

Social Media for Business Assignments/ Activities

Activity 1: Consumers as Content Creators For Brands (10 points)

User-generated content (UGC) refers to any digital content that is produced and shared by end users of an online service or website.

Instructions

Complete the following steps.

1. Watch the Doritos UGC campaign video: [Doritos Dogs](#)
2. Read about the #AerieREAL UGC Campaign in Chapter 1 Section 2 of the textbook.
3. Search “#AerieReal” on your social media apps.
4. After viewing the posts, in 250 words or less
 - a. Do you think the Aerie UGC campaign successfully changed body image perceptions and why or why not.
 - b. List five pros and five cons of UGC in the same or a different discussion forum.
 - c. Provide one real example of a successful and/or beneficial UGC campaign and provide one real example of an unsuccessful and/or harmful UGC campaign or post. Include images.

Activity 2: Paid, Owned, and Earned Media (10 points)

Complete the following steps:

1. Choose **a brand** and find *at least* two examples for each of the following **not found in our textbook**:
 - o Paid media
 - o Owned media
 - o Earned media
2. Create a three-slide PowerPoint presentation: one slide for paid media, one slide for owned media, and one slide for earned media.
3. Include **images or screenshots** on each slide of the paid, owned, and earned media tactics found during Step 1, plus your description.
4. Create screenshots from these PowerPoint slides that you can insert into the single document you will turn in for this assignment (Activity 1 and Activity 2).

Assignment #2

Activity #1 Personal Brand Assignment

If you are interested in the field of social media marketing, it is important that you establish and maintain your own social media presence as an extension of your personal brand. Your personal brand is a marketing strategy focused on the most important product: YOU! It's your reputation and the combination of your personal attributes that differentiate you from your peers.

During this assignment, you will spend time figuring out who you really are and what you want in life by working on your personal branding worksheet. This worksheet has been slightly adapted from the original version by Meg Guiseppi, personal branding expert and founder and CEO of Executive Career Brand (Guiseppi, 2017).

Defining your personal brand is an important step in your career as a student and a potential employee. A series of actions are required to develop your personal brand. You will start with a personal branding worksheet, followed by an audit and optimization of your LinkedIn and Twitter profiles. The final product will be a three-part PowerPoint presentation including:

Part 1	Part 2	Part 3
Personal branding worksheet (provided in the chapter)	LinkedIn profile audit and optimization	Twitter profile audit and optimization

Instructions

Part 1: Personal Brand Worksheet

1. Complete the nine steps of the personal brand worksheet found in Chapter 2.
2. Create a PowerPoint presentation with one slide representing each step found in chapter 2. The PowerPoint presentation should include written answers for the questions below as well as visuals to represent your personal brand.

Part 2: LinkedIn Profile Audit & Optimization

1. After reading Chapter 2, conduct an audit of your LinkedIn profile.
2. Create two slides in your PowerPoint presentation.
 - a. The first slide will include screenshots of your current LinkedIn profile. Next to the screenshots, include written descriptions (with callouts if desired) of the updates that need to be made to your LinkedIn profile in order to optimize it properly.
***If you do not have a LinkedIn account, please note that you will be required to create one in the next step.**
 - b. Create a new account or optimize your existing LinkedIn account using the following steps listed in Chapter 2, Section 3: "Building Your Personal Brand Online." In a second PowerPoint slide, include screenshots and a link to your newly created or optimized profile. Include a written description of the changes made to your profile.

Part 3: Twitter Profile Audit & Optimization

1. After reading Chapter 2, conduct an audit of your Twitter profile.
2. Create two more slides in your PowerPoint presentation.
 - a. The third slide will include screenshots of your current Twitter profile. Next to the screenshots, include written descriptions (with callouts if desired) of the updates that need to be made to your Twitter profile in order to optimize it properly.

*If you do not have a Twitter account, please note that you will be required to create one in the next step. If you have an old or inactive personal Twitter account, you may also want to consider creating a new Twitter account just for professional purposes.

- b. Create a new account or optimize your existing Twitter account by following the steps listed in Chapter, 2 Section 3: “Building Your Personal Brand Online.” In a second PowerPoint slide, include screenshots and a link to your newly created or optimized profile. Include a written description of the changes made to your profile.

Finally, upload the PowerPoint presentation to the assignments folder and name it First Name Last Name Assignment 2 *i.e. Adam Shelffo Assignment 2.*

Activity #2 Personal Brand Audit

1. Search on the internet using their first name, last name, and the town or state they live in. Next review the image results on Google and look at their Facebook or Instagram account from a public view. They should scroll through all of the pictures and posts.
2. Ask themselves, “Is there anything I would not want a potential employer to see?” If so, then it’s time for them to reassess their personal brands online by removing all unprofessional content from public accounts.
3. Deactivate old accounts and make their social media accounts private. Delete any unwanted photos that they would not want a potential employer to see.
4. Finally set up a Google alert with their names.
 1. Go to www.google.com/alerts.
 2. Type your name and your email address and simply click “create alert.”

Assignment #3

Evaluate 10 posts from each of three Groups you join - see attached file for instructions. Also do the analysis at the end listed as 'optional.' Once finished save your responses on your computer naming the file First Name Last Name Assignment 3. Also See “Facebook” PDF.

Assignment 4: Snapchat Content Strategy Assignment

Snapchat is a great social media platform for storytelling, running contests, sharing behind the scenes content, giveaways, providing incentives, promoting sales, asking questions, building anticipation for events and launching products.

Review some examples from Chapter 7 Section 9:

- During London Fashion Week, Burberry used storytelling to tell the tale of two models planning to break into its flagship store on Regent Street in London. Their Snapchat story featured security

footage, references to heist films, and entertaining moments of the two models trying to break into the store to find the locked fashion collection.

- Grubhub hosted a week-long scavenger hunt contest. Every day of the week the company posted a new challenge for followers to compete for a chance to win daily prizes such as free takeout.
- Everlane uses Snapchat to share sneak peeks into new product releases, bring followers behind the scenes into their photoshoots, show life inside the company, and provide tours in its factories.

Instructions

Have students:

1. Choose a brand of your liking. Imagine that you are the social media marketing manager for that brand, and you oversee the company 's Snapchat account.

Your three social media goals are:

1.
 - Increase brand awareness
 - Increase engagements
 - Increase revenue
2. In order to meet one of the above goals, select a Snapchat social media content strategy idea from Chapter 9 section 7 or come up with your own social media content strategy idea.
3. Select from **one of the two options below:**
 - - Create a PowerPoint presentation detailing the content strategy that you would create for the brand leveraging Snapchat to meet one of the above goals. Using Canva, PowerPoint, or any other free online social media tool, design and show examples of at least three Snaps that you would leverage on the account.
 - For example, if you select a goal of increasing revenue, you may want to offer discounts or incentives on certain products. Create and define the discount and incentive, and design three Snaps with the incentive.
 - You may also want to consider creating your own Snapchat geofilter for the brand. [Canva offers a free option.](#)

OR

- Using your own Snapchat account, record or create at least three snaps to meet one of the goals in Step 1. Remember, you are the social media marketing manager for the brand, so you can appear as a spokesperson for the brand in the Snaps. For instance, you could pretend that you were offering behind-the-scenes content, or speak to followers directly about one of the promotions or a contest.

TIP: Remember to use Snapchat's many features to create engaging content for your brand.

3.
 - o Upload your PowerPoint presentation or Snapchat videos to the folder under the assignments tab. Please make sure if you choose the Snapchat videos that the video format is in MP4 so I properly open and evaluate. Please name your file First Name Last Name Assignment 4 i.e. *Adam Shelffo Assignment 4*

Assignment 5: Creating a Company LinkedIn Profile and Developing Posts

Overview from Chapter 9 of our textbook:

A LinkedIn Company Page is the first place that LinkedIn users will visit to learn about and interact with a company. Using a LinkedIn Company Page is a great way to build brand awareness, engage with employees and customers, foster engagement, and attract and interact with a target audience. A company page is also a great place for professionals to gain insights into life inside a company and to search for and apply for jobs posted directly to LinkedIn Company Pages.

Review Chapter 9 section 4 that details how to create and optimize a LinkedIn company page.

Instructions

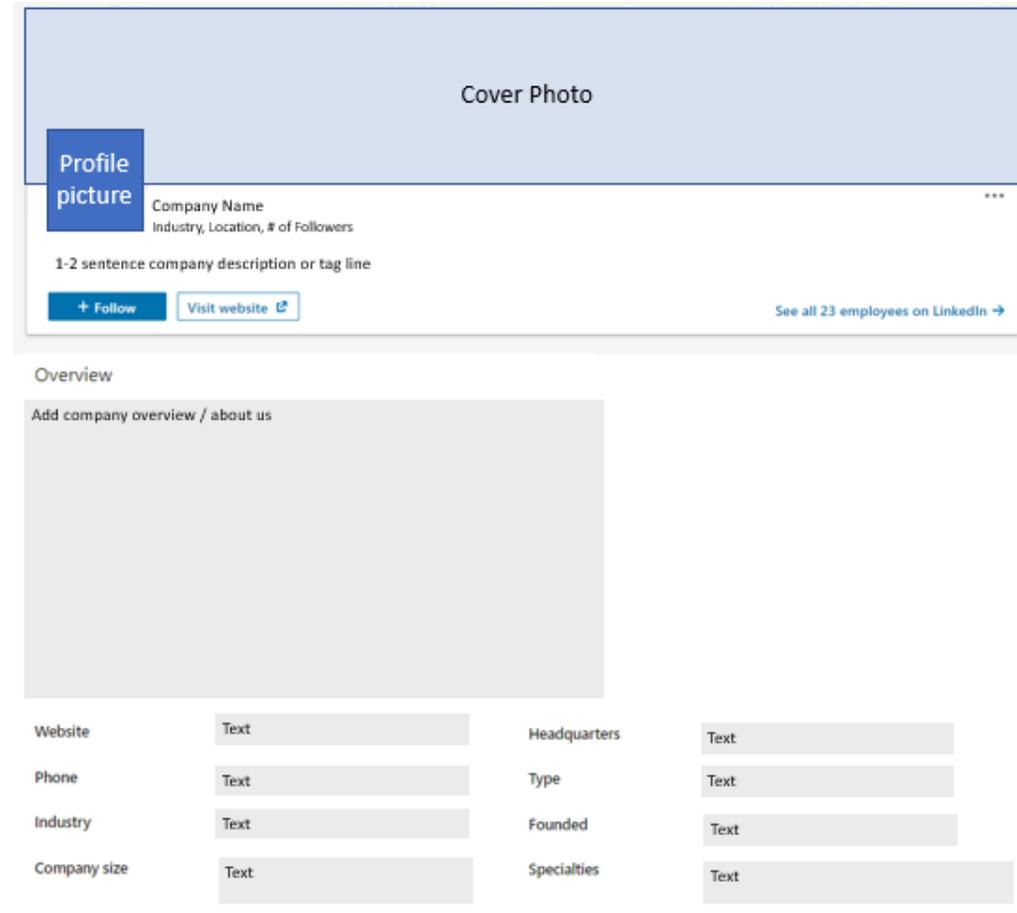
Review the Bounce Trampoline Park case study from Chapter 4. As a reminder from the case study, Bounce Trampoline Park owns and operates five family entertainment centers throughout New England and the Mid-Atlantic that feature large indoor spaces with a large variety of attractions.

The owner of Bounce would like to franchise the trampoline park and expand locations across the United States. To do so, the owner must market to business professionals and investors wishing to open their own Bounce location. As the marketing specialist working for Bounce, you have been tasked by the owner to create a LinkedIn page for the company and LinkedIn posts to highlight the franchising opportunities. The LinkedIn page should be targeted towards potential investors, and explain the value of why they should invest in a Bounce Trampoline Park Franchise.

Download the Bounce Trampoline Park LinkedIn Company Page PowerPoint presentation found in the resources section of Chapter 9.

Step 1: Create a LinkedIn company page

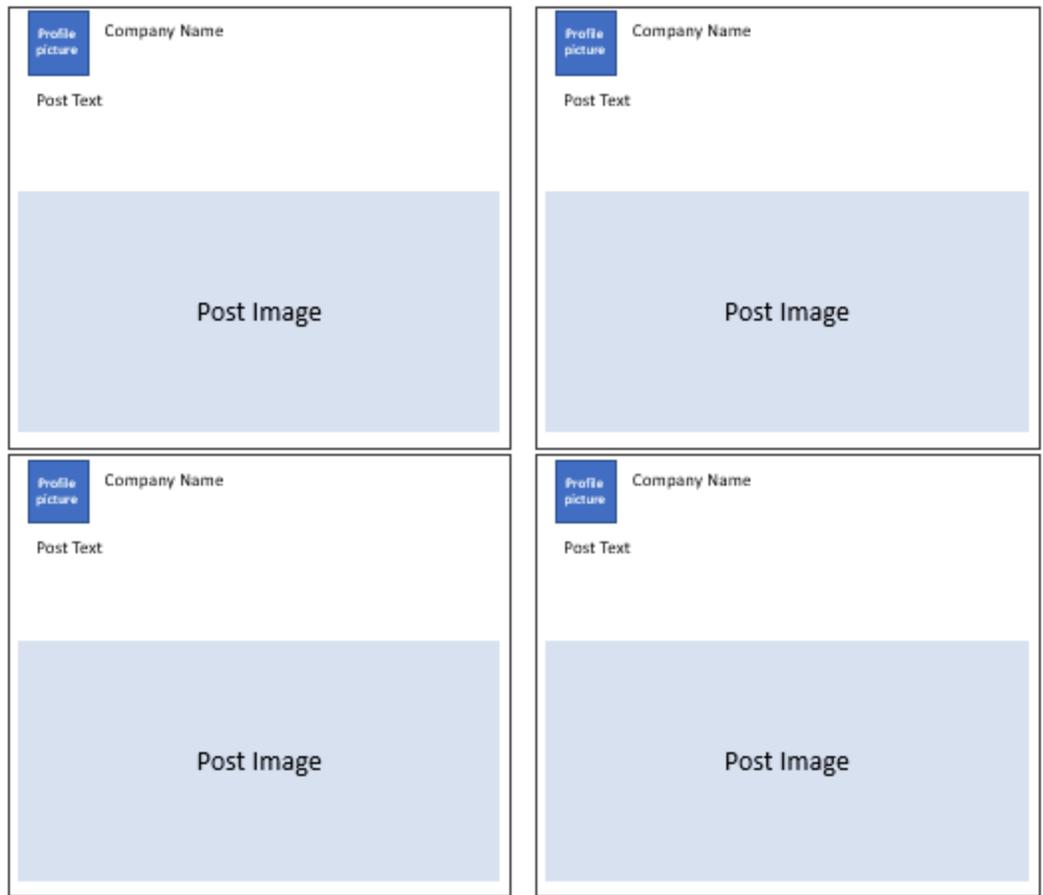
- Add your name to slide 1
- On slide 2, create the LinkedIn company page for Bounce Trampoline Park
 - Logo and cover image: Add your organization's logo and a cover image to bring your Page to life. You can create one for free at [Canva.com](https://www.canva.com).
 - Overview/About Us: The "about us" section of a LinkedIn company page is used to describe what the company does and its specialties. Add a detailed description to this section, leading with relevant terms and phrases that describe your organization's mission and purpose. Make sure to use relevant industry-related keywords within the profile description to increase visibility through search engines and the LinkedIn search function.
 - Keep in mind that the owner would like to feature their franchise opportunities with a target audience of business professionals and investors.
 - Organization info: Input your website URL, phone number, industry, company size, headquarter location, company type, year founded and specialties.
 - Refer to the Ninja Nation LinkedIn page as a reference: [Ninja Nation LinkedIn Profile](#)



Step 2: Create four LinkedIn posts for Bounce Trampoline Park

- On slide 3, create 4 company LinkedIn posts for Bounce Trampoline Park
 - Add the company name and logo
 - Write the post text (remember to use hashtags!)
 - Include a call to action link for the post
 - Include a post image
- Save your PPT file and upload it to the assignment folder in D2L with the proper format of First Name Last Name Assignment 5 i.e. *Adam Shelffo Assignment 5*

Bounce LinkedIn Posts:



Assignment #6

See Discussion #8 for instructions on this assignment which will count for both Discussion #8 and Assignment #6.

For assignment #7 you will have two options below and you will need to choose only 1. Either assignment will be worth 40 points and scores will be based upon the quality and detail of each of the deliverables.

Assignment #7 Option 1 Writing a Blog Post

WRITE A BLOG

A blog is defined as “a regular feature appearing as part of an online publication that typically relates to a particular topic and consists of articles and personal commentary by one or more authors.”

Blog posts typically are:

- Written in first person
- A collection of thoughts or expertise on a variety of topics
- Inclusive of links, pictures and videos
- Accessible online and free for the public
- Searchable in search engines
- Updated frequently
- Open for reader engagement through comments, likes and shares

You will be responsible for writing a blog on any topic of your choosing. Topics can include digital marketing, social media marketing, a personal story, something you are passionate about, or you can elect to write a blog for a real/fictitious company, or your mimic social project. Upon completion, you will publish your blog as a LinkedIn published article on your personal LinkedIn account, medium.com, or on your own blog site. You can create a free blog site with [Wix](#) or another online blog publishing platform.

Your blog posts should follow the guidelines presented in Chapter 11 section 4 and should:

- Be between 400-1,000 words in length
- Have a compelling title
- Use relevant keywords, images and hyperlinks
- Be original, well-crafted and well-informed

Deliverable:

- Your deliverable will be a link to your published blog.
- Within the comment section of the assignment submission answer the following questions:
 - How would you promote your blog in order to gain more views be detailed and specific?
 - What did you learn from writing the blog be detailed and specific.

OR

Assignment #7 Option 2: Writing a BuzzFeed Article

The BuzzFeed Community is the home for posts created by “BuzzFeeders.” If you like to share humor, cool stuff you've found, insights into identity and fandom, or personality and trivia quizzes, then this is the assignment for you (Buzzfeed). Part of BuzzFeed’s success is in hyper-targeting (narrowly focusing on niche audiences).

- To become a part of the BuzzFeed's Community, you need to sign up for an account and fill in your profile details to your comfort level.
- Review this guide for how/what to publish.
- Once your post is written you will suggest your post to BuzzFeed’s Community editors.
- If the post you suggest is good, fun, original or interesting BuzzFeed’s editors will feature it on the BuzzFeed Community page.
- You must target a specific audience—a group of people who care about one particular topic.
- You can choose as broad or as specific a niche as you want, provided your target audience is not just everybody.
- Format: Your content can be any length and format. You can use any combination of text, image, gif, video, etc. You can choose between making an article, list, quiz, poll, or checklist.
- Successful headlines will adopt a “clickbait” format.

Sample Student Articles

- [These 18 Things Will Make A Server’s Skin Crawl](#)
- [10 Ways To Secure Your ‘Dream Internship’](#)
- [10 Moments Of Simple Happiness That Make You Smile About The Little Things In Life](#)
- [11 Reasons Why Watching “The Bachelor” Is Just Like Watching March Madness](#)
- [15 Reasons Why Creed Bratton Is Every College Student](#)
- [12 Things Not To Do During A Job Interview](#)
- [17 “Friends” Moments That Are All Of Us In College](#)
- [What Does It Really Mean To “Go Greek”?](#)
- [10 Ways You Know You're A College Senior](#)
- [The Blessings And Curses Of Having Curly Hair](#)

Deliverable:

- Your deliverable will be a link to your published article.
- Within the comment section of the assignment submission answer the following questions:
 - How would you promote your article in order to gain more views be detailed and specific?
 - What did you learn from writing the article be detailed and specific?

Assignment 8: Creating an Influencer Marketing Strategy For a Brand

Create an influencer marketing strategy for a company of your choosing **or** for Buhi Supply Co. as a part of Mimic Social.

1. Find and identify a real-life influencer or multiple influencers that your company can leverage to promote their company.
2. Create an influencer strategy PowerPoint presentation **or** Word document including the following:
 - Name of the company or brand
 - Number of followers for the company or brand
 - Review the seven influencer marketing strategy steps for your company as presented in Chapter 14 section 5 of the textbook:
 - Goals and KPIs for the influencer marketing campaign
 - Target market and social media channels they interact with.
 - Identify and find influencers. Include the influencers name, profession and number of followers.
 - The type of partnership and benefits:
 - What will the brand offer the influencer?
 - What will the influencer offer the brand?
 - Identify how the company will leverage this influencer and the types of posts the influencer will create on behalf of the brand.
1. Upload your PowerPoint presentation or Word Document to the assignments folder within D2L with the proper file format of First Name Last Name Assignment 8 i.e. *Adam Shelffo Assignment 8*.

Assignment 9: Social Selling Amidst Covid-19

Background

Recall from the Chapter 12 case study the impact that COVID-19 has had on businesses and consumers alike. There is no question that COVID-19 rapidly accelerated the digital transformation of businesses and industries, starting with remote work, to the increase in e-commerce, to the use of new technologies like artificial intelligence (AI) and robotics. But how has COVID-19 impacted how buyers and sellers interact? How are sales professionals adapting to the new normal? One thing we know for sure, is that due to COVID-19 we have witnessed the rise of the digital seller as social selling has become a necessity due to lockdowns and quarantining, not a nice to have.

To better understand how both customers and sellers are interacting [Mckinsey & Company launched a survey of B2B across 11 countries](#). Their findings revealed that going forward, B2B companies would see digital interactions as two to three times more important to their customers than traditional sales interactions. They also noted that almost 90 percent of sales have moved to a videoconferencing(VC)/phone/web sales model. More than half believe this is equally or more effective than sales models used before COVID-19.

You have just been hired as the new sales manager for a B2B company that has a call center with 25 employees. Prior to COVID-19, the company relied solely on cold calling as their sales tactic. 10 years ago, this tactic was very successful. However over the past five years the company has seen their sales suffer and competitors outperform them.

With COVID-19, all 25 employees were forced to work remotely in a matter of days. With the move to working from home, they no longer had access to the call center software and customer databases on their computers.

During your first day on the job you have a conference call with your new boss who oversees all of the sales for the company. Your boss tells you that the 25 sales employees do not know how to perform their jobs in the new normal. They are completely unaware of social selling and the technologies that exist to help them sell in the digital world. Your manager recognizes a need to shift to social selling but does not know where to start. She asks you to create a training video to introduce the employees to the concept of social selling to train them on how to be successful as a social seller.

Instructions

1. Create and record a training video using Yuja on social selling. The video should be five minutes or less.
2. Introduce the team to social selling and some of the benefits of social selling.
3. Explain how to get started with social selling, the platforms they should leverage, and how to optimize their profiles.
4. Explain some of the tools available to them to help them with social selling.
5. End with a call to action. What is it you want them to do after watching the video?
6. Upload the Yuja video to the assignment folder in D2L .

Assignment #10: Measuring Social Media ROI

Overview:

Social media return on investment (ROI) is a measurement of the value from social media marketing. Essentially, what is the return for the investments made in social media?

- ROI by revenue formula: $\text{profit}/\text{total investment} \times 100$.

Calculate the ROI of social media campaign for a pair of Ray Ban sunglasses by using the information below:

- You are a social media marketer responsible for creating a social media campaign for a pair of Ray Ban sunglasses.
- The goal of your social campaign is to drive sales for the sunglasses.
- With every single social post, you include a trackable call-to-action link to your website where users could purchase the sunglasses.
- You outsourced all of the professional photographs of the sunglasses, creation of the social media graphics and videos to a company for \$5,000.
- You also spent \$3,000 on social media ads directed at the target market.
- Your campaign ran for one month, and during that time you only worked on the campaign, making a salary of \$5,000.
- The social media management tool that your company pays for costs \$1,000 a month.
- By the end of the campaign, you were able to pull a report from your company website of all the sunglasses sold from customers who clicked on the trackable link from social media.
- The total revenue for sunglasses purchases from the social media campaign was \$50,000, of which \$30,000 was profit after subtracting the costs to make the sunglasses.

Instructions

- Calculate the ROI of Ray Ban using the formula: $\text{profit}/\text{total investment} \times 100$
SHOW YOUR WORK