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| **Social Media**  **Branding** | | **Teacher:** |
| **School:** |
| Standards/Objectives Met:  Social media management is a highly important skill to learn, no matter what career field you’re entering. Almost every business has a Facebook account and many also have Instagram accounts to market their products and communicate with customers. However, social networks have only existed for the past thirteen years so many business owners do not understand how to use them effectively. This presents many opportunities for young people who have grown up with these tools.  This lesson links strongly with the Technologies learning outcomes stated in the Western Australian curriculum. Specifically, this lesson will develop students’ ICT capability by teaching them how to be creative, innovative and enterprising when using digital technologies. They will learn how to use these technological systems themselves to develop their own products as well as help others to develop solutions to problems.  **This lesson plan is based on a 60 minute class.** | | |
| Time | Procedures Followed | Materials Used |
| 5 minutes | * Start by introducing the topic of social media branding, using the description above to help you * This will provide students with an understanding of why the topic is relevant for them * This will also give you time to log into your Futuristic account | Sign in to Futuristic Teacher account |
| 5 minutes | * Students log into their Futuristic accounts to complete the ‘Module Survey’ | Students log into their personal accounts and access the first link within the Social Media Branding module |
| 5 minutes | * Students complete ‘Quiz 1’ | Students access the second link within the Social Media Branding module |
| 5 minutes | * Before you start the video, encourage students to take notes on the content * Students will watch the full video together as a class | Go to ‘Social Media Branding’ module and click on the video on the page |
| 8 minutes | * Students break up into small groups of 2-4 people * Discussion questions in small groups * Choose three questions from the list of six questions about social media branding | Access the ‘Discussion questions’ section of the module |
| 10 minutes | * One member of each group is given one minute to summarise their group’s discussion | No materials required |
| 10 minutes | * Class discussion about the action items, and time for students to start them | Access the four action items |
| 5 minutes | * Students complete ‘Review Quiz’ to test their understanding of the video content | Students complete the second last link on their accounts |
| 5 minutes | * Students to complete the ‘Module Feedback’ survey | Students complete the last link on their accounts |
| 2 minutes | * Summarise the skill of social media branding, why it is important and the homework for the students (see below) * Students should be graded during the following lesson about the completion of their homework | See homework section below |
| Homework Given:  **Students are to complete the four action items relating to social media branding on the platform. You can then make comments about the completion of these outcomes below.** | | |
| Teacher Notes: | | |