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# Lesson Plan: Social Media Strategist for a Day

## Materials Needed:

- Computer with internet access
- Notebook and pen/pencil (or a digital document like Google Docs)
- Access to a free Canva account ([www.canva.com](http://www.canva.com))
- Smartphone or camera (optional, for content creation)
- Worksheet: "My Fictional Brand Profile" (template provided below)

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**Subject:** Business / Digital Marketing / Career Exploration

**Student:** Madison (Age 15)

**Time Allotment:** 90 minutes (flexible, with extension activities)

## 1. Learning Objectives

By the end of this lesson, Madison will be able to:

- Develop a basic brand identity, including a target audience and brand voice, for a fictional company.
- Create a 3-post content plan for one social media platform (Instagram) based on strategic content pillars.
- Design one original piece of social media content using Canva.
- Write an engaging social media caption that includes a call-to-action and relevant hashtags.

## 2. Alignment with Standards (Example Alignment)

- **Common Core ELA Standards:** (W.9-10.4) Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- **ISTE Standards for Students:** (1.6 Creative Communicator) Students communicate clearly and express themselves creatively for a variety of purposes using the platforms, tools, styles, formats and digital media appropriate to their goals.

## 3. Instructional Strategies and Activities (The "Fictional Brand" Challenge)

### Part 1: Introduction & Brandstorm (15 minutes)

1. **Hook (5 min):** Start with a conversation. Ask Madison: "If you could start a business tomorrow for something you love—like custom art, eco-friendly products, a dog-walking service, or a baking company—what would it be? Let's imagine one." This initial brainstorm helps her connect her personal interests to the project.
2. **Mini-Lesson (10 min):** Briefly introduce three core concepts of social media management:
  - **Target Audience:** "Who are you trying to talk to? It's impossible to be for everyone. Are they teenagers who love gaming? Are they adults who love gardening? Getting specific is key."

- **Brand Voice:** "How does your brand 'sound'? Is it funny and casual, using slang and memes? Or is it professional, inspiring, and calm? The voice should match the audience."
- **Content Pillars:** "These are 3-5 main topics you'll always post about. For a baking company, the pillars might be: 1) Behind-the-Scenes Baking, 2) Customer Spotlights, and 3) Delicious Finished Products. This keeps your content focused."

## Part 2: The Main Challenge - Build Your Brand (50 minutes)

1. **Step 1: Create the Brand Profile (15 min):** Madison will use the "My Fictional Brand Profile" worksheet to invent her brand. She'll decide on a name, a mission, her target audience, and her brand voice. Encourage her to be creative and detailed.  
(*This step directly addresses the "develop a brand identity" objective.*)
2. **Step 2: Plan the Content (10 min):** Based on her brand profile, Madison will brainstorm three "Content Pillars." Then, she will outline three specific Instagram post ideas, one for each pillar. For example, for a pet-sitting brand, her ideas might be:
  - **Pillar 1 (Meet the Pets):** Post a cute photo of a dog named Max.
  - **Pillar 2 (Pet Care Tips):** Create a simple graphic with "3 Tips for a Happy Cat."
  - **Pillar 3 (Behind the Scenes):** Post a video of setting up a cozy pet bed.  
(*This step directly addresses the "create a content plan" objective.*)
3. **Step 3: Design the Content (25 min):** Madison will choose ONE of her post ideas and bring it to life.
  - She will log into Canva and choose an "Instagram Post" template.
  - She can use Canva's stock photos, graphics, and text tools to design her post.
  - **Alternative (Kinesthetic Option):** If her brand is product-based (e.g., handmade jewelry, baked goods), she can use a smartphone to take an actual photo of a product and edit it.  
(*This step directly addresses the "design original content" objective.*)

## Part 3: Final Touches & Reflection (25 minutes)

1. **Step 4: Write the Perfect Caption (10 min):** For the post she just designed, Madison will write an engaging caption. Remind her to include three key things:
  - A "hook" to grab attention.
  - The main message.
  - A "Call-to-Action" (CTA) like "What's your favorite tip? Let us know below!" or "Click the link in bio to learn more!"
  - 3-5 relevant hashtags she researches.  
(*This step directly addresses the "write an engaging caption" objective.*)
2. **Step 5: Share & Reflect (15 min):** Madison will present her final post and caption. Use these questions for discussion:
  - "Who is this post for, and why do you think they would stop scrolling to look at it?"
  - "What was the most enjoyable part of this process? The planning, the design, or the writing?"
  - "If you had to make three more posts for this brand next week, what would they be?"

## 4. Differentiation and Inclusivity

- **For Support:** If Madison is stuck on a brand idea, provide a few fun concepts (e.g., "A subscription box for fantasy book lovers," "A company that sells custom-painted phone cases," "An online tutoring service for middle schoolers"). Provide pre-vetted Canva templates to simplify the design process.
- **For Extension/Challenge:** Have Madison create an Instagram Story to go along with her post, using interactive features like polls or quizzes. Ask her to research a real-life competitor brand and

analyze what they do well and what her fictional brand could do better.

## 5. Assessment Methods

- **Formative (Throughout):** Observe Madison's thought process during the brand creation and content planning stages. Ask guiding questions to check for understanding of target audience and brand voice.
- **Summative (The Final Product):** The final assessment is the completed project, evaluated with a simple rubric:
  - **Brand Clarity (1-5 pts):** Is the target audience and brand voice clearly defined and consistent?
  - **Content Strategy (1-5 pts):** Does the post idea align with the brand's content pillars and mission?
  - **Visual Design (1-5 pts):** Is the design visually appealing, clear, and appropriate for the brand?
  - **Caption Effectiveness (1-5 pts):** Is the caption engaging and does it include a clear call-to-action and relevant hashtags?

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## Worksheet: My Fictional Brand Profile

*Use this to bring your brand to life!*

1. **Brand Name:** \_\_\_\_\_
2. **What do you do/sell? (1 sentence):** \_\_\_\_\_
3. **Target Audience (Be specific!):**
  - Age Range: \_\_\_\_\_
  - Interests/Hobbies: \_\_\_\_\_
  - What problem do you solve for them?: \_\_\_\_\_
4. **Brand Voice (Circle 3-4 words that describe your brand's personality):**

Funny | Professional | Inspiring | Edgy | Calm | Energetic | Whimsical | Trustworthy | Casual | Luxurious | Quirky | Helpful

5. **My 3 Content Pillars are:**
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
6. **My 3 Post Ideas (one for each pillar):**
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

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