

Name: _____

Social Media Campaign

Social media refers to websites or apps that people use to share information with others. For example, YouTube™ and Instagram™ are examples of social media. YouTube™ is an example of social media because users can create and post videos for others to watch and comment on. Instagram™ 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™ may create a social media campaign to convince people to buy new shoes! Nike™ 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 about your new exhibit. You will create 3 social media posts for your campaign. 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
 - Friends
 - Family
 - Teachers

Step 2: Decide on Purpose

Decide on the 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 questions, or a link to a web page 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™ 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 or service, 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, instructions on how to take action.

Name: _____

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. However, if your campaign is mostly pictures, Instagram™ is a better fit.

Facebook™

Instagram™

Step 4: Brainstorm Ideas

Your social media posts must meet the following requirements:

- Must inform others about your exhibit
- 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 #Egypt or #Hieroglyphs

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

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

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™

