

ACTIVITIES

Learning Activity 1: Platform-Specific Strategy Workshop

Objective:

Learners will develop platform-specific social media strategies tailored to a business scenario, gaining hands-on experience with advanced features and tools of various social media platforms.

Materials Needed:

- Case studies or hypothetical business scenarios
- Access to social media accounts or simulation tools (e.g., Hootsuite, Buffer)
- Worksheets for strategy development
- Internet access for research

Activity Steps:

1. **Introduction (10 minutes):**
 - o Briefly review the advanced features and tools of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok).
 - o Explain the task: learners will create detailed social media strategies for a given business scenario, focusing on platform-specific techniques.
2. **Group Formation and Scenario Assignment (10 minutes):**
 - o Divide learners into small groups, each assigned a different business scenario.
 - o Assign each group a primary social media platform to focus on (e.g., Group 1: Facebook, Group 2: Instagram).
3. **Research and Strategy Development (30 minutes):**
 - o Groups will research their assigned platform's advanced features and tools.
 - o Using provided worksheets, groups will outline their social media strategy, including:
 - **Goals:** Define specific, measurable goals for the platform.
 - **Target Audience:** Describe the target audience demographics and preferences.
 - **Content Plan:** Develop a content calendar using platform-specific features (e.g., Instagram Stories, LinkedIn Pulse).
 - **Engagement Tactics:** Plan engagement strategies using advanced tools (e.g., Facebook Groups, Twitter Lists).
 - **Analytics:** Determine how to measure success using platform analytics tools.
4. **Presentation and Peer Review (30 minutes):**
 - o Each group will present their strategy to the class, explaining their approach and rationale.
 - o Encourage peer feedback and constructive criticism to enhance learning.
5. **Wrap-Up (10 minutes):**
 - o Summarize key takeaways from the activity.

- o Highlight the importance of tailoring strategies to specific platforms and using advanced features effectively.

Learning Activity 2: Advanced Content Creation Challenge

Objective:

Learners will practice advanced content creation techniques, focusing on storytelling, user-generated content, and interactive formats to build brand narratives and engage audiences.

Materials Needed:

- Smartphones or cameras for content creation
- Social media accounts for posting (or simulation tools)
- Access to AR filter tools and live streaming platforms
- Internet access for research and inspiration

Activity Steps:

1. **Introduction (10 minutes):**
 - o Review advanced content creation techniques, including storytelling, user-generated content, influencer collaborations, and interactive formats (live streaming, AR filters).
 - o Explain the task: learners will create a series of social media posts using these techniques to build a cohesive brand narrative.
2. **Team Formation and Content Planning (10 minutes):**
 - o Divide learners into small teams.
 - o Each team will choose a brand (real or hypothetical) and plan a week's worth of social media content focusing on advanced techniques.
3. **Content Creation (30 minutes):**
 - o Teams will create the content, including:
 - **Storytelling Post:** A post that tells a compelling brand story or shares a customer testimonial.
 - **User-Generated Content:** A post featuring user-generated content or a collaboration with an influencer.
 - **Interactive Content:** A live stream plan or AR filter post idea to engage the audience.
 - o Encourage creativity and authenticity in content creation.
4. **Posting and Engagement Simulation (20 minutes):**
 - o Teams will simulate posting their content on social media platforms (or use a scheduling tool for real accounts).
 - o They will also plan engagement strategies, such as responding to comments and hosting live sessions.
5. **Presentation and Feedback (20 minutes):**
 - o Teams will present their content and engagement plans to the class.
 - o Facilitate a discussion on what worked well, areas for improvement, and how different techniques can be applied in real-world scenarios.
6. **Wrap-Up (10 minutes):**
 - o Summarize the key insights from the activity.

- o Emphasize the importance of advanced content creation techniques in building a strong, engaging brand presence on social media.

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