

## GUIDED PRACTICE

Class: BUS2 134C: Social Media Marketing

Date assigned: September 30, 2019

Date due: October 2, 2019

Time estimate to complete this assignment: 20 minutes

### Overview/Introduction

This chapter covers marketing on social media, and more specifically, on Facebook and Instagram. We will describe the metrics these sites offer to assess marketing success and spend most of our time identifying and creating content that is effective to promote brands or blogs.

### Learning Objectives

#### Basic objectives

- LO1: List demographic and psychographic characteristics of Facebook and Instagram audiences.
- LO2: List and define Facebook and Instagram metrics to assess marketing success.
- LO3: Categorize Facebook and Instagram metrics into awareness, engagement, and conversion metrics.
- LO4: Share a piece of content from a brand Facebook and Instagram page that is engaging and one that is not.

#### Advanced objectives

- LO5: Compare content to identify tactics that make them engaging or not engaging.
- LO6: Create a piece of content that will be effective at promoting a blog or brand on these social media.

### Preparatory Activities and Resources:

1. Read the 2019 social media demographics for marketers report: <https://sproutsocial.com/insights/new-social-media-demographics/>
2. Read about social media metrics: <https://sproutsocial.com/insights/social-media-metrics/>
3. Read chapters 2, 3, and 6 of “Jab, jab, jab, right hook” by Gary Vaynerchuk

Exercises: Please complete by 10:30 am October 2, 2019.

- Complete the Google form posted to Canvas prior to coming to class next week. In this Google form, you will be asked to answer questions that relate to the readings listed above. Specifically, you will find questions that relate to Facebook and Instagram audiences as well as metrics available to marketers on these social media. In addition, you will be asked to upload examples of branded content that were effective and ineffective at generating engagement on Facebook and Instagram.

Questions?

Contact Dr. Gema Vinuales ([gema.vinuales@sjsu.edu](mailto:gema.vinuales@sjsu.edu))

## ADVANCED PRACTICE

Class: BUS2 134C: Social Media Marketing

Date assigned: October 2, 2019

Date due: October 9, 2019

Time estimate to complete this assignment: 1 hour

### Learning Objectives

#### Advanced objectives

- Create content that will be effective at promoting a blog on Facebook and Instagram.
- Develop a content calendar to schedule the distribution of Facebook and Instagram posts for a week

### Activities & deliverables

- Using an Excel file, create a content calendar for the next week. Provide a snapshot of the piece of content and the caption that goes with it, as well as the date, time, and social media you will use to share it. While creating the content, make sure you have Facebook and Instagram audiences in mind and apply the tactics we identified in class that made content engaging.
- In a 300 word write-up, summarize the challenges you faced when developing engaging content. That is, content that followed some of the patterns identified in class.
- Please upload the content calendar and the reflection write-up to Canvas by October 9, 2019.

### Resources:

- Vaynerchuk, Gary (2013). *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World*. Harper Business. ISBN-13: 978-0062273062.
- The ultimate guide to content creation: <https://blog.hubspot.com/marketing/content-creation>
- Social marketing training: <https://education.hootsuite.com/courses/social-marketing-education>

### Questions?

Contact Dr. Gema Vinuales ([gema.vinuales@sjsu.edu](mailto:gema.vinuales@sjsu.edu))

## Flipped IN-CLASS Lesson Plan Template- Workshopping it!

### Topic or concept:

Marketing using Facebook and Instagram

### Basic objectives for preparatory work:

At the conclusion of this class, students will be able to:

LO1: List demographic and psychographic characteristics of Facebook and Instagram audiences.

LO2: List and define Facebook and Instagram metrics to assess marketing success.

LO3: Categorize Facebook and Instagram metrics into awareness, engagement, and conversion metrics.

LO4: Share a piece of content from a brand Facebook and Instagram page that is engaging and one that is not.

### Advanced objectives for classwork & after class work:

LO5: Compare content to identify tactics that make them engaging or not engaging..

LO6: Create a piece of content that will be effective at promoting a blog or brand on these social media.

	Time planned	Activity and rationale	Resources needed
Beginning of class period	10 mins	Review of metrics available to marketers on Facebook and Instagram. Review the categorization into awareness, engagement, and conversion and whether this information is available to the public.	Whiteboard and markers

Middle of period	20 mins	Give a stack of sample content crowdsourced from students submissions to each group of students. Ask students to categorize content into engaging or not engaging. Students go over the engaging content pile and identify the patterns that made content effective at promoting brands.	Picture handouts
Middle of period	30 mins	Recap as a group. Students share the patterns their groups identified with the class. Moreover, students describe examples from their content piles to support the claims. Groups share their agreement or disagreement with the tactics shared and provide further examples from their content piles	Whiteboard and markers. PowerPoint presentation with visuals.
End of period	15 mins	Overview of content calendars in preparation for advanced work at home. An example of a content calendar and the information that needs to be included will be presented to students	PowerPoint presentation

## Flipped BEFORE CLASS Work Plan Template

Basic learning objectives	Activity and rationale	Instructions to students
<p>LO1: List demographic and psychographic characteristics of Facebook and Instagram audiences.</p> <p>LO2: List and define Facebook and Instagram metrics to assess marketing success.</p> <p>LO3: Categorize Facebook and Instagram metrics into awareness, engagement, and conversion metrics.</p> <p>LO4: Share a piece of content from a brand Facebook and Instagram page that was engaging and one that was not.</p>	<p>Direct students towards factual information related to Facebook and Instagram audiences and KPIs. Information will be recorded in a handout and submitted through Canvas for accountability. Students will be graded for completion.</p>	<p>Complete the handout prior to coming to class next week. Once you have completed the handout, please upload the document to Canvas to receive course credit.</p> <p>(The handout will be a Google form. Students will be asked to enter and</p>

		answer questions that align with Basic LOs)
--	--	---

## Flipped AFTER CLASS Work Plan Template

Advanced learning objective	Activity and rationale	Instructions to students
LO6: Create a piece of content that will be effective at promoting a brand on these social media	Content creation: In class, students learn the features that make content effective. After class, they create posts to promote a blog on Facebook and Instagram. Most importantly, students assess customer's response to the content they share.	Using an Excel file, create a content calendar for the next week. Provide a snapshot of the piece of content and the caption that goes with it, as well as the date, time, and social media you will use to share it. While creating the content, make sure you have Facebook and Instagram audiences in mind and apply the tactics we identified in class that made content engaging