



Name: \_\_\_\_\_

# Writing Activity- Archaeologist

Create a social media plan about a time capsule. Organize your social media plan below. Under each step, write down your ideas. Then, design a final version of your social media plan on the Pitch page and Twitter or Instagram page.

Step 1: Choose social media channels

Step 2: Decide on the purpose

Step 3: Create text and images

Step 3: Make a pitch



Name: \_\_\_\_\_

# Social Media Plan- Pitch

Use this page to write a letter to your boss explaining why they should approve your social media plan.



Name: \_\_\_\_\_

# Social Media Plan- Twitter

Use this page if you are using Twitter for social media. Write 3 hashtags and 3 tweets.

## Hashtags

## Tweets



Name: \_\_\_\_\_

# Social Media Plan- Instagram

Use this page if you are using Instagram. Draw 3 pictures or describe 3 videos you would post on Instagram. Make sure to include a description with each.



# How to Make a Social Media Plan

A social media plan is a plan about what posts will go on social media. Follow these steps to create a social media plan!

## Step 1: Choose social media channels

The first step is to choose a social media channel to use. A social media channel is a way to tell others about your product, service, or cause. You can choose if you want to use Twitter or Instagram.

### **Background Information on Twitter:**

Twitter is website and app where you can post short phrases and sentences. When you post a short phrase or sentence, it is called a tweet. People don't usually post pictures or videos on twitter. People post hashtags on Twitter. A hashtag is a keyword or phrase. People use hashtags so they can see who else is using the same hashtag! (examples: #welovesummer; #motivationmonday; #doglover)

### **You Should Use Twitter If:**

You think it is best to use short words or phrases to tell others about your product or service.

### **Background Information on Instagram:**

Instagram is an app where you can post pictures and short phrases. You can also post longer stories that have videos. People use Instagram when they want to post words, images, and videos.

### **You Should Use Instagram If:**

You think it is best to use words, pictures, and videos to tell others about your product or service.

## Step 2: Decide on the Purpose

Organizations use social media for two reasons. The first reason is to bring awareness to their product. Millions of people use social media every day. Organizations can get a lot of people to learn about their product, service, or cause. The second reason is to get people to buy or do something. Organizations can get people to go to their website to buy a product or sign up for a special event.



# How to Make a Social Media Plan

## Step 3: Create Text and Images

Now it is time to create the text and images that people will see.

### **If You Are Using Twitter:**

You should create at least 3 tweets and 3 hashtags.

### **If You are Using Instagram:**

You should create at least 3 pictures or videos with a description under each.

## Step 4: Make a Pitch

Now, you need to write a persuasive paragraph to your boss. The paragraph should tell your boss why they should approve your social media plan and use it. Your paragraph should have the following:

- 1) A description of why you chose Twitter or Instagram
- 2) A description of what text and images you chose
- 3) A description of why you think people will be excited to see your posts on social media