

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

In this activity, you will develop a social media marketing calendar for a brand or a cause.

Part 1:

Think about the brands or causes you love and those you follow on social media. Which one would you most like to create a social media campaign for? List the brand below and describe why you selected that brand or cause.

Part 2:

Review the "holidays" and causes in the "Hashtags" presentation and build a social media marketing calendar for the brand or cause you identified in part one of this activity. You can also include other "holidays" or causes not featured in this presentation.

Using a separate page of paper, create a social media post calendar for your brand or cause. The calendar must include the following:

- At least TWO social media posts for each month
- Description of which social media platform you will use for each of the posts and an explanation of why you chose that platform
- Explanation of how your social media campaign and hashtags will help you to reach and engage consumers

Follow the format below for each of your social media posts:

MONTH: January through December

POST: Description or drawing/sketch of the post message and content, including any GIFs, memes, videos or emojis

PLATFORM: Explanation of which social media platform to where you plan to post the content

"HOLIDAY" OR CAUSE: List the name of the "holiday" or cause

HASHTAG: Include the hashtag you will use to promote the post