

UNIT 4. Social media marketing

The following video can be used as **multimedia resource** to introduce the unit:

https://www.youtube.com/watch?time_continue=148&v=DN299I9iO78&feature=emb_title
<https://www.youtube.com/watch?v=trH4iuebjjI>

Proposed activity 1. Comparative Study

Skill 1: Describe the social media tools

Time: 120 minutes approximately

- 30 minutes approximately to read the activity and propose to the teacher how to carry out the activity.
- 60 minutes approximately for the student to look up the information on the internet.
- 30 minutes approximately for the student to write the document.

Method: The task has to be carried out individually.

Learning methodology: Competency-based learning

By definition, all learning is aimed at the acquisition of knowledge, the development of skills and the solidification of work habits. Competency-based learning represents a set of strategies to achieve this goal.

Through evaluation tools such as rubrics, teachers can deliver the academic curriculum without deviations from the current curriculum but focusing on it in a different way, putting into practice real examples and, thus, transmitting to their students a more tangible dimension of the lessons.

Learning outcomes:

In this activity, the following learning outcomes will be worked on:

- List the main social networks.
- Analyze the characteristics of each Social Network.

Activity:

Based on information on the Internet, make a comparative study and identify the 5 social networks that are mostly used, for example indicating its main characteristics. In discussing these characteristics, the user profile must be addressed and the reason of the usage. The source of information must be identified, for example by means of the link to the source.

The student must write an electronic document, showing the information required, and upload it to the electronic platform indicated by the teacher.

Performance indicator that will be used: List the different social networks.

Proposed activity 2. Create a Facebook account

Skill 2: Selection of social media channel(s)

Time: 115 minutes approximately.

- 45 minutes watching the video and reading the webpage
- 25 minutes to create the structure of the Facebook account
- 45 minutes to create the Facebook account

Method: The task is carried out as individual work.

Learning methodology: Competency-based learning

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Learning outcomes:

In this activity, the following learning outcome will be worked on:

- Analyze the characteristics of each Social Network.

Activity:

The student must create a Facebook account, describing a fictitious business, **for example** an accounting firm, which offers its accounting services to different companies in different sectors.

Use the following web address:

<https://www.youtube.com/watch?v=9eufY-LICBq> video that explain how to create a facebook account and

<https://www.socialmediaexaminer.com/social-media-product-launch/>

web page that shows different ways, by employing social media, that help you to launch your initiative.

The student must make different screenshots of his/her account, which sufficiently depict the whole website, and then upload these screenshots to the electronic platform indicated by the teacher.

Performance indicator that will be used: Demonstrate the ability to use different social networks according to a specific objective: For example, by introducing a new product in the market, such as cosmetics, sportswear, a new restaurant or cafeteria, etc.

Proposed Activity 3: Create an electronic presentation

Skill 3: Encode attractive messages

Time: 125 minutes approximately.

- 50 minutes summarizing, in groups, the tips in the webpages
- 50 minutes creating the electronic presentation
- 25 minutes to the exposition

Method: The task must be carried out in groups of a maximum of four students

Learning methodology:

Competency-based learning

By definition, all learning is aimed at the acquisition of knowledge, the development of skills and the solidification of work habits. Competency-based learning represents a set of strategies to achieve this goal.

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Cooperative Learning

"Stronger together". This could be a simple summary of cooperative learning, a methodology that teachers use to bring students together and thus impact learning in a positive way.

Working in groups, improves student attention, involvement and knowledge acquisition.

Learning outcomes:

In this activity, the following learning outcomes will be worked on:

- Identify the characteristics of the audience
- Reflect on how to choose the appropriate verbal and non-verbal stimuli to launch messages on social networks.

Activity:

The group must create an electronic presentation summarizing 5 of the most significant ideas that can be found on the following websites...

<https://www.hatchbuck.com/blog/social-media-ideas-to-engage-your-audience/>

<https://bulk.ly/social-media-followers/>

to get more audience to the fictitious business, created in the step before. Then select 3 out of those 5 and put them into practice, providing evidence of this, such as screenshots. The most striking electronic presentation, including the required screenshots, will be exposed by the students.

Performance indicator that will be used: Encode the appropriate message in digital devices for each specific situation.

Evaluation:

We suggest the evaluation for the entire Unit 4 rubric as follows:

Learning Outcomes	Unit 4 Social Media Marketing				Weight
	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	
List of the most currently used social networks, by Internet users	The student does not turn in the assignment on time or does not meet any of the indicated criteria.	The student turns in the task on time but identifies less than 5 social networks or doesn't include 3 characteristics of each one.	The student turns in the task on time, identifies at least 5 social networks including 3 characteristics of each one, but does not identify the source of information.	The student turns in the task on time, identifies at least 5 social networks including 3 characteristics of each one and also identifies the source of information.	30%
Demonstrate the ability to use different social networks according to a specific objective	The student does not turn in the assignment on time or does not meet any of the indicated criteria.	The student creates a FACEBOOK account, but the description of the company does not contain any of the ways indicated in the web address or does not demonstrate any ability to launch a product.	The student creates a FACEBOOK account, but the description of the company contains less than 2 ways indicated in the web address or demonstrates ability to launch a product.	The student creates a FACEBOOK account and the description of the company, use 2 or more ways indicated in the web address or demonstrates a great ability to launch a product.	30%
Reflect on how to choose the appropriate verbal and non-verbal stimuli for social media	The student does not turn in the assignment on time or does not meet any of the	The student does not create the requested electronic presentation or does not present evidence of	The student creates an electronic presentation with less than 5 ideas requested and/or presents	The student creates an electronic presentation with a minimum of 5 ideas and also presents proof of having put into	30%

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messaging	indicated criteria.	having implemented the requested 3 ideas.	evidence of having implemented less than the requested 3 ideas.	practice the requested 3 ideas.	
Innovation and creativity	None	Little	Medium	High	5%
Group dynamics	None	Little	Medium	High	5%