

Teacher: Core
 Social Media
 Marketing Year: 2017-18
 Course: Social
 Media Marketing Month: All Months

S Historical
 Perspective

e	Essential							
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
p	How has the development of social media shaped online media and communication?	The United States has free speech. Other countries have restricted access to information and social media tools.	Explain the function of the freedom of speech in a free society vs. a non-free society.	free press	Predict the Future of Social Media 9/15/2017			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
t		Evolution of social media and why some mediums survived and others didn't.	Explain how having a freedom of speech has helped develop our new republic and protected our democratic principles and how social media is influencing those principles.	first amendment	Critiquing Social Media Court Cases 9/30/2017			CO.II.A-Apply basic social communication skills in personal and professional situations.
e		Communication as we know it has evolved over time as new social media tools have been developed.	Evaluate the impact of significant individuals and their roles in the development of social media.	media trends				CO.IV.A-Use technology to enhance the effectiveness of communication.
m		As technologies become available, the way people receive information changes.	Identify and describe significant trends in the development of social media.	business models				IT.I.A-Assess the impact of information technology in a global society.
b			Explain how new technologies have affected how the American public/world receives information.					IT.VIII.A-Gather, evaluate, use, cite, and disseminate information from technology sources.

e Explain various businesses have evolved over time and how they use social media with their business.

r Explore the social media platform of Facebook and how businesses use it to market themselves.

O Historical Perspective

c	Essential							
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
t	How has the development of social media shaped online media and communication?	The United States has free speech. Other countries have restricted access to information and social media tools.	Explain the function of the freedom of speech in a free society vs. a non-free society.	free press	Define and understand the concept of social media marketing 10/1/2017			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
o		Evolution of social media and why some mediums survived and others didn't.	Explain how having a freedom of speech has helped develop our new republic and protected our democratic principles and how social media is influencing those principles.	first amendment	Examine the growth of social media marketing 10/15/2017			CO.II.A-Apply basic social communication skills in personal and professional situations.
b		Communication as we know it has evolved over time as new social media tools have been developed.	Evaluate the impact of significant individuals and their roles in the development of social media.	media trends				CO.IV.A-Use technology to enhance the effectiveness of communication.
e		As technologies become available, the way people receive information changes.	Identify and describe significant trends in the development of social media.	business models				IT.I.A-Assess the impact of information technology in a global society.
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Explain various businesses have evolved over time and how they use social media with their business.

Explore the social media platform of Facebook and how businesses use it to market themselves.

N Social Media Engagement

o	Essential							
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
v	How do you engage in conversation effectively through social media?	Students need to evaluate credibility of social media sources.	Locate sources appropriate to the assignment and build community.	attribution	Analyze and Evaluate SM reach 11/15/2017			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
e					Measuring change in your social media influence standard journalism citation conventions 11/15/2017			CO.II.A-Apply basic social communication skills in personal and professional situations.
m		Students discriminate between important and non-essential information obtained during the information gathering stage.	Promote relevant information from multiple sources.	quote	Promotion 11/15/2017			CO.IV.A-Use technology to enhance the effectiveness of communication.
b								IT.VIII.A-Gather, evaluate, use, cite, and disseminate information from technology sources.
e		Some sources of information are more credible than others.	Select relevant and credible information from the information gathered.	credible source				IT.XIII.A-Plan the selection and acquisition of information technologies.
r								IT.XV.A-Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society.

Just because someone says something doesn't mean it's true. Students need to check all information for accuracy.	Evaluate reliability of information gathered.
Information is credited in social media posts.	Evaluate reliability of the sources.
Engagement is the most crucial part of using social media successfully.	Effectively engage with other users.
There are skills to help one be an effective user of social media.	Properly gather information to be used for promotion and interaction.
Students should be able to evaluate what the person they follow is saying and make determinations about what they are saying in terms of validity and reliability.	Analyze information and sources to use the best information for social media engagement, classifying that information as informational, entertaining, or persuasive.
Actively engage in social media conversation, process information and be an active member in the social media community.	Determine if information is valid and reliable.
	Evaluate effectiveness of promotion and engagement.
	Explore the social media platform of Facebook and how businesses use it to market themselves.

D Social Media
Engagement

e	Essential							
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
c	How do you engage in conversation effectively through social media?	Students need to evaluate credibility of social media sources.	Locate sources appropriate to the assignment and build community.	attribution	Engaging Customers 12/15/2017			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
e		Students discriminate between important and non-essential information obtained during the information gathering stage.	Promote relevant information from multiple sources.	quote	Social Networks as a Marketing Tool 12/31/2017			CO.II.A-Apply basic social communication skills in personal and professional situations.
m		Some sources of information are more credible than others.	Select relevant and credible information from the information gathered.	credible source				CO.IV.A-Use technology to enhance the effectiveness of communication.
b		Just because someone says something doesn't mean it's true. Students need to check all information for accuracy.	Evaluate reliability of information gathered.					IT.VIII.A-Gather, evaluate, use, cite, and disseminate information from technology sources.
e		Information is credited in social media posts.	Evlauate reliability of the sources.					IT.XIII.A-Plan the selection and acquisition of information technologies.
r		Engagement is the most crucial part of using social media successfully.	Effectively engage with other users.					IT.XV.A-Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society.
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Students should be able to evaluate what the person they follow is saying and make determinations about what they are saying in terms of validity and reliability.

Actively engage in social media conversation, process information and be an active member in the social media community.

Analyze information and sources to use the best information for social media engagement, classifying that information as informational, entertaining, or persuasive.

Determine if information is valid and reliable.

Evaluate effectiveness of promotion and engagement.
Explore the social media platform of Facebook and how businesses use it to market themselves.

J Social
Media/Online
Writing Process

a	Essential						
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons Resources	Standards
n	How do you analyze, evaluate, and communicate information effectively through social media?	Online publications are different from print publications.	Follow a writing process to:	reliability	Develop a must follow list of 5 Twitter users 1/15/2018		CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
u		Not everything posted online is fact.	use appropriate writing strategies as needed	credibility	Execute plan and analyze 1/15/2018		CO.II.A-Apply basic social communication skills in personal and professional situations.
a		Writing topics for the media should have one or more of the following qualities: timeliness, proximity, conflict, prominence and human interest.	find appropriate voice for different SM mediums	feedback	Customer Service 1/15/2018		CO.IV.A-Use technology to enhance the effectiveness of communication.

r	Online writing varies depending on the venue used, so students must use the venue to the best of their ability.	revise according to SM limits (ex: Twitter 140 character count)	sources of information	Brand Building 1/31/2018	IT.VIII.A-Gather, evaluate, use, cite, and disseminate information from technology sources.
y	Posts should be thoughtful and specific.	edit for conventions	Twitter	MicroBlogging as a Marketing Tool 1/31/2018	IT.X.A-Analyze and design information systems using appropriate development tools.
		share writing	LinkedIn		IT.XV.A-Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society.
		Brainstorm story topics both individually and as a group.	Tumblr		
		Develop an appropriate plan to develop a personal brand online through communication and engagement.	Facebook		
		Evaluate sources online for reliability and credibility.	FourSquare		
		Determine the best sources to gather information.	Google +		
		Effectively promote and gain readers/viewers.	editing		
		Explore the social media platform of Facebook and how businesses use it to market themselves.			
		Explore the social media platform of Twitter and how businesses use it to market themselves.			

F Social Media
Writing Structure

e	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
b	How do you compose well-developed text with effective organization and sentence structure?	Students write their content using the organizational style that best fits their audience and the content being presented.	Create effective posts that are concise and clear.	prior knowledge	Students will reflect on grammar usage when posting 2/15/2018			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
r		Posts are composed with consistency using relevant information.	Utilize effective paragraphing.	predict	Writing concisely for social media 2/15/2018			CO.II.A-Apply basic social communication skills in personal and professional situations.
u		Posts in social media are more short and concise than other forms. of writing; some with character limits.	Effectively use cohesive devices.	comprehension	Research 2/15/2018			CO.IV.A-Use technology to enhance the effectiveness of communication.
a		Students vary their sentence structure and tone in posts according to content and audience.	Use varied sentence structure.	purpose	Sales 2/28/2018			MK.VI.A-Describe the elements, design, and purposes of a marketing plan.
r		Students create voice and cohesion in posts to build a personal brand through social media.	Write with clarity of expression.	angle	Blogs as a Marketing Tool 2/28/2018			
y		Students need to write in a clear, concise manner for their audiences. If the writer is not clear, it will most likely cause the reader to stop reading. Each post needs a clear purpose (ie. information , persuasion, entertainment).	Write in the active voice. Create a strong, controlling idea.					
			Use relevant, specific details. Use complex ideas.					

Write with a freshness of thought.

Determine the most relevant information to post.

Use tools of social media program to make effective posts.

Choose a form and point of view appropriate to purpose and audience.

Edit writing for conventions.

Explore the social media platform of Twitter and how businesses use it to market themselves.

M Media Analysis - Non-Print Media

a	Essential							
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
r	How do you develop and apply effective skills and strategies to analyze and evaluate non-print media?	While messages in oral and visual media are often the same as print media, the messages are displayed in a different format and can be displayed in a variety of ways.	Analyze, describe and evaluate the elements of messages projected in various media including audio slideshows, audio podcasts, video podcasts, blogs, and forums.	medium	Evaluate online sources to determine fairness, balance, credibility 3/15/2018			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
c		Oral and visual media messages should be evaluated for reliability and credibility to determine how fair and balanced the source is.	Evaluate oral and visual sources to determine how fair and balanced the message is.	media	Analyze, describe and evaluate the elements of messages projected social media and online 3/15/2018			CO.II.A-Apply basic social communication skills in personal and professional situations.

h	Social media has increased the reach of media messages and how messages are shared online.	Determine what non-print media to promote or forward on to followers based on knowledge of his/her audience.	audow slideshows	CO.IV.A-Use technology to enhance the effectiveness of communication.
	Specific literary techniques are used to establish tone and the main point of a message.	Evaluate author's tone for overall meaning of the work and bias.	audio podcasts	
	When media is produced, a variety of techniques are used to clarify meaning, guide, and inform the reader.	Analyze and evaluate the type of appeal (emotional, logical, and ethical).	video podcasts	
		Draw conclusions after reading and support those conclusions with information from the text.	blogs	
		Explore the social media platform of Twitter and how businesses use it to market themselves. Explore the social media platform of Pinterest and how businesses use it to market themselves.	forum public relations advertising bias broadcast marketing	

A Integration/Stayin
g Current

p	Essential							
	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
r	How do you get your message across through the changing times of	Technology is moving fast, but these basic concepts will still play a role in social media.	Learn and apply current social media technologies.	business equation	Integrated with Traditional Marketing 4/15/2018			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

i	social media?	The content of the strand and examples used in class will and should be ever changing.	Research relevant information and data and express in meaningful manner.	business growth	Location as a Marketing Tool 4/15/2018	CO.II.A-Apply basic social communication skills in personal and professional situations.
I		Skills need to be adaptable to the ever evolving social media technologies.	Think critically about information and how it should be applied.	ROI (Return on Investment)	Additional Social Media Tools 4/30/2018	CO.III.A-Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.
			Communicate effectively with social media to a target audience.	informing		CO.IV.A-Use technology to enhance the effectiveness of communication.
			Explore the social media platform of Pinterest and how businesses use it to market themselves.	entertaining		IT.I.A-Assess the impact of information technology in a global society.
			Explore the social media platform of LinkedIn and how businesses use it to market themselves.	interacting		IT.XVII.A-Describe the information technology components of business functions and explain their interrelationships.
				converting goal-setting achievement		

M Media Law and Ethics

a	Essential							
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y	How do you apply media law and ethics to prepare, plan and write social media posts and blogs?	With the freedom of speech, come rights and responsibilities for students to guide their practice.	Compare and contrast the rights, responsibilities and roles played by social media in a democratic society versus a non-democratic society.	accuracy	First amendment legal cases 5/15/2018			BL.I.A-Analyze the relationship between ethics and the law and describe sources of the law, the structure of the court system, different classifications of procedural law, and different classifications of substantive law.

The First Amendment, Bill of Rights and Missouri Constitution affect the rights and responsibilities of the social media users.	Analyze how the First Amendment, Bill of Rights and Missouri Constitution affect the rights and responsibilities of social media users.	balance	Your own real life social network 5/15/2018	CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
The law concerning social media is constantly changing and being challenged by new court cases.	Apply the legal boundaries and concepts affecting social media including:	fairness	Great Campaigns 5/31/2018	CO.III.A-Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.
There are legal and ethical boundaries that social media users should follow.	copyright	censorship		CO.IV.A-Use technology to enhance the effectiveness of communication. IT.XV.A-Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society.
	libel	copyright		
	slander obscenity Analyze ethical guidelines and codes of ethics to explain how or why they are important to social media organizations.	libel slander obscenity		
	Explore the social media platform of LinkedIn and how businesses use it to market themselves.	retraction freedom of expression fabrication photo-manipulation plagiarism		

J Media Law and
Ethics

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	Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
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e		The First Amendment, Bill of Rights and Missouri Constitution affect the rights and responsibilities of the social media users.	Analyze how the First Amendment, Bill of Rights and Missouri Constitution affect the rights and responsibilities of social media users.	balance	Your own real life social network 5/31/2017			CO.I.A-Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
		The law concerning social media is constantly changing and being challenged by new court cases.	Apply the legal boundaries and concepts affecting social media including:	fairness	Great Campaigns 5/31/2017			CO.III.A-Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.
		There are legal and ethical boundaries that social media users should follow.	copyright	censorship				CO.IV.A-Use technology to enhance the effectiveness of communication.
			libel	copyright				IT.XV.A-Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society.
			slander obscenity	libel slander				

Analyze ethical guidelines and codes of ethics to explain how or why they are important to social media organizations.

obscenity

Explore the social media platform of LinkedIn and how businesses use it to market themselves.

retraction

freedom of
expression
fabrication
photo-manipulation

plagiarism