# **Social Media Campaign**

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

A social media campaign is an advertising technique where a company creates many social media posts discussing the same topic, event, or product. For example, Nike<sup>®</sup> may create a social media campaign to convince people to buy new shoes! Nike<sup>®</sup>may post pictures of shoes on Instagram and post a video on Youtube about how many athletes like the new shoes.

Today, you will create a social media campaign that informs others about the regions of Texas. You will create 3 social media posts to teach your followers about the different regions of Texas. Follow the steps below to plan your campaign.

#### 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.

- Students ο
- Friends ο
- Family
- Teachers ο

### Step 2: Decide on Purpose

Decide on purpose of your campaign. Read about the purposes below. Then, circle which purpose you want to have for your campaign.

- Teach others about a topic
  - A social media campaign can educate people about a topic or event.
  - Posts in this type of campaign can include the following: pictures and facts about a topic, trivia guestions, or a link to a webpage where people can find more information about the topic.
- Convince people to buy something
  - A social media campaign can encourage people to buy a specific item or service. For example, if Nike<sup>®</sup> is releasing a new shoe they may create social media posts with a picture of the shoe and a caption about what makes the shoe special.
  - Posts in this type of campaign can include the following information: price for a product or service, description of why people should buy a product ο or service, or reviews from past customers.
- Encourage people to take action
  - A social media campaign can be used to convince people to take action. For example, a campaign can encourage people to vote.
  - Posts in this type of campaign can include the following information: facts about why action is needed, pictures of other people taking action, or instructions on how to take action. SOCIAL STUDIES CAREER ADVENTURES



#### Step 3: 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 is a great platform.<sup>®</sup> However, if your campaign is mostly pictures, Instagram<sup>®</sup> is a better fit.

Facebook<sup>®</sup> Instagram<sup>®</sup>

#### Step 4: Brainstorm Ideas

Your social media posts must meet the following requirements:

- Must inform others about the regions of Texas
- 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 #revolutionarywarhero or #uspresident

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

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



The Regions of Texas

## Name:

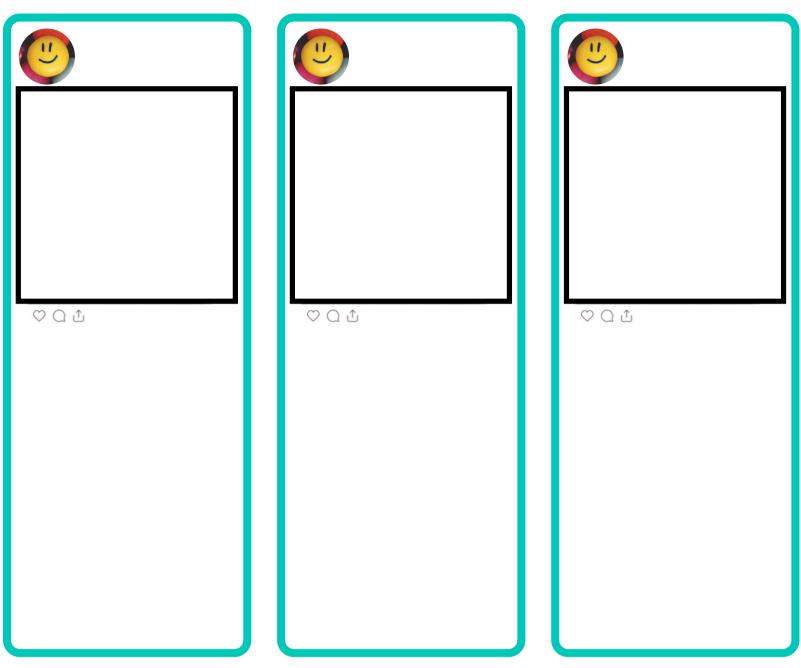
## Facebook <sup>®</sup>

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?	
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## Name:

## Instagram<sup>™</sup>



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