

**Unit 4****Lesson 4.9 – Social Media**
Marketing Applications**STUDENT ACTIVITY****Instructions**

As social media continues to grow and evolve, sports and entertainment brands are looking for new and cutting edge ways to reach consumers. Organizations like the Professional Rodeo Cowboys Association and Nike are always on the lookout for new platforms as well as building strategies involving existing mediums like Facebook, Snapchat, Instagram and Twitter.

Using the Internet, identify 15 different examples of sports or entertainment organizations utilizing social media. Record your answers in the space below. Attach an extra sheet of paper if additional space is needed.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____
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- 13) _____
- 14) _____
- 15) _____