTA)
  - Allocate their budget
- Select and schedule influencers that can help promote Buhi products to their target audience
  - Analyze the data
  - Analyze and select various influencers
  - Analyze and select a social media strategy and pricing package
  - Build a campaign brief
  - Review the influencer
- Reach engagement, clicks, and revenue goals from all efforts



When in doubt about how to make a decision, students can refer to the information in the “Scenario” and “Review Documents” sections for guidance. The relevant documents for Social Media are:

- Reynold's Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

## Round Scoring

The highest score a student can attain in each round is 100 points. The simulation takes into account each of the student’s choices, including posting frequency and timing, use of keywords, and content selection. Those choices influence outcomes, including impressions, clicks, and conversions.

The eventual round score is derived from **impressions and revenue**, as these KPIs are often among the top metrics used in social media marketing. Total impressions and revenue each make up 50% of the score.

The default minimum score is set to 60%, which is highlighted yellow in the table below. In the Instructor Portal, professors can adjust the minimum score to be higher or lower than 60%. The ranges below cover all the possible ranges.

<b>Course Settings</b>	<b>Course Settings</b>	<b>Course Settings</b>
Time Zone America/Denver	Time Zone America/Denver	Time Zone America/Denver
Score Display for Students Percentage (100%)	Score Display for Students Percentage (100%)	Score Display for Students Percentage (100%)
<input checked="" type="checkbox"/> Adjust Minimum Scores 40	<input checked="" type="checkbox"/> Adjust Minimum Scores 40	<input checked="" type="checkbox"/> Adjust Minimum Scores 70
<input type="checkbox"/> Display Automated Feedback and Student Answers in Result	<input type="checkbox"/> Display Automated Feedback and Student Answers in Result	<input type="checkbox"/> Display Automated Feedback and Student Answers in Result

The following tables break down the scores students receive based on achieving a certain number of impressions and conversions in each type of round: organic social posts, paid social posts, social media influencers, and social media in general.

## Organic Social Posts (Rounds 1-3)

### Impressions

Impressions Attained	Resulting Score	% of Maximum
64,000 – 100,000	50	100%
60,800 – 63,999	47.5	95%
57,600 – 60,799	45	90%
54,400 – 57,599	42.5	85%
51,200 – 54,399	40	80%
48,000 – 51,199	37.5	75%
44,800 – 47,999	35	70%
41,600 – 44,799	32.5	65%
38,400 – 41,599	30	60%
35,200 – 38,399	27.5	55%
32,000 – 35,199	25	50%
28,800 – 31,999	22.5	45%
25,600 – 28,799	20	40%
22,400 – 25,599	17.5	35%
19,200 – 22,399	15	30%
16,000 – 19,199	12.5	25%
12,800 – 15,999	10	20%
9,600 – 12,799	7.5	15%
6,400 – 9,599	5	10%

1 – 6,399	2.5	5%
0	0	0%

**Revenue**

Revenue Attained	Resulting Score	% of Maximum
\$4,500 – \$7,000	50	100%
\$4,263 – \$4,499	47.5	95%
\$4,026 – \$4,262	45	90%
\$3,789 – \$4,025	42.5	85%
\$3,552 – \$3,788	40	80%
\$3,315 – \$3,551	37.5	75%
\$3,078 – \$3,314	35	70%
\$2,841 – \$3,077	32.5	65%
\$2,604 – \$2,840	30	60%
\$2,367 – \$2,603	27.5	55%
\$2,130 – \$2,366	25	50%
\$1,893 – \$2,129	22.5	45%
\$1,656 – \$1,892	20	40%
\$1,419 – \$1,655	17.5	35%
\$1,182 – \$1,418	15	30%
\$945 – \$1,181	12.5	25%
\$708 – \$944	10	20%
\$471 – \$707	7.5	15%

\$234 – \$470	5	10%
\$1 – \$233	2.5	5%
0	0	0%

## Paid Social Posts (Rounds 4-6)

### Impressions

Impressions Attained	Resulting Score	% of Maximum
585,000 – 1,000,000	50	100%
555,750 – 584,999	47.5	95%
526,500 – 555,749	45	90%
497,250 – 526,499	42.5	85%
468,000 – 497,249	40	80%
438,750 – 467,999	37.5	75%
409,500 – 438,749	35	70%
380,250 – 409,499	32.5	65%
351,000 – 380,249	30	60%
321,750 – 350,999	27.5	55%
292,500 – 321,749	25	50%
263,250 – 292,499	22.5	45%
234,000 – 263,249	20	40%
204,750 – 233,999	17.5	35%

175,500 – 204,749	15	30%
146,250 – 175,499	12.5	25%
117,000 – 146,249	10	20%
87,650 – 116,999	7.5	15%
58,500 – 87,649	5	10%
1 – 58,499	2.5	5%
0	0	0%

## Revenue

Revenue Attained	Resulting Score	% of Maximum
\$25,000 – \$27,000	50	100%
\$23,750 – \$24,999	47.5	95%
\$22,500 – \$23,749	45	90%
\$21,250 – \$22,499	42.5	85%
\$20,000 – \$21,249	40	80%
\$18,750 – \$19,999	37.5	75%
\$17,500 – \$18,749	35	70%
\$16,250 – \$17,499	32.5	65%
\$15,000 – \$16,249	30	60%
\$13,750 – \$14,999	27.5	55%
\$12,500 – \$13,749	25	50%
\$11,250 – \$12,499	22.5	45%
\$10,000 – \$11,249	20	40%

\$8,750 – \$9,999	17.5	35%
\$7,500 – \$8,749	15	30%
\$6,250 – \$7,499	12.5	25%
\$5,000 – \$6,249	10	20%
\$3,750 – \$4,999	7.5	15%
\$2,500 – \$3,749	5	10%
\$1 – \$2,499	2.5	5%
0	0	0%

## Influencers (Rounds 7-9)

### Impressions

Impressions Attained	Resulting Score	% of Maximum
1,050,000 – 1,500,000	50	100%
997,500 – 1,049,999	47.5	95%
945,000 – 997,499	45	90%
892,500 – 944,999	42.5	85%
840,000 – 892,499	40	80%
787,500 – 839,999	37.5	75%
735,000 – 787,499	35	70%
682,500 – 734,999	32.5	65%
630,000 – 682,499	30	60%
577,500 – 629,999	27.5	55%

525,000 – 577,499	25	50%
472,500 – 524,999	22.5	45%
420,000 – 472,499	20	40%
367,500 – 419,999	17.5	35%
315,000 – 367,499	15	30%
262,500 – 314,999	12.5	25%
210,000 – 262,499	10	20%
157,500 – 209,999	7.5	15%
105,000 – 157,499	5	10%
1 – 104,999	2.5	5%
0	0	0%

## Revenue

Revenue Attained	Resulting Score	% of Maximum
\$25,000 – \$27,000	50	100%
\$23,750 – \$24,999	47.5	95%
\$22,500 – \$23,749	45	90%
\$21,250 – \$22,499	42.5	85%
\$20,000 – \$21,249	40	80%
\$18,750 – \$19,999	37.5	75%
\$17,500 – \$18,749	35	70%
\$16,250 – \$17,499	32.5	65%
\$15,000 – \$16,249	30	60%

\$13,750 – \$14,999	27.5	55%
\$12,500 – \$13,749	25	50%
\$11,250 – \$12,499	22.5	45%
\$10,000 – \$11,249	20	40%
\$8,750 – \$9,999	17.5	35%
\$7,500 – \$8,749	15	30%
\$6,250 – \$7,499	12.5	25%
\$5,000 – \$6,249	10	20%
\$3,750 – \$4,999	7.5	15%
\$2,500 – \$3,749	5	10%
\$1 – \$2,499	2.5	5%
0	0	0%

## Social Media (Rounds 10-12)

### Impressions

Impressions Attained	Resulting Score	% of Maximum
1,000,000 – 1,500,000	50	100%
950,000 – 999,999	47.5	95%
900,000 – 949,999	45	90%
850,000 – 899,999	42.5	85%
800,000 – 849,999	40	80%
750,000 – 799,999	37.5	75%

700,000 – 749,999	35	70%
650,000 – 699,999	32.5	65%
600,000 – 649,999	30	60%
550,000 – 599,999	27.5	55%
500,000 – 549,999	25	50%
450,000 – 499,999	22.5	45%
400,000 – 449,999	20	40%
350,000 – 399,999	17.5	35%
300,000 – 349,999	15	30%
250,000 – 299,999	12.5	25%
200,000 – 249,999	10	20%
150,000 – 199,999	7.5	15%
100,000 – 149,999	5	10%
1 – 99,999	2.5	5%
0	0	0%

## Revenue

Revenue Attained	Resulting Score	% of Maximum
\$75,000 – \$150,000	50	100%
\$71,250 – \$74,999	47.5	95%
\$67,500 – \$71,249	45	90%
\$63,750 – \$67,499	42.5	85%
\$60,000 – \$63,749	40	80%

\$56,250 – \$59,999	37.5	75%
\$52,500 – \$56,249	35	70%
\$48,750 – \$52,499	32.5	65%
\$45,000 – \$48,749	30	60%
\$41,250 – \$44,999	27.5	55%
\$37,500 – \$41,249	25	50%
\$33,750 – \$37,499	22.5	45%
\$30,000 – \$33,749	20	40%
\$26,250 – \$29,999	17.5	35%
\$22,500 – \$26,249	15	30%
\$18,750 – \$22,499	12.5	25%
\$15,000 – \$18,749	10	20%
\$11,250 – \$14,999	7.5	15%
\$7,500 – \$11,249	5	10%
\$1 – \$7,499	2.5	5%
0	0	0%

# SECTION 6

## Evaluation

**Note:** Student performance data can be found and exported via the Student Results tab in the Instructor Portal.

### Scoring Values by Round

To enhance student learning and success, each round of the simulation is equally weighted. If a student performs poorly in one round, it will not inhibit him or her from successfully completing other rounds and potentially improving his or her overall score.

### Score Insight

In the instructor portal, the Score Insight feature is disabled by default. Enabling it allows students to view their grades based on the simulation scoring. Any adjustments to the minimum score will be reflected accordingly. If left disabled, students do not see the grade that instructors see in the portal.

Round 1 Organic Social Posts

Your Score **97%**



Well done on completing your first round of organic social posts. Please take a moment to review the Results page below to see how your campaign performed against the goals your boss set for you. Pay special attention to the Post Analytics table – on the left column, you'll find specific feedback for each post, marked with a speech bubble icon. These insights are key to understanding what worked and what didn't. Moving forward, be sure to check your Documents and review the data in them to gain a better understanding of your target audience, and carefully evaluate your content and budget choices to maximize effectiveness on your selected platform(s).

### Student Feedback

Students can view feedback on their social media posts in the left-hand navigation column under the "Review Results Data" section. This section displays the outcomes of the student's social media posts by detailing the goals from the previous round. There is also a "Post Analytics" breakdown for each social media platform from the previous round. Within "Post History," students can review key metrics, such as clicks, shares, reactions, comments, impressions, reach, conversions, and revenue for all posts created thus far.

Additionally, each post includes tailored feedback to guide improvement. Students can access this feedback by clicking the message icon with stars around it next to each post in the list of social

media posts at the bottom of the “Review Results Data” section. This feedback highlights areas for improvement, such as content quality, posting timing, and frequency, while also recognizing strengths of the post, such as effective audience targeting.

## Ranking

At the end of each round, students have an opportunity to see how their results compare with others’. Clicking the **Ranking** button at the top of the Results section displays a table showing how students compare to one another in terms of their social media marketing efforts. At the end of the Simternship, clicking the **All** button displays which student was most successful. Students will see where they rank, but they will not see the names of other students in the class, only their results. As an instructor, you have the ability via the Instructor Portal to display student names in the ranking or not. In the Instructor Portal, you can also see the ranking for all students for all completed rounds.

## Section 7

# Additional Resources

## Instructor Tips

- For student questions about round scenarios and assignments, point to the rounds' introductory videos and to the memos for each round, which are found in the inbox.
- The text below each round's introductory video lists the assignments students are to complete that round.
- Remind students to read all instructions. The Stukent support team is often able to solve many students' problems by directing students to read the instructions.
- Students are invited to call Stukent's customer support with questions regarding use of the simulation. Students may email [support@stukent.com](mailto:support@stukent.com) or call **(855) 788-5368**.
- To access the "Review Documents" section for each round, students should click the "Review Documents" tab in the navigation bar on the left side of the screen. This page contains essential information for completing the rounds successfully. Direct students to this section for each round.
- Use the resources from each round for in-class instructional content to help prepare students for the work that will be assigned in the corresponding round.

## Frequently Asked Questions

<b>Q: What is the ISBN for the Stukent Social Media Simternship?</b>	A: 978-0-9967900-7-9
<b>Q: How will the students know what to do?</b>	A: Each round of the Simternship has scenario videos that outline the goals and objectives students should achieve. We've also designed the UI of the Simternship to be extremely intuitive. If students get stuck, they can always access the instructions and help guides found in the navigation menu.
<b>Q: How do courseware and Simternships integrate with our school's LMS?</b>	A: Stukent courseware and Simternships integrate with many LMSs; however, some systems are not compatible. Please communicate with your customer success manager about integrating Stukent courseware and Simternships with your school's LMS.

<b>Q: How long does the Simternship take to play?</b>	<p><b>A:</b> We highly recommend allocating a minimum of 30 minutes to each round. However, to be highly successful in the simulation, each round can take up to 2 hours to complete. As the instructor, you have the ability to disable certain rounds, and that can impact the amount of time needed to complete the Simternship.</p>
<b>Q: How do I help my students improve their results?</b>	<p><b>A:</b> One of the most important learning objectives of the Social Media Simternship is teaching students the value of testing assumptions, analyzing the data, and making data-driven decisions. Students can greatly improve their results by looking at analytics from previous rounds and capitalizing on posts that have performed well in the past. Students can view analytics for all posts on the “Review Results Data” page found on the left navigation bar. A chart at the bottom of the page displays data for each individual post, and a message icon with stars allows them to read feedback for each post. Additionally, you may share with them the success tips from Section 5 in this guide.</p> <p>Teachers also have the ability to view students' round-by-round data. This information provides teachers with insights on student performance, and can be used to pinpoint areas of improvement.</p>

## Appendix A:

# Supplemental Analytics Questions

In previous versions of the Social Media Simternship, the following questions were used in the analytics rounds to help students reflect on their progress and performance throughout the simulation. The Social Media Simternship no longer contains rounds focused solely on examining analytics. However, the following questions can still be used as homework assignments or in class discussions to encourage students to delve deeper into the analytics they receive on their posts at the end of each round.

## Round 1

1. How many new followers (page likes) did you gain on Facebook?
2. How many impressions did you get on X (Twitter) this week (if any)?
3. How many total reactions and comments did your posts get on Facebook this week?
4. How many total shares did your posts get on Facebook this week?
5. How many conversions did you get in total?
6. What was your total revenue?
7. How many different metrics can you measure on each platform?
8. How would you go about comparing metrics from different platforms? (You might use a spreadsheet, a notepad, an analytics tool etc.) Explain why you chose the method that you chose.

## Round 2

1. Which metrics do you rank best for? Why do you rank best for these metrics?
2. Which metrics do you need to improve? Why are they underperforming?
3. Which metrics drive awareness? (Hint: look inside the box at the top of the analytics page, titled 'Awareness'.)
4. Which metrics drive engagement?
5. Which metrics drive revenue?
6. Where do you currently rank in your class? (Hint: Look under the 'Rankings' tab.) What do you plan on doing differently next round?
7. What differences do you notice when looking at your posts and how they performed on each platform? Compare impressions, engagements, clicks, Cost-per-click, shares, new followers, and conversions. Keep in mind that the budget you used to promote a post will have had an effect on these numbers, too.

## Round 3

1. Rank each platform by its effectiveness in driving engagement.
2. Which platforms performed well with your target audience? Why do you think these platforms performed well and the others did not?
3. Which platform(s) has the best overall organic reach?
4. Rank the platforms from best to worst for overall performance. Write a paragraph explaining your logic.
5. What type of content is the best for driving conversions?
6. What types of posts get the most engagement? (Example: video clips, pictures, infographics etc.)
7. What types of content are best for driving awareness?

## Round 4

1. What content performed the best? Do you see any correlations? Look at the type of content, platform, number of posts etc.
2. Do you see any correlations that might seem like cause-and-effect relationships even though they aren't? (For example, it may seem that a certain type of content drives more engagement when, in fact, this is because that content was used more often than other types of content.)
3. Did you change your content for holidays? What effect did that have on your analytics?
4. Did any content perform poorly? Why do you think it failed to get the results you were expecting?
5. What types of content did you use for this round? Why?
6. Which post had the highest ROI? What factors caused this? (Hint: Was it time of day? Type of post? Budget spent? Platforms utilized?) Do you see any patterns between this post and other successful posts?
7. Were there any posts that underperformed? Plan to post the same thing next round, but pick one variable that you will change to test for improvement. Explain why you chose this variable. (Hint: This could be the time you post, the platform you use etc.)

## Round 5

1. Why was the cost-per-click on some posts higher than others? (Hint: Do you think it was because of the platform you used? The image you chose?)
2. Did you post any videos on channels other than Youtube? Look at the revenue generated from those videos. Were the videos worth the cost? Would it have been better to spend your budget on other posts?
3. Did allocating more of your budget toward a post make it perform better for every post? Why do you think this happened?

4. Moving forward, how will you decide which posts to promote and which posts to allow to grow organically?
5. What factors should you consider when deciding to promote a post? (Example: Consider which platform you are posting on.)
6. How much revenue did you earn this round? What were the main posts that helped you achieve that? Why do you think these posts were so successful in driving revenue?
7. In your opinion, what are the most important metrics to follow? Why?

## Round 6

1. What time of day got the best results on Facebook? (All the questions for this round are based on the reports found in the documents. Click on the “Review Documents” tab in any round to access the reports.)
2. What day of the week was the best for X (Twitter)?
3. List the best day(s) of the week to post for each platform.
4. List the best time(s) of day to post for each platform.
5. Look back at the post that brought in the most revenue on Facebook this week. Which group was it targeted to? Why did it perform so well?
6. How does targeting the right people affect the performance of a post?
7. Do you think there are instances where it is better not to target a specific group? Why or why not?

## Round 7

1. Describe the difference between micro, macro, and mega influencers.
2. After reading the additional document on influencer marketing, what are some of the key benefits of introducing an influencer marketing program to Buhi Supply?
3. Describe the process you used to choose your influencer(s).
4. Do you think you selected the best influencer(s) and why?
5. What platform did your influencer(s) have the greatest impact on total impressions (awareness)?
6. What platform did your influencer(s) have the greatest impact on engagement?
7. What platform did your influencer(s) have the greatest impact on conversions?
8. What is the total revenue generated from the influencer campaign?
9. What was the return on investment (ROI) for using your influencer(s)?

## Round 8

1. How would you describe the effectiveness of the adjustments you made this round?
2. What adjustment made the biggest impact for you this round?

3. Which influencer type did you find to work best for Buhi Supply and why?
4. If you could only choose one influencer (influencer or group) to work with again, who would it be?
5. Which strategy type did you find to work best for Buhi Supply and why?
6. After analyzing your results, what adjustments do you plan on making to improve in the next round?

## Round 9

1. Analyze your results again. List some key findings from the data that you will use as you go back and plan your posts in the next round.
2. Going forward, what percent of your total marketing budget would you allocate towards traditional social media posts and Influencers?

## Round 10

1. Analyze your results. List some key findings from the data that you will use as you plan your posts in the next round.
2. What challenges did you face balancing your workload?
3. How can you optimize your strategy to get the most out of your time?

## Round 11

1. Analyze your results again. List some key findings from the data that you will use as you plan your posts for the final round.
2. How did referencing the Buhi Social Media Brand Guide and Influencer documents influence your decisions?
3. How can you optimize your budget allocation and workload to achieve a better balance?

## Round 12

1. Looking back on all your work, what do you think is the biggest key to success in the Simternship?
2. If you were to repeat the Simternship again, what would you do differently?
3. What is the most important thing you have learned from the Simternship about social media marketing?

Rounds 1-3

# Topic of Rounds

# Know your objectives

- ✓ With a \$1,500 budget, create organic posts that advertise Buhi products.

# Get ready for your tasks

- Check your Inbox and Chat Messages
- Review the Market Information
- Review your Documents
- Create your organic social posts

# Know these terms

impressions

engagement rate

reach

click-through rate

organic posts

post frequency

revenue

conversions

engagements

# How you'll be scored

**Scored on:** Impressions & Revenue Generated

## **Success Factors:**

- Alignment with target demographic
- Optimal posting time & day
- Original content (no duplicates)
- Correct spelling & grammar

# Strategy: Use your resources

- View Read Market Information to understand Buhi's current products, market, and budget.

### Get to Know Your Market

Buhi's primary market falls between the ages of 19 and 32. 90 percent of all Buhi customers fall into this age group. Below you will find a brief overview of Buhi's market segments, each one represented by personas created by the marketing department. Familiarize yourself with each of the personas and their demographics to help you more accurately create and push content to potential customers. Refer back to these personas frequently to make sure your content is targeting the right segment of the market.



 **Energetic Jill**

Percent of Market: 13%

Age: 18-27

Gender: Female

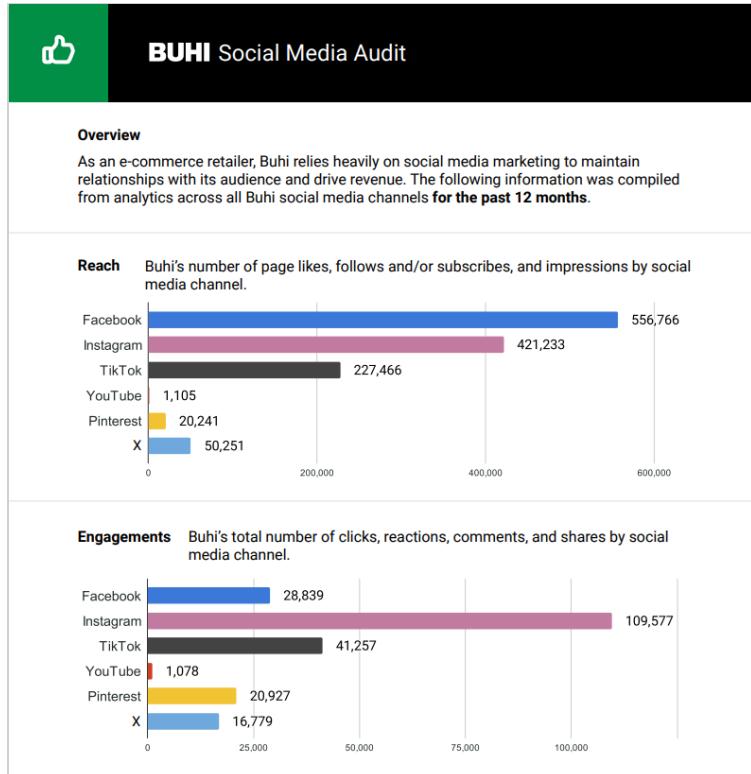
Income: \$20,000.00 - \$30,000.00

Jill is a snorty fitness enthusiast who spends her free time...

Select a persona to view details

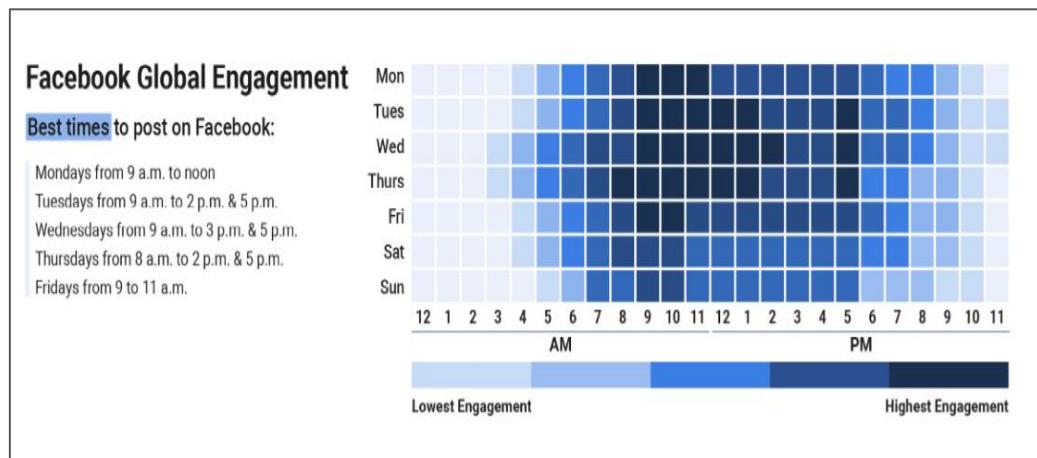
# Strategy: Use your resources (Cont'd)

- Analyze the Buhi Social Media Audit to determine which channels will be the best to focus your efforts on.
- Which channels have the highest reach, engagement, and conversions, for Buhi?



# Best Practices for Success: Post at Effective Days and Times

- Review the best days and times in the Buhi Social Media Audit.
- Day and time are the most important thing you can do to get your posts in front of your audiences (impressions).



# Best Practices For Success: Post frequency

- Avoid using the same or similar content on the same platform during the same week.
- Avoid duplicating content across multiple platforms without tailoring your content for each platform.

The screenshot shows a software interface for managing organic social posts. On the left, a sidebar lists tasks: Review Scenario, Check Inbox Messages, Check Chat Messages, Read Market Information, Review Documents, and Create Organic Social Post (which is highlighted). Below this is a 'Review and Submit Round' button. At the bottom of the sidebar, financial details are shown: Budget \$1,500.00, Spent \$70.00, and Balance \$1,430.00. The main area is titled 'Round 1 | Organic Social Posts'. It displays a message: 'You are not currently editing any content. To get started, click on a social media icon below, or edit an existing content from the table. Need help? Additional instructions are available in the video above.' Below this is a 'Create New Content' button with icons for Facebook, X, Instagram, Pinterest, YouTube, and LinkedIn. A red box labeled 'Don't do this!' with an arrow points to a table listing three posts. The table has columns for Platform (Facebook), Published (Monday 10/16 6:00 AM, Tuesday 10/17 6:00 AM, Wednesday 10/18 6:00 AM), Media (three images of a backpack), Text (Pack Light, Travel Bright ... No Product URL Selected), Content Type (Post), and Actions (Edit, Delete). The 'Published' column is sorted by date.

Platform	Published	Media	Text	Content Type	Actions
	Monday 10/16 6:00 AM		Pack Light, Travel Bright ... No Product URL Selected	Post	Edit   Delete
	Tuesday 10/17 6:00 AM		Pack Light, Travel Bright ... No Product URL Selected	Post	Edit   Delete
	Wednesday 10/18 6:00 AM		Pack Light, Travel Bright ... No Product URL Selected	Post	Edit   Delete

# Best practices for success: Post frequently (cont.)

- Posting the ideal number of posts throughout the week will lead to success.
- This data is found in the Buhi Social Media Brand Guide.

## Facebook

Page Likes	556,766
Age Group	18-50 years
Gender Ratio	56% Male 44% Female

### Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality Facebook posts **16-28 hours** apart, equating to roughly **6-10 posts per week**.

BUHI



# Best practices for success: Crafting Effective Content

- **Composition:**
  - Appropriate **content length** for platform and audience.
  - Correct **spelling** and **grammar**.
  - Avoid **profanity** for brand alignment.
- Review the **Final Checklist** in the *Buhi Social Media Brand Guide* for expert tips on crafting successful posts.

## Check before you post!

### Copy

- Check spelling
- Include a clear and strong CTA
- Use clear, concise, and engaging copy
- Use a tone that is conversational but not casual
- Use messages that are relevant to your audience
- Do not use more than five hashtags in post copy
- Capitalize each word in a hashtag, with no spaces

BUHI

# Best practices for success: Keywords and hashtags

- Use keywords to engage the target audience.
- Review your target audience's interests.
- Consider Best Practices for word usage and hashtags from the Buhi Social Media Brand Guide.

## Get to Know Your Market

Buhi's primary market falls between the ages of 19 and 32. 90 percent of all Buhi customers fall into this age group. Below you will find a brief overview of Buhi's market segments, each one represented by personas created by the marketing department. Familiarize yourself with each of the personas and their demographics to help you more accurately create and push content to potential customers. Refer back to these personas frequently to make sure your content is targeting the right segment of the market.



Energetic Jill

Percent of Market: 13%

Age: 18-27

Gender: Female

Income: \$20,000.00 - \$30,000.00

### Interests Summary:

Jill is a sporty fitness enthusiast who spends her free time teaching dance lessons or attending aerobics and yoga classes. She needs a good-looking tote or duffel to carry her gear in. She's excited to find a sporty bag that will look just as good as a carry-on as it will at the gym.

Use interests  
to generate  
keywords

# Strategy: Use your resources

- Select media that aligns with Buhi's target audience.
- Consider the media use recommendations found in the Buhi Social Media Brand Guide.

## Authenticity

Honest, real, scenario-based media adds to the realism of life with Buhi. The media you choose to use ought to be original, pertinent, and based on actual events. We advise to use a narrative-driven approach and a conversational tone. Steer clear of any media cliches in favor of unique perspectives.

## Human

Buhi provides affordable bags that appeal to anyone of the world, and our media should reflect this. Whether we're showing intimate moments or every day life, the media we use should be personal and relatable.



Rounds 4-6

# Paid Posts

# Know your objectives

- ✓ Understand and apply social media advertising objectives
- ✓ Apply budgeting skills for social media campaigns
- ✓ Analyze and apply insights from analytics and reports
- ✓ Engage with coworker and customer comments professionally

# Get ready for your tasks

- Create Paid Posts to promote Buhi's products and increase awareness of the brand.
- You will be given \$5,000 for this week to create three different campaign objectives to meet metric targets.

# Know these terms

Paid Media

Social Media Advertising

Social Media Content Strategy

# How you'll be scored

You will be evaluated based on the **impressions** and **revenue** generated by your posts.

**High-performing posts** typically:

- Align closely with the **target demographic**
- Have **correct spelling and grammar**
- **Avoid duplicate content** from previous posts

Focus on creating clear, original, and relevant content to maximize impact!

# Best practices for success: Know your market

- Review the target audiences in the Market section of Read Market Information.
- Identify audiences best suited for Buhi's products.
- Tailor content and product selections to effectively engage each audience.

## Get to Know Your Market

Buhi's primary market falls between the ages of 19 and 32. 90 percent of all Buhi customers fall into this age group. Below you will find a brief overview of Buhi's market segments, each one represented by personas created by the marketing department. Familiarize yourself with each of the personas and their demographics to help you more accurately create and push content to potential customers. Refer back to these personas frequently to make sure your content is targeting the right segment of the market.



Energetic Jill



Percent of Market: 13%

Age: 18-27

Gender: Female

Income: \$40,000.00 - \$50,000.00

Interests Summary: Jill is a sporty fitness enthusiast who spends her free time teaching dance lessons or attending aerobics and yoga classes. She needs a good-looking tote or duffel to carry her gear in. She's excited to find a sporty bag that will look just as good as a carry-on as it will at the gym.

# Best practices for success: Use your resources

- Review Buhi's current following on Social platforms in the *Buhi Social Media Audit*.
- Analyze the *Reynolds Research Report*.
- Review the *Buhi Social Media Brand Guide*.

**Review Documents**

The following documents contain information that will help you make marketing decisions. Click on the document to view it.

Your documents are always available here so you can return and review them at any time.



Reynold's Research Report: Social Media Marketing Trends



Buhi Social Media Audit



Buhi Social Media Brand Guide



1



2



3

 Edit configuration  Force Submission  Reading Assist

# Best practices for success: Check your content

- **Composition:** Ensure a clear, engaging structure.
- **Word Length:** Keep copy concise and platform-appropriate.
- **Spelling & Grammar:** Proofread carefully—no errors.
- **Profanity:** Maintain a professional, brand-safe tone.
- **Brand Alignment:** Consult the **Buhi Social Media Brand Guide** checklist for success tips.

## Check before you post!

### Copy

- Check spelling
- Include a clear and strong CTA
- Use clear, concise, and engaging copy
- Use a tone that is conversational but not casual
- Use messages that are relevant to your audience
- Do not use more than five hashtags in post copy
- Capitalize each word in a hashtag, with no spaces

BUHI

# Best practices for success: Use effective media

- **Select media** that aligns with your **goals** and **target audience**
- Eye-catching visuals help **attract attention** and **boost engagement**
- **Tip:** Follow the **Buhi Social Media Brand Guide** for recommended styles and formats

## Authenticity

Honest, real, scenario-based media adds to the realism of life with Buhi. The media you choose to use ought to be original, pertinent, and based on actual events. We advise to use a narrative-driven approach and a conversational tone. Steer clear of any media cliches in favor of unique perspectives.

BUHI

## Human

Buhi provides affordable bags that appeal to anyone of the world, and our media should reflect this. Whether we're showing intimate moments or every day life, the media we use should be personal and relatable.

# How Students Can Succeed with Their Paid Posts

When students create paid posts in the simulation, three main factors determine how successful their post will be:

1. Who they target (Demographics)
2. What they create (Post Content)
3. Where they post (Channel Selection)

A fourth, less critical but still valuable factor is:

4. Which campaign objective do they choose

Let's break these down.

---

## 1. Demographics: Reaching the Right Audience

The **demographic selection** determines **who sees the post**.

When students choose an image and write a caption, the platform analyzes both elements to infer the intended audience. It then compares that inferred audience to the demographic details students enter for that post (such as age, gender, and interests).

**Audience \***

[Create an audience](#)

**Gender \***  
 Male  Female  All

**Age \***  
- 18 + - 65+ +

**Interests \***  
+ Add Interest

**Location \***  
United States

Save This Audience?

Select Audience

If the post content aligns with the selected demographic, the post is far more likely to succeed.

If not, it will underperform or fail because it's being shown to people who aren't interested or can't relate.

### Example:

A student creates a post showing a man camping, with a caption about exploring the outdoors. This post would appeal to an audience like **Daypacker Tom**.

- If the student targets "**24–31-year-old males who enjoy camping and the outdoors,**" the post will perform well.
- But if they target "**45-year-olds who enjoy city life,**" the post won't align with the audience suggested by the image and caption. Because that audience is unlikely to relate to the message or image, and the post's performance will drop significantly.

**To succeed**, students must ensure their **selected demographic matches the audience** their post is designed to appeal to.

Encourage students to review their **market data** and **persona profiles** before creating their audience to ensure alignment.



 **Daypacker Tom**

Percent of Market:	30%
Age:	24-31
Gender:	Male
Income:	\$25,000 - \$35,000
Interests Summary:	Tom is looking for a multipurpose backpack for his next trip. An avid hunter, camper, and hiker, Tom needs a backpack that can carry his work essentials as easily as his camping gear. This bag should help him feel prepared, qualified, and pumped for his next wild excursion. Products that align best with Tom are the <b>OG Backpack</b> , the <b>American Dream Backpack</b> , and the <b>Tactics Backpack</b> .

---

## 2. Post Content: Engaging and Relevant Messaging

Once the platform knows *who* the post is being shown to, success depends on *how well* the content connects with that audience.

#### **Strong post content includes:**

- An **image** that grabs the attention of the targeted audience
- A **caption** that uses the right words to connect with the targeted audience.
- A relevant **product link** to a product that their audience needs
- A compelling **call to action (CTA)** like “Shop Now” or “Learn More”

Even with the right audience targeting, the post still needs **strong, relevant content** to perform well.

---

### **3. Channel Selection: Meeting Your Audience Where They Are**

The **channel** a student chooses can also impact how well their post performs.

Each channel attracts a different type of audience, and success depends on whether the **chosen channel aligns with where the student's target audience spends time**.

If the student's post is shown in a channel their audience doesn't typically use, performance will drop no matter how strong the content or targeting is.

Using the “**Buhi Social Media Audit**”, students should review which channel aligns best with their target persona before making a selection.

Selecting the channel that best matches the audience's media habits helps ensure the post reaches the right people.

---

### **4. Campaign Objective: Choosing What You Want to Achieve**

While not as critical as audience, content, or channel, the **campaign objective** can still affect performance metrics.

Selecting the right objective helps the platform optimize delivery, whether the student wants **more impressions, clicks, or conversions**.

#### **Example:**

If the goal is to **build awareness**, an “Impressions” objective works best.

If the goal is **sales or engagement**, a “Conversions” or “Traffic” objective may yield better results.

Encourage students to **think strategically** about what success means for their post. The right objective can enhance performance, but even the perfect setting won't save a post with misaligned content, demographics, or channel choice.

---

### Instructor Tip

Encourage students to think like marketers:

- Who am I trying to reach?
- Where is my audience active?
- Does my image, caption, and demographic all align?
- Did I choose an objective that supports my goal?

The best-performing posts are those where **message, audience, channel, and content all work together seamlessly**.

Rounds 7-9

# Social Media Influencers

# Know your objectives

- ✓ **Evaluate** potential influencers for the Buhi OG Backpack campaign by analyzing their alignment with Buhi's brand values, as outlined in the Buhi Social Media Brand Guide.
- ✓ **Develop** a campaign brief for the Buhi OG Backpack influencer marketing effort, integrating two clear objectives, a defined target audience, and Cost-Per-Engagement (CPE) metrics.

# Get ready for your tasks

- Review analytics and historical data from last week's posts in the View Results Data dashboard and any other of your documents, including the Influencer Guide.
- Select, strategize, and schedule influencers that can help promote **Buhi's OG Backpack** to the aligned audience.
- Respond to questions in your Chat.
- Allocate budget.

# Know these terms

**Niche:** a specialized segment of the market for a particular kind of product or service

**Affiliate Marketing:** a marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals

**Authenticity Score:** evaluates the genuineness of a social media presence, based on organic engagement and real interactions.

**Audience Quality Score:** a metric assessing the authenticity of an influencer's followers, measuring real, active users vs. bots. Higher scores indicate a genuine audience.

**Social Performance Efficiency:** a measure of how effectively social media content drives engagement and conversions relative to reach and cost.

# How you'll be scored

- **Maximize Impact:** Choose an influencer and campaign brief strategy that aligns with your target demographic.
- **Scoring Criteria:** Evaluated based on generated impressions and revenue.

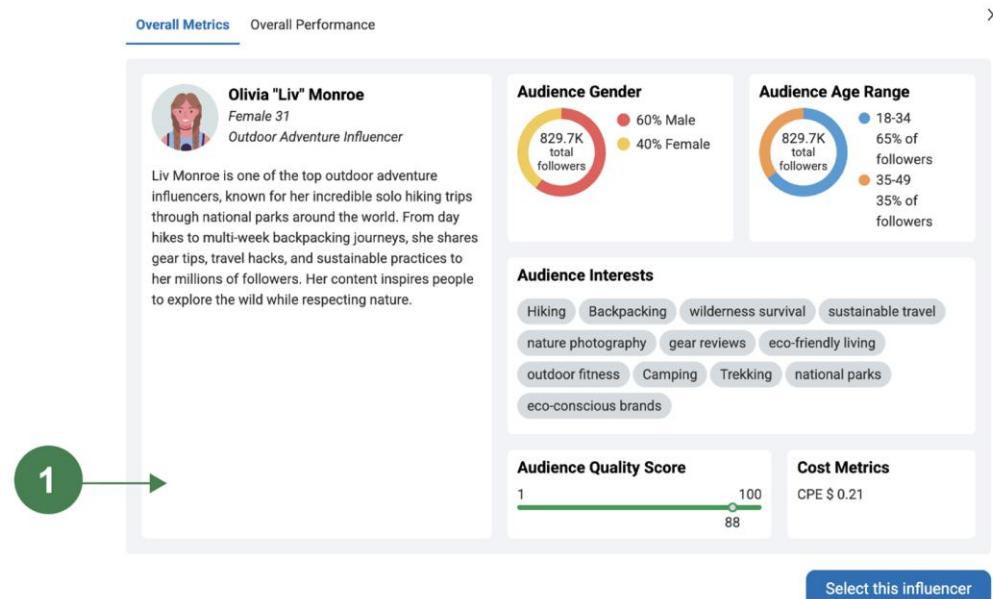
# Strategy: Use your resources

- Review the **Influencer Guide** found in Review Documents.
- Align strategies for target audience and product using the **Buhi Social Media Brand Guide**.

The screenshot shows a software interface for managing influencer marketing. On the left, a sidebar titled "Round 7 | Social Media Influencers" lists several options: "Review Results Data", "Review Scenario", "Check Inbox Messages", "Check Chat Messages" (with 4 unread messages), "Read Market Information", "Review Documents" (which is highlighted with a green border and has a green circle with the number 1 pointing to it), "Schedule Influencers", and "Review and Submit Round". Below this, financial information is displayed: Budget \$10,000.00, Spent \$0.00, and Balance \$10,000.00. At the bottom of the sidebar are "Back" and "Next" buttons. On the right, a section titled "Review Documents" contains a heading "Review Documents" and a sub-section "Review Scenario". It states: "The following documents contain information that will help you make marketing decisions. Click on the document to view it. Your documents are always available here so you can return and review them at any time." Below this, there are four document thumbnails: "Reynold's Research Report: Social Media Marketing Trends", "Buhi Social Media Audit", "Buhi Social Media Brand Guide" (which is highlighted with a green border and has a green circle with the number 2 pointing to it), and "Influencer Guide". At the top right of the main area are three buttons: "Edit configuration", "Force Submission", and "Reading Assist".

# Best practices for success: Influencers

- Review the individual influencers.
- Choose influencers that align with the Buhi brand and fit the target audience for the OG Backpack.



# Best practices for success: Campaign Brief

- Focus on the ideal audience for **Buhi's OG Backpack** when developing your campaign brief.
- Communicate to the influencer:
  - Buhi's brand voice.
  - Campaign attributes and objectives.

Round 7 | Social Media Influencers

- Review Results Data
- Review Scenario
- Check Inbox Messages
- Check Chat Messages 4 Unread
- Read Market Information
- Review Documents
- Schedule Influencers
- Review and Submit Round

Budget \$10,000.00  
Spent \$0.00  
Balance \$10,000.00

3 Select an appropriate social media strategy and pricing package to promote your content.

4 Build a campaign brief

Once you've selected an influencer, you will need to build a campaign brief. Using the resources in step one, analyze the data to see which campaigns would best fit Buhi's brand and align with your goals.

Influencer walkthrough video

Influencers > Influencer search > Influencer packages > Campaign brief

BUHI

Campaign Objective

+ Add Content

Target Audiences

+ Add Content

Brand Voice Attributes

Rounds 10-12

# Organic Posts, Paid Posts, and Influencers

# Know your objectives

- ✓ Allocate the social media budget wisely across organic posts, paid social posts, and influencer marketing.
- ✓ Analyze previous post performance and relevant documents (e.g., Buhi Social Media Brand Guide, Influencer Guide) to inform the creation of organic and paid posts and the selection of influencers.
- ✓ Create a campaign brief for influencers that promote **Buhi's OG Backpack**, ensuring alignment with Buhi's Social Media Brand Guide.
- ✓ Respond to questions and comments in the chat to foster community engagement while balancing tasks (content creation, influencer scheduling, and analytics review) to meet campaign goals efficiently.

# Get ready for your tasks

- Review analytics and historical data from last week's posts found in the Results dashboard along with any other of your documents.
- Create organic posts that promote Buhi products.
- Create paid social posts that increase awareness, encourage engagements, and drive conversions for Buhi products.
- Select and schedule influencers that can help promote Buhi's OG Backpack to the aligned audience.
- Respond to questions in your Chat.

# Know these terms

Impressions

Niche

Conversions

Affiliate Marketing

Organic Posts

Revenue

Paid Media

Social Media Advertising

Social Media Content Strategy

# How you'll be scored

## Organic Posts:

- Scored on impressions & revenue.
- Aligns with target demographic, correct spelling, unique content, optimal posting time/day.

## Paid Posts:

- Scored on impressions & revenue.
- Aligns with target demographic, correct spelling, unique content.

# How you'll be scored

## Influencer Posts:

- Scored on impressions and revenue generated.
- **Maximize Impact:** Select an influencer and content strategy aligned with your target demographic.

# Strategy: Use your resources

- Review the Buhi Social Media Audit.
- Analyze the Reynolds Research Report.
- Review the Buhi Social Media Brand Guide.
- Review the Influencer Guide.

The screenshot shows a digital interface for managing social media strategy. On the left, a sidebar lists various tasks:

- Review Results Data
- Review Scenario
- Check inbox Messages 1 Unread
- Check Chat Messages 3 Unread
- Read Market Information
- Review Documents** (highlighted with a green circle containing the number 1)
- Create Organic Social Post
- Create Paid Social Post
- Schedule Influencers
- Review and Submit Round

A green arrow points from the number 1 in the sidebar to the "Review Documents" section. To the right, there is a "Review Documents" section with the following content:

**Review Documents**

The following documents contain information that will help you make marketing decisions. Click on the document to view it.

Your documents are always available here so you can return and review them at any time.

Four document thumbnails are shown:

- Reynold's Research Report: Social Media Marketing Trends
- Buhi Social Media Audit
- Buhi Social Media Brand Guide
- Influencer Guide

At the top right of the interface, there are three small icons: "Edit configuration", "Force Submission", and "Reading Assist".

# Best practices: Analyze previous rounds

- Review your work from Rounds 1-9 as you will now be creating Organic Posts, Paid Posts, and Scheduling Influencers.

1 →

Round 10 | Social Media ▾

Introduction  
Round 1: Organic Social Posts  
Round 2: Organic Social Posts  
Round 3: Organic Social Posts  
Round 4: Paid Social Posts  
Round 5: Paid Social Posts  
Round 6: Paid Social Posts  
Round 7: Social Media Influencers  
Round 8: Social Media Influencers  
Round 9: Social Media Influencers  
**Round 10: Social Media**  
Round 11: Social Media  
Round 12: Social Media  
Congratulations

 Schedule Influencers

 Review and Submit Round

## SCORING GUIDE

# Stukent Social Media Simternship



The following scoring details are compiled from the Social Media Simternship Instructor Guide, which you can review for a comprehensive guide to the simulation. Refer to this scoring guide to understand your students' performance and assist them in improving their performance throughout the simulation.

Below are the main learning objectives for students who complete the Stukent Social Media Simternship.

## Learning Objectives

- Measure key performance indicators for tracking social media marketing success
- Create compelling ads for earned, owned, and paid social media marketing
- Perform demographic targeting to increase engagement and drive conversions
- Utilize content variation and test different promotional strategies
- Conduct data analysis to optimize performance across multiple social media channels
- Test social media content and promotions to increase engagement and drive conversions
- Negotiate with influencers to schedule social media marketing strategies that encourage brand promotion
- Maximize the benefits of both promoted and organic posting
- Manage an advertising budget
- Practice social listening and engaging with consumers

## Scoring Overview

While this document details the scoring components of various interactions in the Simternship, the ideal selections, ranges, and options for each interaction are highlighted in blue.

The following tables throughout this Scoring Guide include a “**Min**” and a “**Max**” score.” “**Min**” and “**Max**” are shorthand for the minimum and maximum scores attributed to the post’s time selection. This score is a range because there is an element of randomization to mimic reality.

## Round Goals

Each round has state goal targets for impressions and revenue necessary to achieve 100% of the rounds allotted points. In all rounds there are multiple paths to achieving these goals through the balance of budget utilization and post creation.

### Goals

#### Impressions Goal ⓘ

Organic Social Posts

Achieve or exceed this number of Impressions to fully complete this goal.

**64,000**

#### Revenue Goal ⓘ

Organic Social Posts

Achieve or exceed this number of Revenue to fully complete this goal.

**\$4,500**

## Primary Interactions

These are the primary interactions in the Simternship and you can travel to a detailed description of the scoring mechanisms behind them by clicking the links below.

[Create Organic Social Post](#)

[Create Paid Social Post](#)

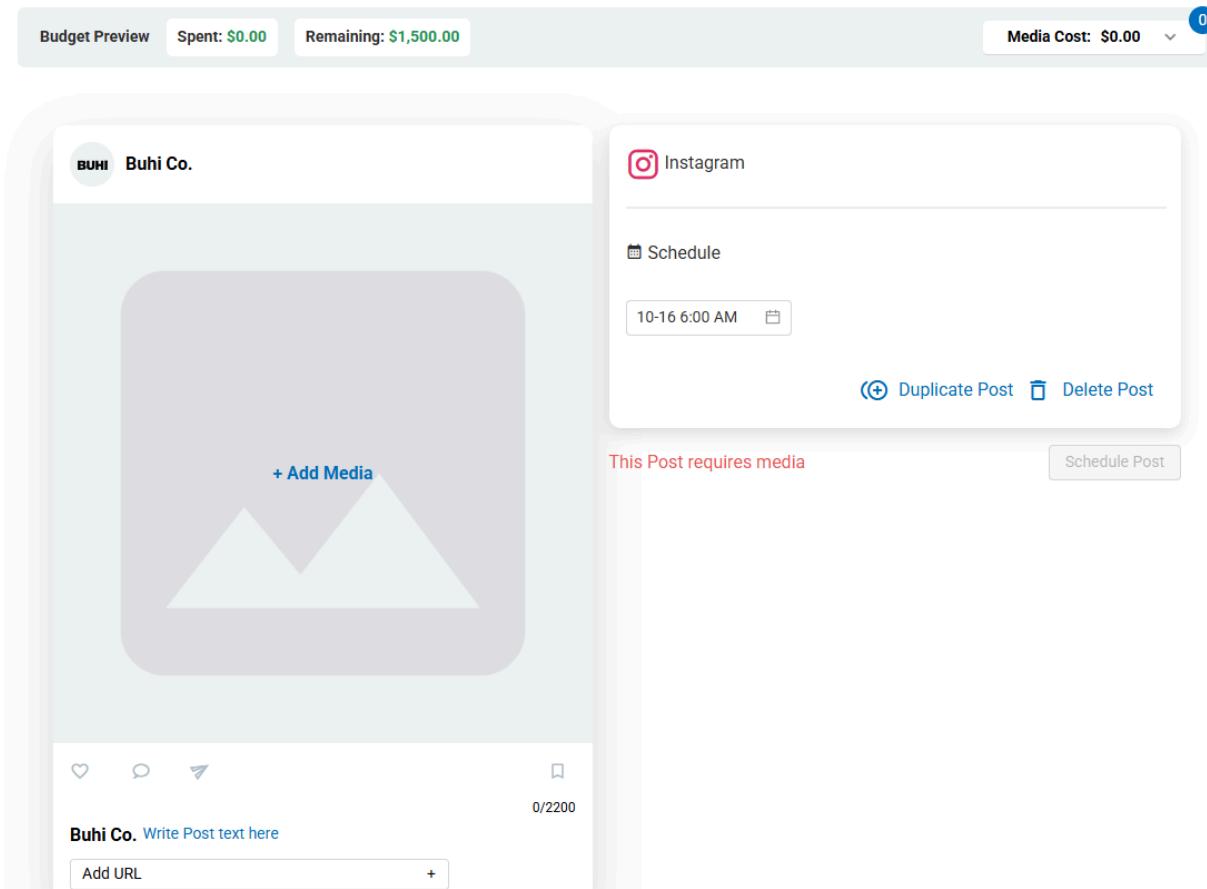
[Influencer Planner](#)

## Round 1: Organic Social Posts

### CREATE ORGANIC SOCIAL POSTS

This interaction aims to teach students to pay attention to certain factors involved in social media marketing. There are many metrics that are combined to form a total score.

The screenshot shows a user interface for managing social media content. At the top right, there is a "Media Cost: \$0.00" indicator with a small blue circle containing the number "0". Below this, a message states "You are not currently editing any content." followed by instructions: "To get started, click on a social media icon below, or edit an existing content from the table. Need help? Additional instructions are available in the video above." A "Create New Content:" button is located at the top center, accompanied by icons for Facebook, X (Twitter), Instagram, Pinterest, YouTube, and TikTok. Below this is a search bar labeled "Search Content". A table header row includes columns for "Platform", "Published", "Media", "Text", "Content Type", and "Actions". Under the "Text" column, there is a placeholder icon of an envelope and the text "No Data".



The students' impressions and revenue are the means by which they are scored in this interaction. These metrics are derived based on their Post Quality score and their platform and time posting selection.

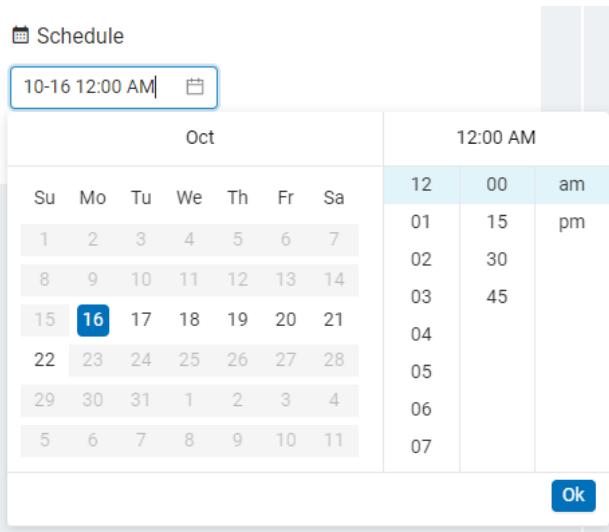
## Post Quality Score Breakdown

The definitions for how the Post Quality Score is derived is below. Each section of the Post Quality score has multipliers to the generation of impressions and revenue. More detailed descriptions for each scoring subset are detailed in the rest of the document below.

1. **Time Score:**
  - This score is based on the time selected for the created content to be posted on. Each time has an associated score for each platform listed in their metrics below.
2. **Content Score:**
  - This score is derived from the score assigned to spelling and keyword matching.
3. **Media Score:**
  - This score is derived from the media selection picked for the posts.
4. **Keyword Score:**
  - This score is derived from the keyword matching with the keywords set for each image and post.
5. **Duplicate Content Score:**
  - This score is derived from any duplicate content. It is a penalty that reduces the score for every duplicate content within the same platform.
6. **Product URL Linking:**
  - This score is derived from selecting the product url link for their post creation that best aligns with their target demographic.

## Time Score

The student is given resources to guide the most effective platform selection for their social post (*Reynold's Research Report: Social Media Marketing Trends and Buhi Social Media Audit*). The metrics provided below are to help the instructor understand the scoring for each platform and their associated scores for posting times. Each platform also has its own associated optimal word and text length which will be factored into the Post Quality Score.



<i>Channel</i>	<i>Optimal post day and time</i>
<b>Facebook</b>	<b>Mondays</b> from 9 a.m. to noon <b>Tuesdays</b> from 9 a.m. to 2 p.m. & 5 p.m. <b>Wednesdays</b> from 9 a.m. to 3 p.m. & 5 p.m. <b>Thursdays</b> from 8 a.m. to 2 p.m. & 5 p.m. <b>Fridays</b> from 9 to 11 a.m.
<b>Instagram</b>	<b>Mondays</b> from 11 a.m. to 2 p.m. <b>Tuesdays</b> from 10 a.m. to 4 p.m. <b>Wednesdays</b> from 9 a.m. to 4 p.m. <b>Thursdays</b> from 9 a.m. to 1 & 2 p.m. <b>Fridays</b> at 11 a.m.
<b>TikTok</b>	<b>Tuesdays</b> from 4 to 6 p.m. <b>Wednesdays</b> from 9 to 11 a.m., noon, & 2 to 6 p.m. <b>Thursday</b> from 9 to 11 a.m. & 2 to 6 p.m. <b>Fridays</b> from 4 to 6 p.m.
<b>YouTube</b>	<b>Weekdays</b> 12 p.m. to 4 p.m. <b>Weekends</b> from 9 a.m. to 12 p.m.
<b>Pinterest</b>	<b>Tuesdays through Fridays</b> at 1 a.m. <b>Thursdays</b> at 3 a.m.
<b>X</b>	<b>Mondays</b> from 11 a.m. to 2 p.m. <b>Tuesdays</b> from 10 a.m. to 4 p.m. <b>Wednesdays</b> from 9 a.m. to 4 p.m. <b>Thursdays</b> from 9 a.m. to 1 & 2 p.m. <b>Fridays</b> at 11 a.m.

**Facebook**

- **Optimal Word Length:** 4.5+
- **Optimal Character Range:** 40-50
- **Optimal Times:**

Monday:

- 12:00 AM - 3:45 AM: 0.1
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.4
- 6:00 AM - 6:45 AM: 0.6
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 8:45 AM: 0.9
- 9:00 AM - 11:45 AM: 1.0
- 12:00 PM - 5:45 PM: 0.9
- 6:00 PM - 6:45 PM: 0.7
- 7:00 PM - 8:45 PM: 0.6
- 9:00 PM - 9:45 PM: 0.4
- 10:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.1

Tuesday:

- 12:00 AM - 3:45 AM: 0.1
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.4
- 6:00 AM - 6:45 AM: 0.6
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 8:45 AM: 0.9
- 9:00 AM - 2:45 PM: 1.0
- 3:00 PM - 4:45 PM: 0.9
- 5:00 PM - 5:45 PM: 1.0
- 6:00 PM - 7:45 PM: 0.7
- 8:00 PM - 8:45 PM: 0.6
- 9:00 PM - 9:45 PM: 0.4
- 10:00 PM - 11:45 PM: 0.3

Wednesday:

- 12:00 AM - 2:45 AM: 0.1
- 3:00 AM - 3:45 AM: 0.3
- 4:00 AM - 4:45 AM: 0.4
- 5:00 AM - 5:45 AM: 0.6
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 8:45 AM: 0.9
- 9:00 AM - 2:45 PM: 1.0
- 3:00 PM - 4:45 PM: 0.9
- 5:00 PM - 5:45 PM: 1.0
- 6:00 PM - 7:45 PM: 0.7
- 8:00 PM - 8:45 PM: 0.6
- 9:00 PM - 9:45 PM: 0.4

**Instagram**

- **Optimal Word Length:** 4.5+
- **Optimal Character Range:** 40-125
- **Optimal Times:**

Monday:

- 12:00 AM - 1:45 AM: 0.2
- 2:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 9:45 AM: 0.8
- 10:00 AM - 2:45 PM: 1.0
- 3:00 PM - 6:45 PM: 0.8
- 7:00 PM - 7:45 PM: 0.7
- 8:00 PM - 8:45 PM: 0.5
- 9:00 PM - 9:45 PM: 0.7
- 10:00 PM - 10:45 PM: 0.5
- 11:00 PM - 11:45 PM: 0.3

Tuesday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 0.3
- 2:00 AM - 4:45 AM: 0.5
- 5:00 AM - 5:45 AM: 0.7
- 6:00 AM - 8:45 AM: 0.8
- 9:00 AM - 4:45 PM: 1.0
- 5:00 PM - 7:45 PM: 0.8
- 8:00 PM - 8:45 PM: 0.7
- 9:00 PM - 9:45 PM: 0.8
- 10:00 PM - 10:45 PM: 0.7
- 11:00 PM - 11:45 PM: 0.5

Wednesday:

- 12:00 AM - 1:45 AM: 0.3
- 2:00 AM - 3:45 AM: 0.5
- 4:00 AM - 4:45 AM: 0.7
- 5:00 AM - 8:45 AM: 0.8
- 9:00 AM - 4:45 PM: 1.0
- 5:00 PM - 7:45 PM: 0.8
- 8:00 PM - 8:45 PM: 0.7
- 9:00 PM - 9:45 PM: 1.0
- 10:00 PM - 10:45 PM: 0.7
- 11:00 PM - 11:45 PM: 0.5

Thursday:

- 12:00 AM - 1:45 AM: 0.3
- 2:00 AM - 3:45 AM: 0.5
- 4:00 AM - 4:45 AM: 0.7
- 5:00 AM - 8:45 AM: 0.8

- 10:00 PM - 11:45 PM: 0.3

Thursday:

- 12:00 AM - 2:45 AM: 0.1
- 3:00 AM - 3:45 AM: 0.3
- 4:00 AM - 4:45 AM: 0.4
- 5:00 AM - 5:45 AM: 0.6
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 7:45 AM: 0.9
- 8:00 AM - 2:45 PM: 1.0
- 3:00 PM - 4:45 PM: 0.9
- 5:00 PM - 5:45 PM: 1.0
- 6:00 PM - 7:45 PM: 0.6
- 8:00 PM - 9:45 PM: 0.4
- 10:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.1
- 

Friday:

- 12:00 AM - 3:45 AM: 0.1
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.4
- 6:00 AM - 6:45 AM: 0.6
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 8:45 AM: 0.9
- 9:00 AM - 11:45 AM: 1.0
- 12:00 PM - 5:45 PM: 0.9
- 6:00 PM - 6:45 PM: 0.7
- 7:00 PM - 7:45 PM: 0.6
- 8:00 PM - 9:45 PM: 0.4
- 10:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.1

Saturday:

- 12:00 AM - 3:45 AM: 0.1
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.4
- 6:00 AM - 6:45 AM: 0.6
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 10:45 AM: 0.9
- 11:00 AM - 5:45 PM: 0.7
- 6:00 PM - 7:45 PM: 0.6
- 8:00 PM - 9:45 PM: 0.4
- 10:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.1

Sunday:

- 12:00 AM - 4:45 AM: 0.1
- 5:00 AM - 5:45 AM: 0.3
- 6:00 AM - 6:45 AM: 0.4
- 7:00 AM - 8:45 AM: 0.7

- 9:00 AM - 1:45 PM: 1.0
- 2:00 PM - 2:45 PM: 0.8
- 3:00 PM - 3:45 PM: 1.0
- 4:00 PM - 5:45 PM: 0.8
- 6:00 PM - 7:45 PM: 0.7
- 8:00 PM - 8:45 PM: 0.5
- 9:00 PM - 9:45 PM: 0.8
- 10:00 PM - 10:45 PM: 0.5
- 11:00 PM - 11:45 PM: 0.3

Friday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 0.3
- 2:00 AM - 4:45 AM: 0.5
- 5:00 AM - 5:45 AM: 0.7
- 6:00 AM - 10:45 AM: 0.8
- 11:00 AM - 11:45 AM: 1.0
- 12:00 PM - 1:45 PM: 0.8
- 2:00 PM - 2:45 PM: 0.2
- 3:00 PM - 4:45 PM: 0.8
- 5:00 PM - 6:45 PM: 0.7
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 8:45 PM: 0.3
- 9:00 PM - 9:45 PM: 0.5
- 10:00 PM - 11:45 PM: 0.3

Saturday:

- 12:00 AM - 1:45 AM: 0.2
- 2:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 11:45 AM: 0.8
- 12:00 PM - 1:45 PM: 0.7
- 2:00 PM - 2:45 PM: 0.2
- 3:00 PM - 5:45 PM: 0.7
- 6:00 PM - 7:45 PM: 0.5
- 8:00 PM - 8:45 PM: 0.3
- 9:00 PM - 9:45 PM: 0.5
- 10:00 PM - 11:45 PM: 0.3

Sunday:

- 12:00 AM - 3:45 AM: 0.2
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 7:45 AM: 0.7
- 8:00 AM - 10:45 AM: 0.8
- 11:00 AM - 1:45 PM: 0.7
- 2:00 PM - 2:45 PM: 0.2
- 3:00 PM - 3:45 PM: 0.7
- 4:00 PM - 7:45 PM: 0.5

- 9:00 AM - 10:45 AM: 0.9
- 11:00 AM - 5:45 PM: 0.7
- 6:00 PM - 8:45 PM: 0.4
- 9:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.1

- 8:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.2

X

- **Optimal Word Length:** 4.5+
- **Optimal Character Range:** 40-100
- **Optimal Days of the Week (Time Score)**

Monday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 6:45 AM: 0.3
- 7:00 AM - 7:45 AM: 0.5
- 8:00 AM - 8:45 AM: 0.7
- 9:00 AM - 10:45 AM: 0.8
- 11:00 AM - 2:45 PM: 1.0
- 3:00 PM - 6:45 PM: 0.8
- 7:00 PM - 8:45 PM: 0.7
- 9:00 PM - 9:45 PM: 0.5
- 10:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.2

Tuesday:

- 12:00 AM - 3:45 AM: 0.2
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 6:45 AM: 0.5
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 9:45 AM: 0.8
- 10:00 AM - 4:45 PM: 1.0
- 5:00 PM - 8:45 PM: 0.8
- 9:00 PM - 9:45 PM: 0.7
- 10:00 PM - 10:45 PM: 0.5
- 11:00 PM - 11:45 PM: 0.3

Wednesday:

- 12:00 AM - 2:45 AM: 0.2
- 3:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 8:45 AM: 0.8
- 9:00 AM - 4:45 PM: 1.0
- 5:00 PM - 7:45 PM: 0.8
- 8:00 PM - 8:45 PM: 1.0

**YouTube**

- **Optimal Word Length:** 4.5+
- **Optimal Character Count:** 40-125
- **Optimal Times:**

Monday:

- 12:00 AM - 5:45 AM: 0.2
- 6:00 AM - 7:45 AM: 0.4
- 8:00 AM - 10:45 AM: 0.6
- 11:00 AM - 11:45 AM: 0.8
- 12:00 PM - 4:45 PM: 1.0
- 5:00 PM - 5:45 PM: 0.8
- 6:00 PM - 6:45 PM: 0.6
- 7:00 PM - 7:45 PM: 0.4
- 8:00 PM - 11:45 PM: 0.2

Tuesday:

- 12:00 AM - 5:45 AM: 0.2
- 6:00 AM - 7:45 AM: 0.4
- 8:00 AM - 10:45 AM: 0.6
- 11:00 AM - 11:45 AM: 0.8
- 12:00 PM - 4:45 PM: 1.0
- 5:00 PM - 5:45 PM: 0.8
- 6:00 PM - 6:45 PM: 0.6
- 7:00 PM - 8:45 PM: 0.4
- 9:00 PM - 11:45 PM: 0.2

Wednesday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 6:45 AM: 0.4
- 7:00 AM - 10:45 AM: 0.6
- 11:00 AM - 11:45 AM: 0.8
- 12:00 PM - 4:45 PM: 1.0
- 5:00 PM - 5:45 PM: 0.8
- 6:00 PM - 6:45 PM: 0.6
- 7:00 PM - 8:45 PM: 0.4
- 9:00 PM - 11:45 PM: 0.2

Thursday:

- 12:00 AM - 4:45 AM: 0.2

- 9:00 PM - 9:45 PM: 0.7
- 10:00 PM - 10:45 PM: 0.5
- 11:00 PM - 11:45 PM: 0.3

## Thursday:

- 12:00 AM - 12:45 AM: 0.3
- 1:00 AM - 2:45 AM: 0.2
- 3:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 8:45 AM: 0.8
- 9:00 AM - 2:45 PM: 1.0
- 3:00 PM - 5:45 PM: 0.8
- 6:00 PM - 7:45 PM: 0.7
- 8:00 PM - 8:45 PM: 0.8
- 9:00 PM - 9:45 PM: 0.5
- 10:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.2

## Friday:

- 12:00 AM - 3:45 AM: 0.2
- 4:00 AM - 4:45 AM: 0.3
- 5:00 AM - 6:45 AM: 0.5
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 10:45 AM: 0.8
- 11:00 AM - 11:45 AM: 1.0
- 12:00 PM - 4:45 PM: 0.8
- 5:00 PM - 6:45 PM: 0.7
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.2

## Saturday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 6:45 AM: 0.3
- 7:00 AM - 7:45 AM: 0.5
- 8:00 AM - 8:45 AM: 0.7
- 9:00 AM - 12:45 PM: 0.8
- 1:00 PM - 5:45 PM: 0.7
- 6:00 PM - 7:45 PM: 0.5
- 8:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.2

## Sunday:

- 12:00 AM - 5:45 AM: 0.2
- 6:00 AM - 6:45 AM: 0.3
- 7:00 AM - 7:45 AM: 0.5
- 8:00 AM - 9:45 AM: 0.7
- 10:00 AM - 11:45 AM: 0.8
- 12:00 PM - 3:45 PM: 0.7
- 4:00 PM - 7:45 PM: 0.5

- 5:00 AM - 6:45 AM: 0.4
- 7:00 AM - 7:45 AM: 0.6
- 8:00 AM - 11:45 AM: 0.8
- 12:00 PM - 4:45 PM: 1.0
- 5:00 PM - 5:45 PM: 0.8
- 6:00 PM - 6:45 PM: 0.6
- 7:00 PM - 8:45 PM: 0.4
- 9:00 PM - 11:45 PM: 0.2

## Friday:

- 12:00 AM - 3:45 AM: 0.2
- 4:00 AM - 5:45 AM: 0.4
- 6:00 AM - 7:45 AM: 0.6
- 8:00 AM - 8:45 AM: 0.8
- 9:00 AM - 4:45 PM: 1.0
- 5:00 PM - 6:45 PM: 0.6
- 7:00 PM - 7:45 PM: 0.4
- 8:00 PM - 11:45 PM: 0.2

## Saturday:

- 12:00 AM - 3:45 AM: 0.2
- 4:00 AM - 5:45 AM: 0.4
- 6:00 AM - 7:45 AM: 0.6
- 8:00 AM - 8:45 AM: 0.8
- 9:00 AM - 12:45 PM: 1.0
- 1:00 PM - 2:45 PM: 0.8
- 3:00 PM - 5:45 PM: 0.6
- 6:00 PM - 7:45 PM: 0.4
- 8:00 PM - 11:45 PM: 0.2

## Sunday:

- 12:00 AM - 1:45 AM: 0.2
- 2:00 AM - 5:45 AM: 0.4
- 6:00 AM - 7:45 AM: 0.6
- 8:00 AM - 8:45 AM: 0.8
- 9:00 AM - 12:45 PM: 1.0
- 1:00 PM - 2:45 PM: 0.8
- 3:00 PM - 5:45 PM: 0.6
- 6:00 PM - 7:45 PM: 0.4
- 8:00 PM - 11:45 PM: 0.2

- 8:00 PM - 9:45 PM: 0.3
- 10:00 PM - 11:45 PM: 0.2

## TikTok

- **Optimal Word Length:** 4.5+
- **Optimal Character Range:** 40-100
- **Optimal Times:**

Monday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 6:45 AM: 0.3
- 7:00 AM - 7:45 AM: 0.5
- 8:00 AM - 8:45 AM: 0.7
- 9:00 AM - 9:45 AM: 0.8
- 10:00 AM - 10:45 AM: 1.0
- 11:00 AM - 11:45 AM: 0.8
- 12:00 PM - 12:45 PM: 0.7
- 1:00 PM - 2:45 PM: 0.8
- 3:00 PM - 5:45 PM: 1.0
- 6:00 PM - 6:45 PM: 0.7
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 8:45 PM: 0.3
- 9:00 PM - 11:45 PM: 0.2

Tuesday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 5:45 AM: 0.3
- 6:00 AM - 6:45 AM: 0.5
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 11:45 AM: 0.8
- 12:00 PM - 12:45 PM: 0.7
- 1:00 PM - 3:45 PM: 0.8
- 4:00 PM - 6:45 PM: 1.0
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 8:45 PM: 0.3
- 9:00 PM - 11:45 PM: 0.2

Wednesday:

- 12:00 AM - 2:45 AM: 0.2
- 3:00 AM - 4:45 AM: 0.3
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 8:45 AM: 0.8
- 9:00 AM - 11:45 AM: 1.0
- 12:00 PM - 1:45 PM: 0.8
- 2:00 PM - 6:45 PM: 1.0

## Pinterest

- **Optimal Word Length:** 4.5+
- **Optimal Character Range:** 40-125
- **Optimal Times:**

Monday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 2:45 AM: 0.5
- 3:00 AM - 4:45 AM: 0.3
- 5:00 AM - 7:45 AM: 0.5
- 8:00 AM - 8:45 AM: 0.7
- 9:00 AM - 9:45 AM: 0.8
- 10:00 AM - 10:45 AM: 1.0
- 11:00 AM - 12:45 PM: 0.8
- 1:00 PM - 4:45 PM: 0.7
- 5:00 PM - 10:45 PM: 0.5
- 11:00 PM - 11:45 PM: 0.2

Tuesday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 1.0
- 2:00 AM - 2:45 AM: 0.5
- 3:00 AM - 3:45 AM: 0.2
- 4:00 AM - 7:45 AM: 0.5
- 8:00 AM - 8:45 AM: 0.7
- 9:00 AM - 11:45 AM: 0.8
- 12:00 PM - 12:45 PM: 0.7
- 1:00 PM - 2:45 PM: 0.8
- 3:00 PM - 4:45 PM: 0.7
- 5:00 PM - 10:45 PM: 0.5
- 11:00 PM - 11:45 PM: 0.2

Wednesday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 1.0
- 2:00 AM - 2:45 AM: 0.2
- 3:00 AM - 7:45 AM: 0.5
- 8:00 AM - 8:45 AM: 0.7
- 9:00 AM - 10:45 AM: 0.8
- 11:00 AM - 12:45 PM: 0.7
- 1:00 PM - 1:45 PM: 0.8
- 2:00 PM - 4:45 PM: 0.7

- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 9:45 PM: 0.3
- 10:00 PM - 11:45 PM: 0.2

## Thursday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 5:45 AM: 0.3
- 6:00 AM - 6:45 AM: 0.5
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 8:45 AM: 0.8
- 9:00 AM - 11:45 AM: 1.0
- 12:00 PM - 12:45 PM: 0.8
- 1:00 PM - 6:45 PM: 1.0
- 7:00 PM - 7:45 PM: 0.7
- 8:00 PM - 8:45 PM: 0.5
- 9:00 PM - 10:45 PM: 0.3
- 11:00 PM - 11:45 PM: 0.2

## Friday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 5:45 AM: 0.3
- 6:00 AM - 6:45 AM: 0.5
- 7:00 AM - 7:45 AM: 0.7
- 8:00 AM - 9:45 AM: 0.8
- 10:00 AM - 11:45 AM: 1.0
- 12:00 PM - 3:45 PM: 0.8
- 4:00 PM - 6:45 PM: 1.0
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 9:45 PM: 0.3
- 10:00 PM - 11:45 PM: 0.2

## Saturday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 7:45 AM: 0.8
- 8:00 AM - 9:45 AM: 1.0
- 10:00 AM - 12:45 PM: 0.8
- 1:00 PM - 2:45 PM: 1.0
- 3:00 PM - 5:45 PM: 0.8
- 6:00 PM - 6:45 PM: 0.7
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 9:45 PM: 0.3
- 10:00 PM - 11:45 PM: 0.2

## Sunday:

- 12:00 AM - 4:45 AM: 0.2
- 5:00 AM - 5:45 AM: 0.5
- 6:00 AM - 6:45 AM: 0.7
- 7:00 AM - 5:45 PM: 0.8
- 6:00 PM - 6:45 PM: 0.7

- 5:00 PM - 9:45 PM: 0.5
- 10:00 PM - 11:45 PM: 0.2
- 

## Thursday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 1.0
- 2:00 AM - 2:45 AM: 0.5
- 3:00 AM - 3:45 AM: 1.0
- 4:00 AM - 5:45 AM: 0.2
- 6:00 AM - 6:45 AM: 0.5
- 7:00 AM - 8:45 AM: 0.7
- 9:00 AM - 10:45 AM: 0.8
- 11:00 AM - 4:45 PM: 0.7
- 5:00 PM - 5:45 PM: 0.5
- 6:00 PM - 6:45 PM: 0.2
- 7:00 PM - 9:45 PM: 0.5
- 10:00 PM - 11:45 PM: 0.2

## Friday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 1.0
- 2:00 AM - 2:45 AM: 0.2
- 3:00 AM - 4:45 AM: 0.5
- 5:00 AM - 5:45 AM: 0.2
- 6:00 AM - 8:45 AM: 0.5
- 9:00 AM - 10:45 AM: 0.8
- 11:00 AM - 11:45 AM: 0.7
- 12:00 PM - 12:45 PM: 0.5
- 1:00 PM - 4:45 PM: 0.7
- 5:00 PM - 6:45 PM: 0.2
- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 8:45 PM: 0.3
- 9:00 PM - 11:45 PM: 0.2

## Saturday:

- 12:00 AM - 12:45 AM: 0.2
- 1:00 AM - 1:45 AM: 0.8
- 2:00 AM - 8:45 AM: 0.2
- 9:00 AM - 1:45 PM: 0.5
- 2:00 PM - 2:45 PM: 0.3
- 3:00 PM - 4:45 PM: 0.5
- 5:00 PM - 8:45 PM: 0.3
- 9:00 PM - 11:45 PM: 0.2

## Sunday:

- 12:00 AM - 8:45 AM: 0.2
- 9:00 AM - 11:45 AM: 0.5
- 12:00 PM - 12:45 PM: 0.2
- 1:00 PM - 4:45 PM: 0.5
- 5:00 PM - 5:45 PM: 0.3

- 7:00 PM - 7:45 PM: 0.5
- 8:00 PM - 9:45 PM: 0.3
- 10:00 PM - 11:45 PM: 0.2

- 6:00 PM - 8:45 PM: 0.5
- 9:00 PM - 11:45 PM: 0.2

## Content Score

In the introduction round of the Simternship and in every round after the student can find the Market Information page which in the Market tab displays personas representing various audiences the student can target. By filling their caption with keywords that will align with the interests specified for each target audience they can garner the most impressions and revenue from their posts. **Three keywords** is the max a student can include for maximum generation of impressions and revenue.

Products    Market    Budget

### Get to Know Your Market

Buhi's primary market falls between the ages of 19 and 32. 90 percent of all Buhi customers fall into this age group. Below you will find a brief overview of Buhi's market segments, each one represented by personas created by the marketing department. Familiarize yourself with each of the personas and their demographics to help you more accurately create and push content to potential customers. Refer back to these personas frequently to make sure your content is targeting the right segment of the market.



**Energetic Jill**

Percent of Market: 13%

Age: 18-27

Gender: Female

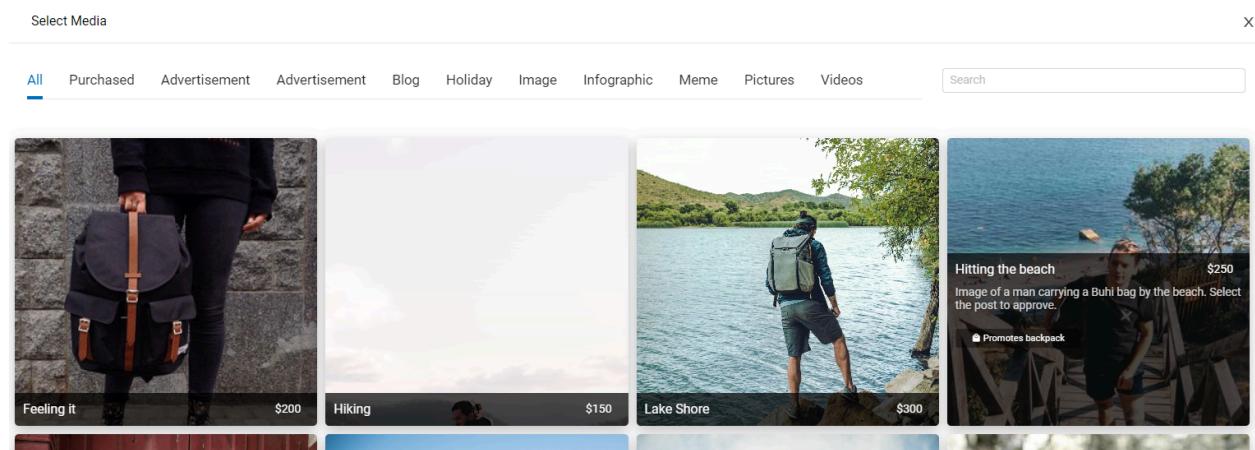
Income: \$40,000.00 - \$50,000.00

Interests Summary: Jill is a sporty fitness enthusiast who spends her free time teaching dance lessons or attending aerobics and yoga classes. She needs a good-looking tote or duffel to carry her gear in. She's excited to find a sporty bag that will look just as good as a carry-on as it will at the gym.

If the post caption includes **any profanity** the post will not perform to match the necessary keywords included. Similarly **any instances of misspelled words** will hinder in the caption will limit the reach of their post.

## Media Selection

The students will select media for their social posts by considering their budget and the number of posts they plan on making and scheduling. Best practices for selecting the right media is based on featuring the product and attributes attractive to the target demographic.



## Duplicate Content

The Duplicate Content Scores table details the scoring curve for duplicate content. Each new and novel post will get 100% of the generated impressions and conversions. If the student duplicates their post (on the same platform), then the post will generate fewer impressions and conversions.

### Duplicate Content Scores

<i>Number of Duplicates</i>	<i>X</i>	<i>Facebook</i>	<i>YouTube</i>	<i>Instagram</i>	<i>Pinterest</i>	<i>TikTok</i>
0	1.0	1.0	1.0	1.0	1.0	1.0
1	0.85	0.85	0.85	0.85	0.85	0.85
2	0.7	0.7	0.7	0.7	0.7	0.7
3	0.3	0.3	0.3	0.3	0.3	0.3
4	0.2	0.2	0.2	0.2	0.2	0.2
5	0.1	0.1	0.1	0.1	0.1	0.1
6	0.1	0.1	0.1	0.1	0.1	0.1
7	0.1	0.1	0.1	0.1	0.1	0.1
8	0.1	0.1	0.1	0.1	0.1	0.1
9	0.0	0.0	0.0	0.0	0.0	0.0

## Product URL Linking

With each post the student can select a product URL link to a Buhi product page. The best performance in revenue will be elicited by selecting the product that aligns with the target demographic the best. The student can again reference this information in the Market Information page under the "Market" tab.

**Buhi Co.** Write Post text here

Add URL

- American Dream Backpack [buhi.com/american-dream-backpack](http://buhi.com/american-dream-backpack)
- American Dream Duffel [buhi.com/american-dream-duffel](http://buhi.com/american-dream-duffel)
- American Dream Messenger [buhi.com/american-dream-messenger](http://buhi.com/american-dream-messenger)
- Odyssey Hip Pack [buhi.com/odyssey/hip-pack](http://buhi.com/odyssey/hip-pack)
- Atlas Duffel [buhi.com/atlas/duffel](http://buhi.com/atlas/duffel)
- Aurora Backpack [buhi.com/aurora/backpack](http://buhi.com/aurora/backpack)
- Bahamas Tote [buhi.com/bahamas/tote](http://buhi.com/bahamas/tote)
- Jungle Duffel [buhi.com/jungle/duffel](http://buhi.com/jungle/duffel)
- Lakeside Tote [buhi.com/lakeside/tote](http://buhi.com/lakeside/tote)
- Journey Messenger [buhi.com/journey/messenger](http://buhi.com/journey/messenger)
- Legacy Backpack [buhi.com/legacy/backpack](http://buhi.com/legacy/backpack)
- Legacy Messenger Bag [buhi.com/legacy/messenger-bag](http://buhi.com/legacy/messenger-bag)
- Legacy Duffel Bag [buhi.com/legacy/duffel-bag](http://buhi.com/legacy/duffel-bag)
- OG Backpack [buhi.com/og/backpack](http://buhi.com/og/backpack)
- OG Tote [buhi.com/og/tote](http://buhi.com/og/tote)
- Pioneer Backpack [buhi.com/pioneer/backpack](http://buhi.com/pioneer/backpack)
- Rooftop Tote [buhi.com/rooftop/tote](http://buhi.com/rooftop/tote)
- Score Messenger Mini [buhi.com/score/messenger-mini](http://buhi.com/score/messenger-mini)
- Settlement Case [buhi.com/settlement/case](http://buhi.com/settlement/case)
- Signature Tote [buhi.com/signature/tote](http://buhi.com/signature/tote)
- Switch Luggage Carry-on [buhi.com/switch-luggage-carry-on](http://buhi.com/switch-luggage-carry-on)
- Switch Luggage Large [buhi.com/switch-luggage-large](http://buhi.com/switch-luggage-large)
- Tactics Backpack [buhi.com/tactics/backpack](http://buhi.com/tactics/backpack)
- Urban Classic Backpack [buhi.com/urban-classic-backpack](http://buhi.com/urban-classic-backpack)

## ROUND 1 SCORE BREAKDOWN

<p>In this round, students' scores are calculated based on one task. Students can earn a maximum of 100 points per round based on their performance in creating their Social Media Posts.</p>	
Task	Possible Points
Organic Social Posts	100
<b>Total</b>	<b>100</b>

## Round 2: Organic Social Posts

[Create Organic Social Post](#)

ROUND 2 SCORE BREAKDOWN	
<p>In this round, students' scores are calculated based on one task. Students can earn a maximum of 100 points per round based on their performance in creating their Social Media Posts.</p>	
Task	Possible Points
Organic Social Posts	100
<b>Total</b>	<b>100</b>

## Round 3: Organic Social Posts

[Create Organic Social Post](#)

ROUND 3 SCORE BREAKDOWN	
<p>In this round, students' scores are calculated based on one task. Students can earn a maximum of 100 points per round based on their performance in creating their Social Media Posts.</p>	
Task	Possible Points
Organic Social Posts	100

<b>Total</b>	<b>100</b>
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## Round 4: Paid Social Posts

### CREATE PAID SOCIAL POSTS

This interaction aims to teach students to pay attention to certain factors involved in social media marketing. There are many metrics that are combined to form a total score.

The students' impressions and revenue are scored in this interaction. These metrics are derived based on their Post Quality score and their platform and time posting selection.

### Post Quality Score Breakdown

The definitions for how the Post Quality Score is derived is below. More detailed descriptions for each scoring subset are detailed in the rest of the document below.

**Type:** Promoted

1. **Campaign Objective Score:**
  - This score is derived from the selection of Campaign Objective options when creating a new paid post.
2. **Caption and Headline Score:**
  - This score is derived from the score assigned to spelling and keyword matching.
3. **Media Score:**
  - This score is derived from the media selection picked for the posts.
4. **Keyword Score:**
  - This score is derived from the keyword matching with the keywords set for each image and post.
5. **CTA Score:**
  - This score is based on the selected Call to Action phrase selected for each promoted post.
6. **Duplicate Content Score:**
  - This score is derived from any duplicate content. It is a penalty that reduces the score for every duplicate post within the same platform.
7. **Target Interests Score:**
  - This score is based on how well the content matches the targeted interests.

**8. Target Age Score:**

- This score is based on how well the content/platform attracts the age demographic targeted.

**9. Target Gender Score:**

- This score is based on how well the content/platform attracts the gender demographic targeted.

**Campaign Objective**

When creating a paid post, the student will select a platform and post type to begin their post creation. After this selection, the student will be directed to select a campaign objective as seen below.

**Select a Campaign Objective**

Awareness	Consideration	Conversion
<input type="radio"/>  Brand Awareness	<input type="radio"/>  Traffic	<input type="radio"/>  Conversions
<input type="radio"/>  Reach	<input type="radio"/>  Engagement	<input type="radio"/>  Catalog Sales
	<input type="radio"/>  App Installs	<input type="radio"/>  Store Traffic
	<input type="radio"/>  Video Views	
	<input type="radio"/>  Lead Generation	
	<input type="radio"/>  Messages	

These selections will marginally amplify certain metrics in the performance of a student's post. The most effective selection among those available is **Conversions** as that has the most direct effect on the Revenue of a given post. However, these effects are marginal overall and a student can still meet stated round goals while selecting different options.

**Caption and Headline**

In the introduction round of the Simternship and in every round after the student can find the Market Information page which in the Market tab displays personas representing various audiences the student can target. By filling their caption with

keywords that will align with the interests specified for each target audience they can garner the most impressions and revenue from their posts. **Three keywords** is the max a student can include for maximum generation of impressions and revenue.

Similarly in the Headline section the students can include certain keywords that will engage and attract audiences overall. These are generic headline keywords such as "Sale", "Exclusive", "Save" etc. The max keywords for this category that can elicit the best performance are **two keywords**.

**Post Headline**

0/40

**Post Text**

0/125

## Platform Metrics

The student is given resources to guide the most effective platform selection for their social post (*Reynold's Research Report: Social Media Marketing Trends and Buhi Social Media Audit*). The metrics provided below are to help the instructor understand the scoring for each platform based on their demographic orientation.

**Facebook**

- Optimal Word Length: 4.5+
- Optimal Character Range: 40-50

**Instagram**

- Optimal Word Length: 4.5+
- Optimal Character Range: 40-125

**X (Twitter)**

- Optimal Word Length: 4.5+
- Optimal Character Range: 40-100

**TikTok**

- Optimal Word Length: 4.5+
- Optimal Character Range: 40-100

**YouTube**

- Optimal Word Length: 4.5+
- Optimal Character Count: 40-125

**Pinterest**

- Optimal Word Length: 4.5+
- Optimal Character Range: 40-125

**Media Selection**

Select Media X

[All](#) [Purchased](#) [Advertisement](#) [Advertisement](#) [Blog](#) [Holiday](#) [Image](#) [Infographic](#) [Meme](#) [Pictures](#) [Videos](#)

The students will select media for their social posts by considering their budget and the number of posts they plan on making and scheduling. Best practices for selecting the right media is based on featuring the product and attributes attractive to the target demographic.

**Duplicate Content**

The Duplicate Content Score table details the scoring curve for duplicate content. Each new and novel post will get 100% of the generated impressions and conversions. If the student duplicates their post (on the same platform), then the post will generate fewer impressions and conversions.

### Duplicate Content Scores

<b>Number of Duplicates</b>	<b>X (Twitter)</b>	<b>Facebook</b>	<b>YouTube</b>	<b>Instagram</b>	<b>Pinterest</b>	<b>TikTok</b>
<b>0</b>	1.0	1.0	1.0	1.0	1.0	1.0
<b>1</b>	0.85	0.85	0.85	0.85	0.85	0.85
<b>2</b>	0.7	0.7	0.7	0.7	0.7	0.7
<b>3</b>	0.3	0.3	0.3	0.3	0.3	0.3
<b>4</b>	0.2	0.2	0.2	0.2	0.2	0.2
<b>5</b>	0.1	0.1	0.1	0.1	0.1	0.1
<b>6</b>	0.1	0.1	0.1	0.1	0.1	0.1
<b>7</b>	0.1	0.1	0.1	0.1	0.1	0.1
<b>8</b>	0.1	0.1	0.1	0.1	0.1	0.1
<b>9</b>	0.0	0.0	0.0	0.0	0.0	0.0

### Target Interests and Age

The student will select interests that best align with the bio of the persona representing the demographic they are targeting. The **max correct interests** that will enable the highest generation of impressions and revenue are **4 interests**.

The student will also select an age range for their promoted post. This age range will perform best if it matches the age range for the demographic they are targeting.

<b>ROUND 4 SCORE BREAKDOWN</b>	
In this round, students' scores are calculated based on one task. Students can earn a maximum of 100 points per round based on their performance in creating their Paid Social Media Posts.	
<b>Task</b>	<b>Possible Points</b>
Paid Social Posts	100
<b>Total</b>	<b>100</b>

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## Round 5: Paid Social Posts

[Create Paid Social Post](#)

ROUND 5 SCORE BREAKDOWN	
In this round, students' scores are calculated based on one task. Students can earn a maximum of 100 points per round based on their performance in creating their Paid Social Media Posts.	
Task	Possible Points
Paid Social Posts	100
<b>Total</b>	<b>100</b>

---

## Round 6: Paid Social Posts

[Create Paid Social Post](#)

ROUND 6 SCORE BREAKDOWN	
In this round, students' scores are calculated based on one task. Students can earn a maximum of 100 points per round based on their performance in creating their Paid Social Media Posts.	
Task	Possible Points
Paid Social Posts	100
<b>Total</b>	<b>100</b>

---

## Round 7: Social Media Influencers

### INFLUENCER MARKETING

This interaction aims to teach students to learn the components of working with influencers to market their products. There are many metrics that are combined to form a total score.

The students' impressions and revenue are scored in this interaction. These metrics are derived based on the influencer selected, the package selected, and the campaign brief selections directing the influencer in their posting.

## Influencer Score Breakdown

The definitions for how the Influencer Score is derived is below. More detailed descriptions for each scoring subset are detailed in the rest of the document below.

### Type: Influencer

#### 1. Influencer Score:

- This score is derived from the score assigned to spelling and keyword matching.

#### 2. Package Score:

- This score is derived from the media selection picked for the posts.

#### 3. Campaign Brief Score:

- This score is derived from the keyword matching with the keywords set for each image and post.

## Influencer Selection

There are 30 influencers of varying following sizes and niches which the student can select from. Some of these influencers are too expensive for the student to afford by design, as this represents the reality of the influencer market.

The student should play close attention to the influencers following on various platforms and how that matches the data found in their resources. Additionally the students should analyze the influencers metrics upon selecting a potential influencer. These metrics will influence the impressions and revenue generated from working with that influencer.

## SOCIAL MEDIA SIMTERNSHIP SCORING GUIDE



**Jade Valentina**  
Female 28  
*Luxury fashion influencer*

 1.1M    1.4M    6.8M    2.2M    4.3M



**Ethan Cruz**  
Male 30  
*Professional bodybuilder*

 1.2M    5.4M    3.7M    3.1M



**Priya Malhotra**  
Female 26  
*Lifestyle Influencer*

 1.4M    7.3M    2.8M    5.6M



**Tyler "Techie" Walsh**  
Male 32  
*Tech Guru*

 1.7M    1.1M    2.5M    4.6M    1.9M



**Lila Pop**  
Female 24  
*AI Dance Queen*

 1.2M    4.1M    3.2M    8.9M



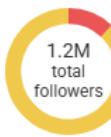
**Mateo Ríos**  
Male 27  
*Travel and Photography*

 2.0M    6.5M    2.9M    3.7M

 **Harper Wren**  
Non-binary 29  
*LGBTQ+ Advocacy & Body Positivity*

Harper Wren is a voice for the LGBTQ+ community, combining personal stories with larger discussions around social justice and body positivity. Known for bold fashion statements and makeup looks, Harper has become an icon for many within the community, promoting self-love and acceptance while tackling important social issues. Their content is as empowering as it is entertaining, and they are a frequent collaborator with inclusive brands.

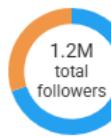
**Audience Gender**



1.2M total followers

- 12% Male
- 88% Female

**Audience Age Range**



1.2M total followers

- 18-34  
70% of followers
- 35-49  
30% of followers

**Audience Interests**

LGBTQ+ advocacy
body positivity
fashion
makeup
film reviews
social justice
mental health awareness
inclusive brands
gender fluidity
tutorials
personal empowerment
storytelling
drag culture
media critiques

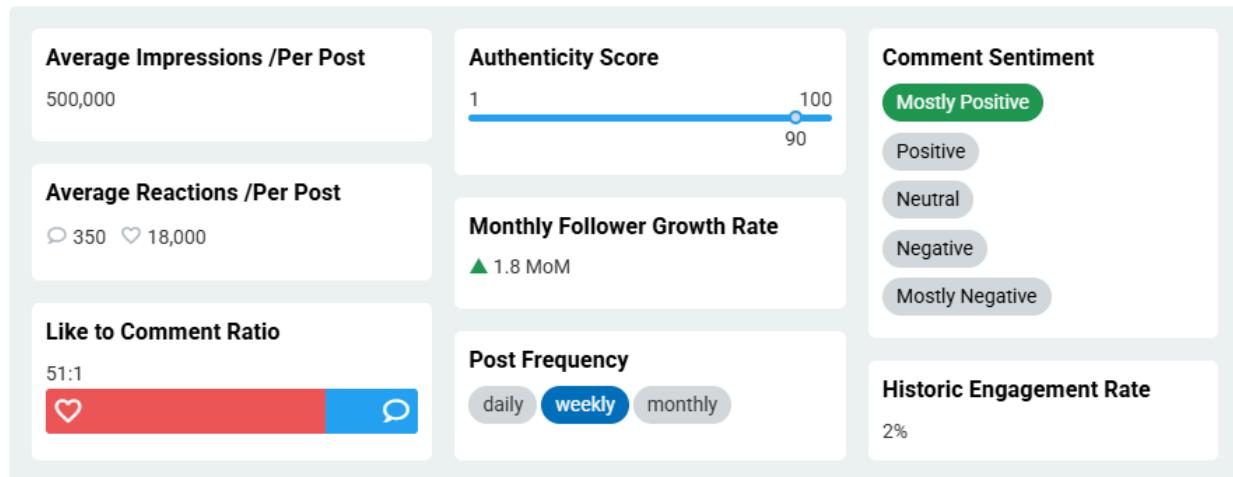
**Audience Quality Score**

1  100

87

**Cost Metrics**

CPE \$ 0.25



## Package Selection

There are 3 options for each influencer of various packages to choose from. These packages each detail specific posts per platform that the influencer agrees to create in association with Buhi. The packages also have different costs. The student should balance the influencer's following, their metrics, the package's posts per platform, and the cost in order to strategize how to generate the most impressions and revenue to meet the round's stated goal targets.

<p><b>Package 1:</b> <b>"Brand Ambassador Bundle"</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>◦ Brand Ambassador Bundle - Brand ambassadors currently use the products they promote. Buhi can pay brand ambassadors to post about their products; they will be eager to promote Buhi products since they already love them.</li> </ul> <p><b>Posts</b></p> <ul style="list-style-type: none"> <li>◦ Instagram: 4 posts + 3 stories</li> <li>◦ TikTok: 2 videos</li> </ul> <p><b>Cost: \$7,500</b></p>	<p><b>Package 2:</b> <b>"Branded Content Bundle"</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>◦ Branded Content Bundle - Branded content is a way for influencers to transparently display their partnership with Buhi. On Instagram, if a post is considered branded content, the top of the post (above the image) will clearly state that it is a paid partnership. Partners will be paid for promoting Buhi, but it appears as organic content in the audience's feed.</li> </ul> <p><b>Posts</b></p> <ul style="list-style-type: none"> <li>◦ Instagram: 3 posts + 3 stories</li> <li>◦ YouTube: 1 video</li> </ul> <p><b>Cost: \$5,500</b></p>
<p><b>Package 3:</b> <b>"Giveaway Bundle"</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>◦ Giveaways - Giveaways effortlessly increase engagement; they often ask participants to like, follow, comment and tag others, or even share the post, and offer something in return. Buhi can offer any assortment of their bags and accessories in return.</li> </ul> <p><b>Posts</b></p> <ul style="list-style-type: none"> <li>◦ Instagram: 3 posts + 3 stories</li> <li>◦ TikTok: 1 video</li> </ul> <p><b>Cost: \$4,050</b></p>	

The student **can schedule multiple influencers** through budget allocation and should strive to use all the budget available to them to meet the round's targets. As with all interactions in this Simternship there are multiple paths to reaching the goal targets in these rounds.

## Campaign Brief

The students will select components of a campaign brief to direct the influencer in creation of their posts. The Buhi Brand Guide and round instructions will direct the

student to make the proper selections which enable the influencer to create the posts which will enable the highest generation of impressions and revenue. The email and round instructions direct the student to focus on marketing the OG Backpack for this round. The correct answers for the campaign brief that enable the best post performances are pictured below.

#### **Campaign Objective:**

- *Increased traffic:* work to get more consumers to visit or interact with Buhi's social media and product pages.
- *Lead conversion:* work to increase the amount of leads that convert to sales.
- *Increased sales:* increase the amount of sales Buhi gets.

#### **Target Audiences:**

- *Back-to-school Mindy:* Mindy is a fashion-forward college student who's looking forward to hitting the books this fall. Her university lifestyle relies on a messenger bag or backpack that conveniently holds her books, laptop, and other class supplies without sacrificing comfort or style. She spends her free time hanging out with friends.
- *Daypacker Tom:* Tom is looking for a multi-purpose backpack for his next trip. An avid hunter, camper, and hiker, Tom needs a backpack that can carry his work essentials as easily as his camping gear. This bag should help him feel prepared, qualified, and pumped for his next wild excursion.

#### **Brand Voice Attributes:**

- The Buhi brand and tone comes across as friendly, confident, inspirational, playful, and reliable. Hashtags that align with our brand are: #ReadyForAdventure, #ReliableStyle, #InspiredToExplore, and #TravelWithConfidence.

#### **Campaign Message:**

- The OG Backpack is designed for the fashion-forward student who needs to carry books, a laptop, and all your class essentials without sacrificing style. With plenty of space and organized compartments, you'll stay prepared, comfortable, and on trend throughout your college days.
- The OG Backpack is made for adventure. With its multi-purpose design and spacious compartments, it keeps all your gear—from work essentials to camping supplies—organized and ready for whatever the day holds. Whether you're hiking, hunting, or heading to the office, it's the backpack that makes you feel prepared for anything.

#### **Call to Action:**

- Learn more
- Watch video
- Shop Now



#### Campaign Objective

**Increased traffic:** work to get more consumers to visit or interact with Buhi's social media and product pages.

#### Target Audiences

**Back-to-school Mindy:** Mindy is a fashion-forward college student who's looking forward to hitting the books this fall. Her university lifestyle relies on a messenger bag or backpack that conveniently holds her books, laptop, and other class supplies without sacrificing comfort or style. She spends her free time hanging out with friends.

#### Brand Voice Attributes

The Buhi brand and tone comes across as friendly, confident, inspirational, playful, and reliable. Hashtags that align with our brand are: #ReadyForAdventure, #ReliableStyle, #InspiredToExplore, and #TravelWithConfidence.

#### Campaign Message

The OG Backpack is designed for the fashion-forward student who needs to carry books, a laptop, and all your class essentials without sacrificing style. With plenty of space and organized compartments, you'll stay prepared, comfortable, and on trend throughout your college days.

#### Call to Action

Shop Now

ROUND 7 SCORE BREAKDOWN	
Task	Possible Points
Influential Planner	100
<b>Total</b>	<b>100</b>

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## Round 8: Influencer Planner

### Influencer Planner

ROUND 8 SCORE BREAKDOWN	
Task	Possible Points
Influencer Planner	100
<b>Total</b>	<b>100</b>

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## Round 9: Influencer Planner

### Influencer Planner

ROUND 9 SCORE BREAKDOWN	
Task	Possible Points
Influencer Planner	100
<b>Total</b>	<b>100</b>

## Round 10: Social Media

[Create Organic Social Post](#)

[Create Paid Social Post](#)

[Influencer Planner](#)

ROUND 10 SCORE BREAKDOWN	
In this round, students' scores are calculated based on three tasks. Students can earn a maximum of 100 points per round based on their performance in scheduling and creating Social Media Posts, Paid Social Media Posts, and negotiating their Influencer Campaign.	
Task	Possible Points
Organic Social Post	~33.33
Paid Social Post	~33.33
Influencer Planner	~33.33
<b>Total</b>	<b>100</b>

## Round 11: Social Media

[Create Organic Social Post](#)

[Create Paid Social Post](#)

[Influencer Planner](#)

ROUND 11 SCORE BREAKDOWN	
In this round, students' scores are calculated based on three tasks. Students can earn a maximum of 100 points per round based on their performance in scheduling and creating Social Media Posts, Paid Social Media Posts, and negotiating their Influencer Campaign.	
Task	Possible Points
Organic Social Post	~33.33

Paid Social Post	~33.33
Influencer Planner	~33.33
<b>Total</b>	<b>100</b>

## Round 12: Social Media

[Create Organic Social Post](#)

[Create Paid Social Post](#)

[Influencer Planner](#)

<b>ROUND 12 SCORE BREAKDOWN</b>	
In this round, students' scores are calculated based on three tasks. Students can earn a maximum of 100 points per round based on their performance in scheduling and creating Social Media Posts, Paid Social Media Posts, and negotiating their Influencer Campaign.	
Task	Possible Points
Organic Social Post	~33.33
Paid Social Post	~33.33
Influencer Planner	~33.33
<b>Total</b>	<b>100</b>