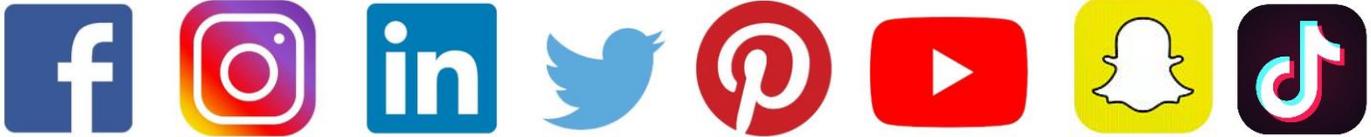


**Social Media Marketing Project
EC&I 831 / Entrepreneurship 30
October – December, 2019**

**Greenall High School
Business Education**

Teacher: Ms. Amy McFarlen

www.pvsd.ca/school/greenall



Pre-Assessment

1. Which Social Media platforms do you use and how often do you use them?

Facebook	never	monthly	weekly	daily	multiple times a day
Instagram	never	monthly	weekly	daily	multiple times a day
LinkedIn	never	monthly	weekly	daily	multiple times a day
Twitter	never	monthly	weekly	daily	multiple times a day
Pinterest	never	monthly	weekly	daily	multiple times a day
YouTube	never	monthly	weekly	daily	multiple times a day
Snapchat	never	monthly	weekly	daily	multiple times a day
TikTok	never	monthly	weekly	daily	multiple times a day
Other: _____	never	monthly	weekly	daily	multiple times a day
Other: _____	never	monthly	weekly	daily	multiple times a day

How do you think companies market to you on these social media platforms?

2. Utilize social media for the market research of your Pitch Presentation Assignment
- Students can use their personal social media accounts to question, poll, receive likes/comments, reactions, etc. their followers in regards to their business idea (example: create an Instagram poll of Yes/No would they purchase the product and various price points they would be willing to pay)
 - Compile social media data into presentable information (example: 42 people responded to the poll, 31 said yes they would buy the product, and the average price they were willing to pay was \$7)
 - Present compiled data in The Pitch Presentation assignment
3. Watch the TedTalk: Seth Godin's The Tribes We Lead
https://www.ted.com/talks/seth_godin_the_tribes_we_lead
What are 5 things that you learned from this video?
4. Attend Entrepreneurship Career Spotlight and reflect upon what you learned from the Entrepreneur Fireside Chat with Justine Marie Studios, Bearded Prairie Chef, Dandy's Artisan Ice Cream, and Strategy Lab Marketing

Introduction to Social Media Marketing

1. Review 10 **local business** social media accounts. What platforms do they use? Why do you think they chose those platforms? Who would their target market be? What do you like or dislike about their social media presence?

Examples: Strategy Lab

Dandy's Ice Cream

Justine Marie Studios

UnderstandUs

The Everyday Kitchen

Bearded Prairie Chef

Hobo Donuts

Ultimate Deck Shop

Bella Chic

Wish Home & Gifts

Villains Crossfit

2. Read the article; *5 Social Media Mistakes That Could Kill Your Business*
<https://www.techrepublic.com/article/5-social-media-mistakes-that-could-kill-your-business/>
3. Watch the video; What is Social Media Marketing in 2 Minutes
<https://www.youtube.com/watch?v=9m45nVsvvEY>
4. Watch the video; Understanding Social Media Marketing Basics & Fundamentals
<https://www.youtube.com/watch?v=bBp-N3hSAA>
 (primarily focuses on Twitter but the concepts are transferable across all platforms)
5. Review the infographic: What Happens in a 2019 Internet Minute Infographic
<https://www.visualcapitalist.com/what-happens-in-an-internet-minute-in-2019/>

Major Project

1. All students will pitch a business idea in The Pitch Assignment. Following The Pitch Assignment, students will form company groups, determine a product/service to sell, and assign company roles (President, VP Finance, VP Human Resources, VP Marketing, VP Sales, VP Production, etc). Once the company is formed, students will create a company name, mission statement, goals, values, and norms. Following the initial creation of the business, each company must write a formal business plan and conduct a formal board meeting with a business mentor (local entrepreneur).
2. In the creation of the business plan each company must determine:
 - Who is your target market?
 - How will you reach them through social media? Which platforms will you use?
 - How did you decide this?
3. Class Zoom session with Social Media Marketing Expert, Nancy Smith from Calgary (video recording: <https://youtu.be/DmQxaddmwcg>)
 - All students must take notes
 - What are 5 things you learned about social media marketing from this session?
 - Review link from Nancy; *2019 Report of Social Media Use in Canada*
<https://canadiansinternet.com/2019-report-social-media-use-canada/>
4. All companies must create a social media presence
 - Will your chosen platform(s) meet your target market?
 - Must align with company mission, values, and norms
 - Must promote company in a positive way
 - Should include Greenall High School Entrepreneurship 30
 - Should include Junior Achievement Company
 - Can follow/like associated accounts such as @GreenallSchool @JuniorAchievement @msmcfarlen and other class companies
5. Create a social media content calendar
 - Which platforms will you use for which types of posts?
 - Which types of posts will you post on which days?
 - When will you post stories?
6. Create content
 - Showcase your product/service
 - Showcase your team and company members
 - Behind the scenes
 - Posts that educate
 - Posts that inspire
 - Posts that entertain
 - Promotions and giveaways

7. Post content
 - Follow content calendar to make posts
 - Post to stories
 - Save stories to highlights
 - Helpful article; How Often to Post on Social Media: 2019 Success Guide
<https://louisem.com/144557/often-post-social-media>
 - Helpful infographic: Social Media Cheat Sheet for bloggers & small businesses
<https://www.pinterest.ca/pin/470837336036717145/>
8. Interact with customers
 - Regularly check comments, story reactions, messages, etc.
 - Respond professionally and appropriately to all customers
9. Submit completed student worksheet for assessment

Suggested Tools

- [Hootsuite](#) – social media managing, scheduling, measuring tool
- [Canva](#) – graphic design tool
- [Adobe Spark](#) – graphic design tool
- [Figma](#) – interface design tool
- [Stencil](#) – graphic design tool
- [BeFunky](#) – photo editor, collage maker, and graphic design tool
- [Infogram](#) – infographic creator
- [Visme](#) – infographic creator
- [Soapbox](#) – video creator and editor
- [Snappa](#) – graphic design tool

Assessment

See attached rubric

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**Social Media Marketing Project
Student Worksheet**

1. What is your company name, what do you sell, and who is your target market?

2. What are 5 things you learned from our Social Media Marketing Zoom session with Nancy Smith?

3. Which social media channel(s) will you use to market your company and why?

4. List your company social media handle(s)?

5. Attach a copy of your content calendar

6. Which tools did you use for social media marketing and how did you use them?

7. Overall, how well do you feel that your company used social media marketing? What did you do well? Is there anything you would change or do different?

Social Media Marketing Project Assessment

Criteria	Exceeds Expectations 4-5	Meeting Expectations 3-4	Approaching 2-3	Beginning 1-2	Insufficient Evidence 0
Channel Selection	Multiple channels, appropriate for target market, evidence of research completed	Multiple channels, appropriate for target market	Multiple channels, not appropriate for target market,	One channel, not appropriate for target market	No social media account created
Professional Account Created	Profiles demonstrate the intentional creation of a rich, positive, & active professional identity	Profiles demonstrate inertial creation of a positive and active professional identity	Profile demonstrates the intentional creation of appropriate professional identity	Profile demonstrates basic elements of a professional identity	Profile is minimal or unprofessional
Bio Description	Professional bio includes type of business, product description, mentions Greenall Entrepreneurship and Junior Achievement company, mission, and contact info	Professional bio includes type of business, product description, and contact info	Professional bio includes product description, and contact info	Professional bio, missing important information	Unprofessional bio
Content Calendar	Content calendar created and followed, logical order and dates for types of posts, strategy and thought is evident	Content calendar created, followed, and logical order and dates for types of posts	Content calendar created, illogical post order or dates	Content calendar created but not followed	No content calendar
Tools	Multiple tools used efficiently for post creation, management, and scheduling	Multiple tools used for post creation, management and scheduling	Some tools used for a few purposes	One or two tools used for single purpose	No tools used
Posts	Appropriate number and types of posts based on platform and target market – different posts for each platform, post variation	Appropriate number and types of posts based on platform and target market – same posts for each platform	Many posts, not appropriate amount or type for platform or target market	Some posts, not appropriate amount or type for platform or target market	Minimal to no posts
Stories (if applicable)	Multiple stories posted regularly, variation, enhance business presence, saved to highlights	Multiple stories posted, enhance business presence, minimal variation	Some stories posted – attempt to enhance business presence, no variation	Minimal stories posted – does not enhance business presence	No stories posted
Interactions (follows, likes, comments)	Numerous interactions, multiple likes / follows / comments, evidence of professionalism, appropriate, and timely responses	Many interactions, multiple likes / follows / comments, evidence of professionalism, responds to customers	Some interactions, receive many likes / follows / comments, attempt to be professional	Minimal interactions, receive little to no likes/follows	No interactions from/with customers