

LO3 – To be able to explain how global industries use social media

LO4 – Plan, create and manage a social media campaign.



Unit 6: Social media and Globalisation



Starter:

LO3 – To be able to explain how global industries use social media

LO4 – Plan, create and manage a social media campaign.

- Think through your own answer to this question:

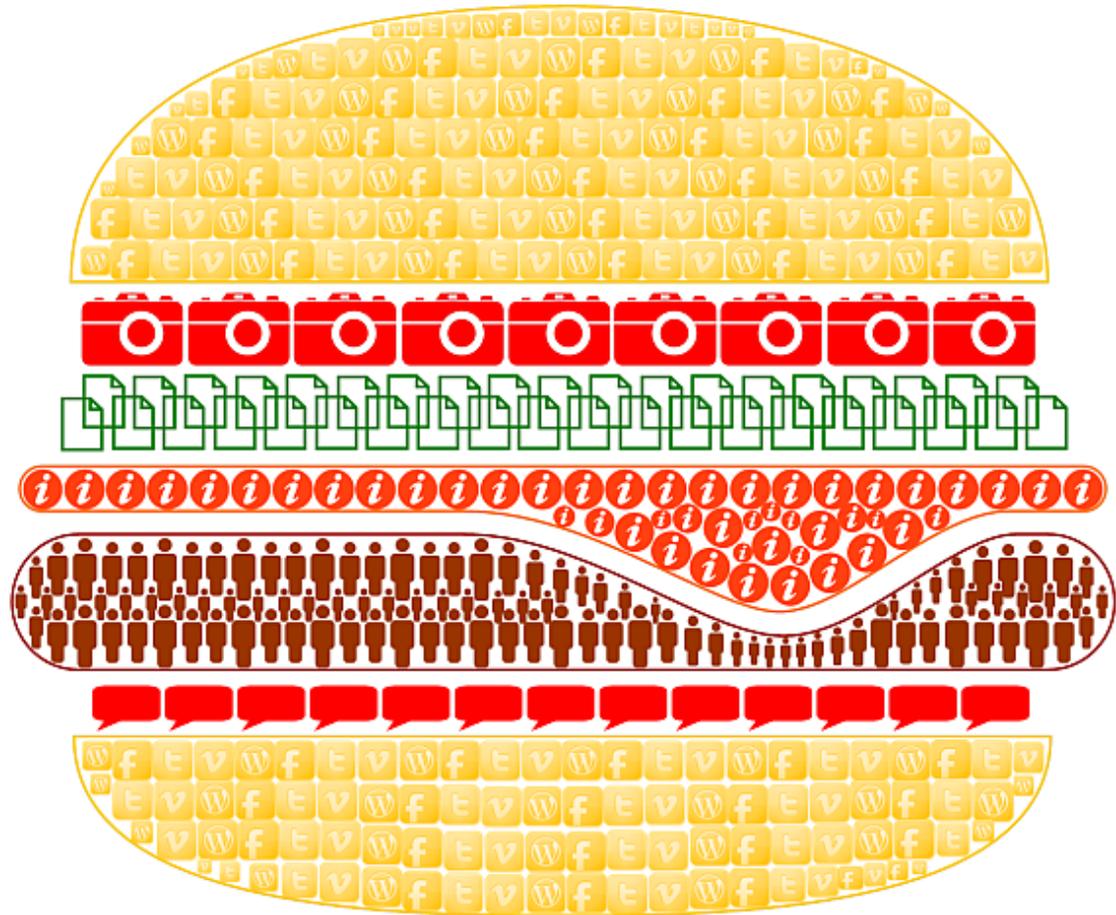
What are 2 important factors you need to think about when creating a social media marketing campaign?

- Pair up and write your answers on the whiteboard, discussing together which are most important.
- Share as a class in 5 minutes.



Success Criteria -

Use your ideas so far and any extra information you've learnt since starting this unit.



AUDIENCE: The meat of your strategy. For substance, invest the time to understand the information needs of your audience.



CONTENT THEME: The gooey, tasty information goodness that melts over your audience. Relevant content sticks.



VOICE & TONE: The sauce! The flavour and personality of your content will depend on things like culture and industry. Tabasco? Ketchup? Mayo?



CONTENT FORMAT: The mix of content condiments that add texture and variety to your strategy.



BUN: Your digital channels provide the platform for your content strategy and hold it all together.

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Task 1: Video Game Marketing

You are working for global games company and have been tasked with the initial planning for the release of a new first-person shooter video game in 6 months' time, aimed at **18-25 year olds**.

In groups create a mindmap

Mindmap the most important information that video gamers of this age will need to know about the game, and list the social media channels which might be useful to distribute this info.





Demographics

Age / Gender

Race

Location

Employment Status

DEMOGRAPHICS

Psychographics

Personality

Values

Attitudes

Interests

Lifestyles

PSYCHOGRAPHICS



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Niche Audience



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Main Task

- In groups select one person to be your leader of your niche audience. (Market research).
- Use the Netherhall Media unit 6 website and click on the black button: Niche Audience Link.
- Your niche leader needs to honestly answer each question.
- Complete the rest of your work sheets based on the outcome of the online quiz.

Stretch and Challenge: Using a global company as a guide – what do you notice about their brand identity and how they attract their audience using social media & their website?

Plenary

Relook at the success criteria for a successful social media campaign

Self-evaluate your worksheet – how does it compare to the criteria?

What could you look at again to enhance your campaign?

What did you discover during this task?

What did you find challenging or tougher to work on?

Lesson on
Friday:

We'll look how
social media
platforms tailor
content to niche
audiences



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