Tennessee CTE

Social Media Marketing & Analytics

Foundations and History

1 **Explain the purpose and use of social media for business and personal use. Describe the importance of using social media to support a company's or individual brand.** 1

2 **Identify different social media platforms (Instagram, Twitter, LinkedIn, etc.) used for marketing and discuss challenges (such as target markets, limited exposure, time constraints, etc.) associated with each. Create an infographic explaining the similarities and differences for each social media platform.** 2

3 **Research the Digital (Social Media) Revolution. Identifying key dates/activities that contributed to the digital/social media landscape when compared to the Industrial Revolution. Produce a 30-second video that highlights the impact on customer interactions with businesses.** 3

4 **Research social trends and perspectives (videos, QR codes, cloud technology, augmented reality, live streaming, etc.). From a business and cultural perspective, identify at least two trends that affected the marketplace. Prepare a presentation outlining the historical aspect of the trend and the impact on the marketplace.** 4

5 **Analyze the 4 C's of social media marketing (content, context/conversation, community, connection). Select a product or service to construct a visual representation with details and examples illustrating each of the four C's.** 5

Social Media Marketing

6 **Describe how a business' image is created and/or enhanced through social media; explain the importance of social media to a business' overall image. Using online resources, complete a social media audit for a WBL partner, another local business, or a local CTSO chapter, to include the following:** 6

- A Audience analysis 6A
- B Internal audit 6B
  - i List all social media platform accounts 6BI
  - ii Identify posting frequency, follower counts, engagement rates, referral traffic 6BII

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C Competitor audit 6C

i Gather basic metrics 6CI

ii What content is outperforming your selected company's content? 6CII

iii Identify aspirational brands, optional. 6CIII

7 Using the social media audit in standard 13, write a report for the selected WBL partner, another local business or your CTSO chapter including 7

A A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the 7A

B company's social media presence. 7B

C Recommendations for at least two future social media marketing SMART (Specific, Measurable, Attainable, Relevant and Time-based) goals which including at least 2 objectives each. 7C

D Annotated list of tactics to be used to reach goals 7D

E Annotated list of tools necessary to reach goals 7E

F A budget for future social media marketing campaigns. 7F

8 Research an example of a social media promotion (e.g. Ice Bucket Challenge, Planking, #InMyFeelings). Construct an essay highlighting 8

A social media tools that were leveraged 8A

B factors that contributed to the launch of the promotion as well as to its continued existence 8B

C Identify the outcome of the social media promotion. 8C

D Include an executive summary with the following: 8D

i name the company sponsor 8DI

ii identify any nonprofit benefactors 8DII

iii PEST analysis (political/legal, economic, sociocultural, and technological) 8DIII

9 Identify and research a business with a strong social media marketing presence (e.g., Warby Parker, Smile Direct, etc...). Summarize how the company's social media promotions contributes to personal sales in establishing and maintaining customer relationships. Utilizing the appropriate steps of a sale, prepare a sales presentation to a customer whose first experience with the company was through social media marketing, but is now reaching out to the company to purchase an item. 9

10 Identify five companies that utilize social media to engage with customer compliments, complaints and comments. Evaluate company response times to customer feedback via social media platforms. Develop a strategy for a WBL

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	partner or another local business to develop brand loyal customers with post visit interactions via social media platforms. 10
Effective Social Media Communication	**11** Identify, analyze, and critique the basic components of communications, such as the message, the sender, the receiver, the mode, the noise, and the response. This includes conducting responsible research when necessary, developing effective arguments, composing meaningful and coherent messages appropriate to the intended audience, and polishing one's delivery skills to deliver an effective and credible message, followed by listening. 11
	12 Analyze examples of writing for evolving digital platforms such as social media applications. Compare and contrast writing conventions required for commonly used applications and construct an event announcement for a local business in formats appropriate for at least three different social media/networking tools. 12
	13 Brainstorm content for use on social media for a WBL partner, local business or CTSO. Design a six-month social media calendar for the WBL partner or another local business. Include all elements of the promotional mix. Identify: 13
	A Goals 13A
	B Target market 13B
	C Message or theme 13C
	D Coordination aspects 13D
	E Action plan/implementation 13E
	F Evaluation instrument 13F
	14 Using the calendar created in standard 13, write promotional content to be used on social media, repurpose the original message/post for use on at least two other social media platforms (Instagram, Twitter, LinkedIn, etc.) to engage secondary target markets. 14
Social Media Analytics	**15** Using validated online texts, research and summarize the difference between social media analytics and social media listening. Using the Social Metrics Map, establish at least two objectives and develop at least two social media activities to meet the objectives of a WBL partner, a location business or your CTSO chapter. 15
	16 Using online journals and resources, research the best times to post on at least three different social media platforms. Write a report detailing optimal day(s) of week, time of day, and social media platforms to use when trying to reach specific target markets. 16

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Ethics and Responsibility	**17**	**Research your school's or CTSO's ethics policy regarding copyrighted materials, plagiarism, authenticity, proper citations, privacy, and proper use of technology resources. Develop at least five social media posts to be used to raise awareness for CTSO competitive events expectations.** 17
	18	**Research and create an annotated list of federal statutes encompassing consumer privacy practices that can affect social media marketing.** 18
	19	**Determine technology security strategies needed to protect customer information and company image. Evaluate strategies for protecting business' digital assets (e.g., website, social media, email, etc.), customer data, and other protected information.** 19
Careers in Social Media Marketing	**20**	**Conduct a job search of positions in one or more career areas of interest using tools such as https://www.jobs4tn.gov and other online employment resources; complete a job application; participate in mock interviews with partner businesses and/or through participation in a student organization event.** 20
	21	**Prepare an electronic portfolio** 21
	A	**Including work products demonstrating career preparation skills, using an assortment of media (text, photos, video, hyper-linked pages).** 21A
	B	**Including a professionally formatted résumé and other supporting documents such as cover letter and application.** 21B
	C	**Include personal social media audit.** 21C
	D	**Packaged on a suitable media (e.g., Web site, Cloud-based storage, etc.)** 21D
	22	**Address the appropriate use of and ethics related to social media in personal and professional situations and its impact on career search processes, as well as its impact on the professional reputation of a person.** 22