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**Activity**

Social Media Strategy

MODULE 11: Social Media

This **activity** was written for the Florida Public School System DIGITAL INFORMATION TECHNOLOGY (8207310) course. Funded by the Cyber/IT Pathways Program, Cyber Florida, and the Florida Department of Education.

# Module 11: Social Media

## Activity: Social Media Strategy

The student will create a social media strategy document describing a concept/idea or product they would like to promote through social media.

## Standards Assessed

* **15.02** Cultivate and manage awareness of digital identity and reputation.
* **15.03** Develop awareness of the permanence of actions and social awareness in the digital world.

## Teacher Notes

Teachers discuss social media strategies, including types of social media influencers and social media goals.

## Estimated Student Completion Time

* 45 minutes x 2-3 classes to complete the activity

## Activity Rubric

Consider evaluating the student’s work based on measures of quality. For example, with a maximum of 4 Points Possible, the following could be applied to this assignment:

* **1 Point Earned** = ***Needs Improvement*** (the student work did not meet more than 50% of the requirements and did not follow instructions)
* **2 Points Earned** = ***Developing*** (the student met between 50% and 75% of the requirements and generally followed the instructions)
* **3 Points Earned** = ***Sufficient*** (the student met between 75% and 90% of the requirements and clearly followed instructions)
* **4 Points Earned** = ***Above Average*** (the student met > 90% of the requirements and followed all instructions)

Use the table below to make sure students cover all required elements in the assignment.

| **Required Elements** | **Possible Points** | **Points Earned** |
| --- | --- | --- |
| Clear description of the concept/idea or product |  |  |
| Description of the target audience |  |  |
| Strategy to drive traffic to site |  |  |
| Plan for increasing followers |  |  |
| Target number of followers |  |  |
| **Total** |  |  |

# Activity: Social Media Strategy

**Student Instructions**: Create a social media strategy document describing a concept/idea or product you would like to promote using Microsoft Word or other word processor application compatible with .docx files.

Be sure to include the following elements:

* A clear description of the concept/idea or product
* Description of the target audience
* Strategy to drive traffic to your site
* Plan for increasing followers
* Target number of followers