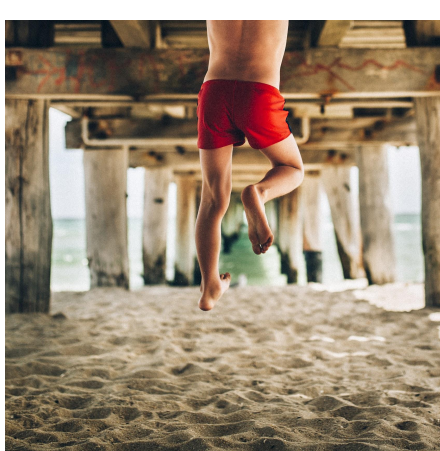


# Social Media



Technology is evolving and has become a huge part of our worlds.

Social Media can be a strong marketing tool for businesses. It allows people to connect and interact with each other instantly.

# Types of Social Media Outlets

Blogs

Direct Messaging Apps

Social Networking Sites

Social Review Sites

Image Sharing Sites

Video Hosting Sites

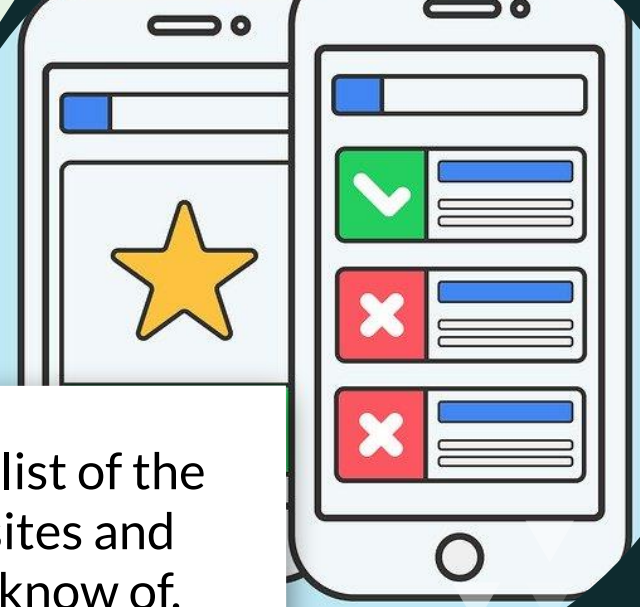
Discussion Sites

Media Sharing Sites

Try creating a list of the Social Media sites and apps that you know of.

How many can you list?

Which Category do they tend to fall under?





## Negatives of Social Media.

Come up with a list of negative impacts from social media.

Try to examine these from a business perspective.



## Positives of Social Media.

Come up with a list of positive impacts from social media.

Try to examine these from a business perspective.

Discuss if the positives outweigh the negatives.

Discuss if something negative happens, how could a business rectify it?



# Social Media is EFFECTIVE!

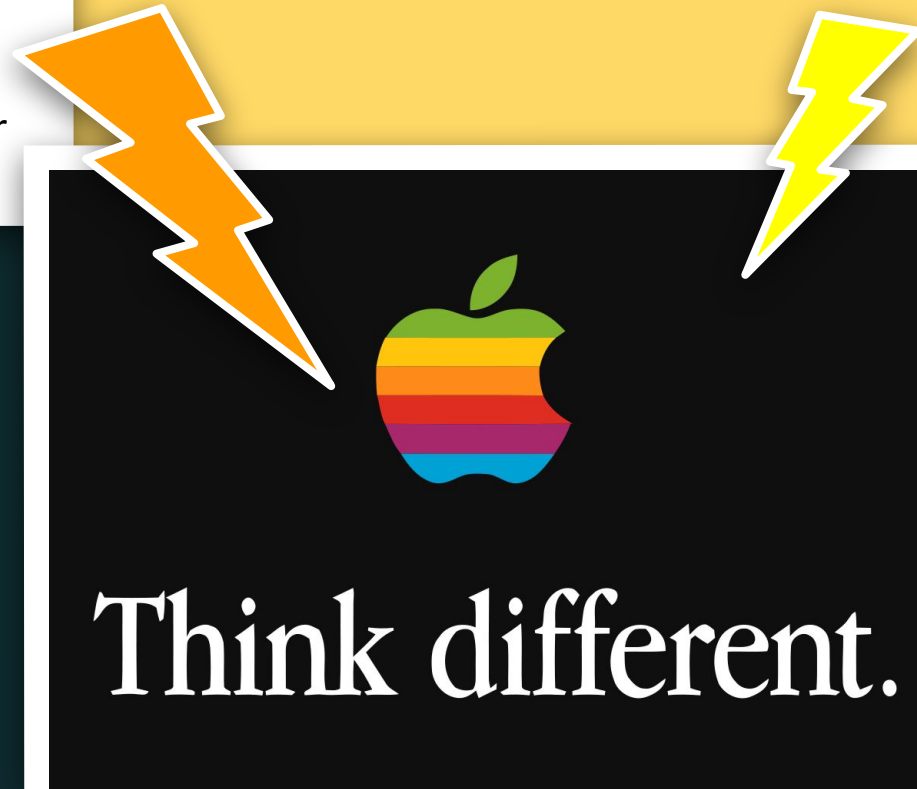
Social media is a cost effective solution for businesses to reach a huge audience.

A company can save millions of dollars from reducing printing campaigns. Sometimes companies will use printed materials to draw awareness to social media campaigns for certain demographics.

## What is a Social Media Campaign?

A social media campaign is a company's marketing effort to bring awareness to a product / service / brand.

They are strategically done to make the audience feel a certain way.



# Social Media Campaign Examples

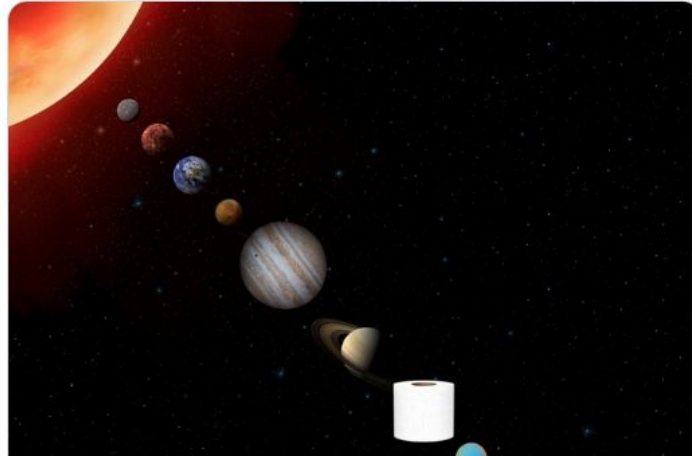
- Starbucks Unicorn Frap was set out to drive sales
- #shareacoke hashtag was used to engage audience members in turn driving sales

## Shock Value Campaigns

Sometimes campaigns can use shock value techniques to draw attention. It is always important to understand your target audience when using this.



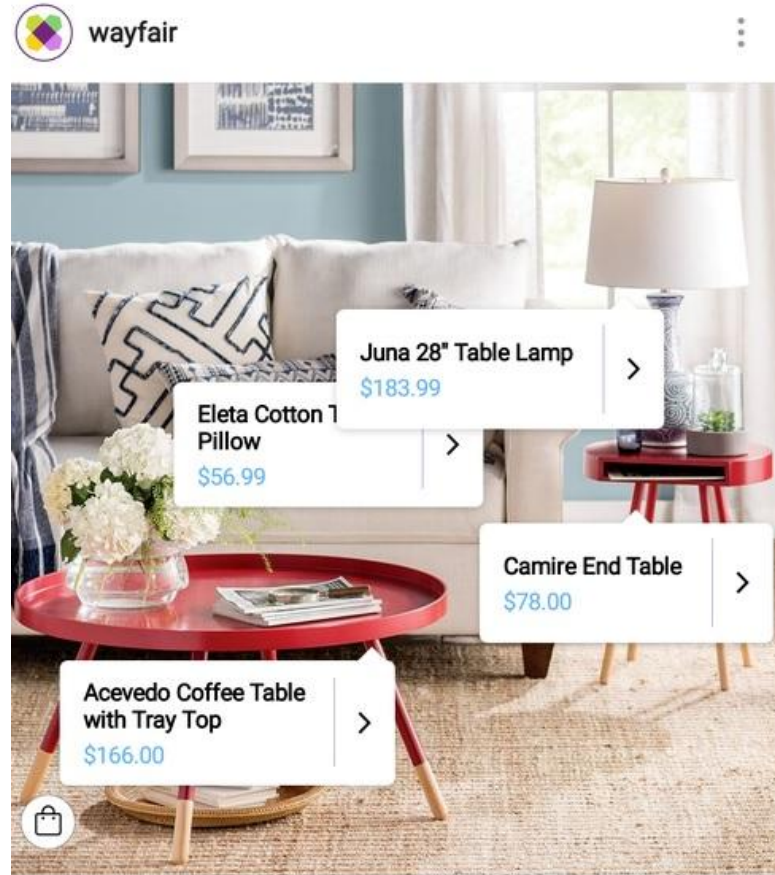
Scientists have confirmed that Uranus smells like "you know what." Seriously. [spr.ly/mashable](https://spr.ly/mashable)  
#EnjoyTheGo #Science #Uranus #Space #Planets





Wayfair has done a great job advertising on social media.

List reasons why you find this effective?



1,727 likes

wayfair Add energy to a cool-toned room with bright red accent furniture. These tables are just the right touch!



# Your Turn Now!

How would you create a social media campaign for your **Comm Tech Class** to promote it?



Create a google slide with a minimum of 10 slides. \* *Feel free to add more.*

## Slides 1 to 3

- Campaign Objectives -

How will you capture your audience?

Ex. hashtags, print media such as billboards used to draw users to websites

Who is your target market?

## Slides 4 to 6

- Social Media Outlets -

Think back to slide #2. What outlets of social media will you focus on.

Choose 3 and discuss. Discuss what each of these would look like and what content would they have.

# How would you create a social media campaign for your **Comm Tech Class** to promote it?



Create a google slide with a minimum of 10 slides.

## Slide 7

### - Examples -

Find examples online of promotional material that you feel would best represent your campaign.

## Slides 8-10

### - Discuss -

This is the part where you will go into design details.

What kind of typography will you use? Why?

What colours will be represented in your media?

What kind of photos will be used?

What style will be used? Example: simple, clean and contemporary.