

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

# Social Media Campaign

Social media refers to websites or apps that people use to share information with others. For example, Youtube<sup>TM</sup> and Instagram<sup>TM</sup> are examples of social media. Youtube<sup>TM</sup> is an example of social media because users can create and post videos for others to watch and comment on. Instagram<sup>TM</sup> is an example of social media because users post pictures for others to see and comment on.

Today, you will create three social media posts to inform others about the flood wall you created. You will create 3 social media posts about the flood wall. Follow the steps below to plan your social media posts.

## Step 1: Choose an Audience

- The audience refers to the people who will be looking at your social media posts. Choose one of the audiences from the list below.
  - Construction Workers
  - Friends
  - Disaster Relief Workers
  - Students researching natural disasters

## Step 2: Choose a Social Media Channel

Choose the social media channel you will create posts for. Different social media channels are better for different types of campaigns. For example, if you are sharing a post with a lot of text, Facebook<sup>TM</sup> is a great platform. However, if your campaign is mostly pictures, Instagram<sup>TM</sup> is a better fit.

Facebook<sup>TM</sup>

Instagram<sup>TM</sup>

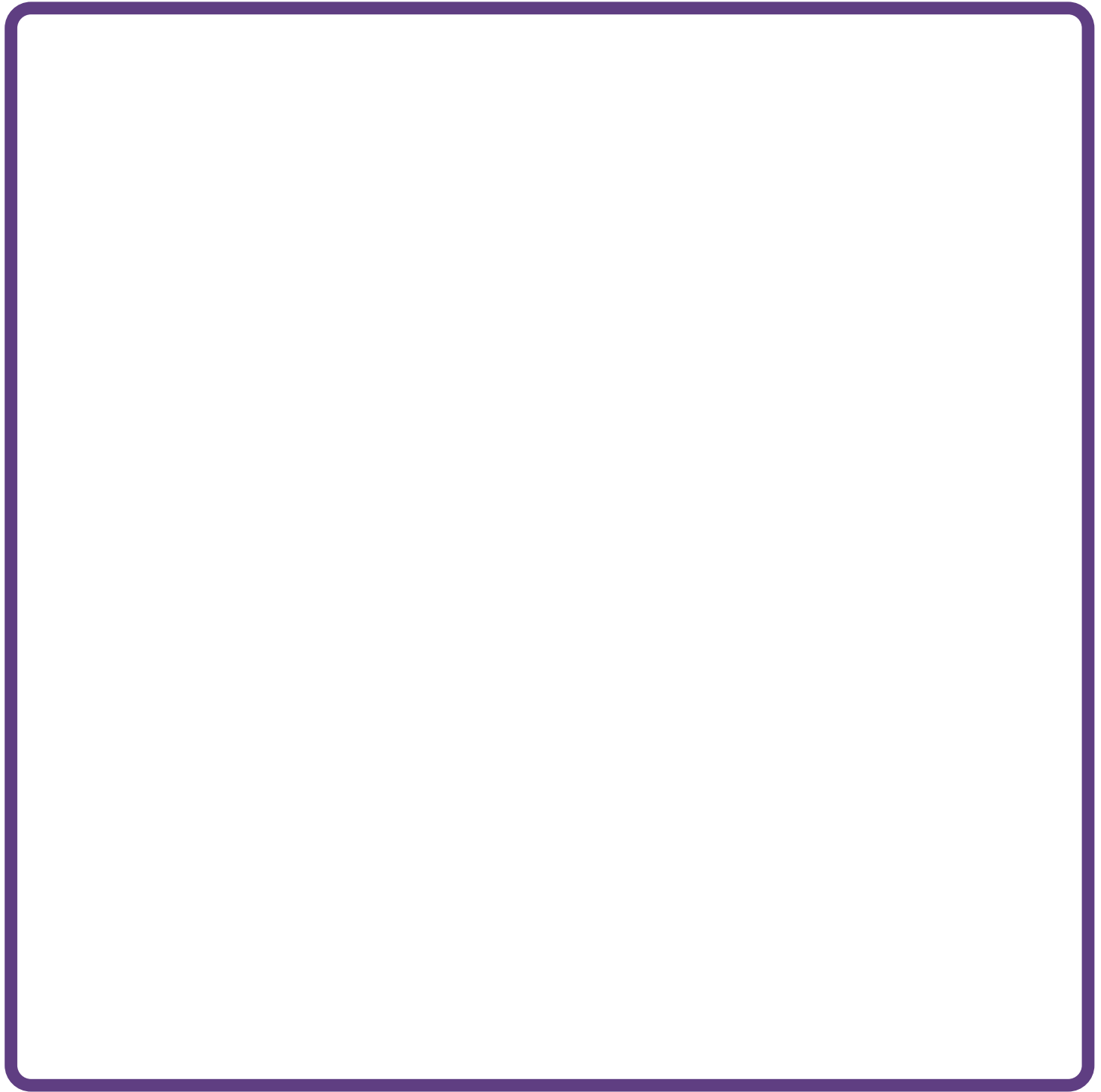
## Step 4: Brainstorm Ideas

Your social media posts must meet the following requirements:

- Each post must tell others something different about your flood wall. For example, you might explain how your flood wall works or what it is made of.
- Each post must include a caption that is at least 3 sentences long.
- Each post must include a picture.
- Each post must include 2 hashtags to help people find your posts. For example, you might choose to hashtag your post #floodwall or #naturaldisaster.

Complete your brainstorming in the box on the next page.

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



### **Step 5: Choose a Template and Create Your Social Media Campaign**


Use the social media templates below to create your social media posts.





## **Thermal Energy and Flooding**

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


Facebook™





Create Post

 What's on your mind?


 Photo/Video  Tag Friends  Feeling/Activity 





Create Post

 What's on your mind?

 Photo/Video  Tag Friends  Feeling/Activity 

Create Post

 What's on your mind?

 Photo/Video  Tag Friends  Feeling/Activity 

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

Instagram™

