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## Activity- Create a Social Media Marketing Ad

**Focus:** Industry Related: Business & Marketing, Essential Employability Skills: Relationship Skills, Responsible Decision Making Skills, Self-Awareness Skills

**Presentation:** Swivel Ad Examples Presentation

**Activity:** Create a Social Media Ad

**Materials:** [Swivel Ad Examples Presentation](#), [Create an Instagram Ad Activity Sheet](#), [Create a TikTok Ad Activity Sheet](#), [Create a Twitter Ad Activity Sheet](#)

**Grade Range:** 6th - 8th

**Time:** 1 Hour Total

**Synopsis:** Students will learn about social media marketing, best practices, and work together in small groups to create an ad catered to a specific social media platform, product, and audience.

### Instructions:

1. Start your visit with the Swivel Presentation linked at the top of this lesson plan.
2. After finishing up the Swivel Presentation (no more than 10-15min), ask the students to think about effective social media marketing they have seen.
  - a. Why was the ad effective? What made it memorable? Did it make you want to purchase the product or service?
3. After discussing the presentation (about 5min-10), have the class break up into 3 separate groups. Explain to the class that each group will be given the task to come up with their own social media marketing ad for a specific platform and product.
  - a. Group 1: Create an Instagram Ad
  - b. Group 2: Create a TikTok Ad
  - c. Group 3: Create a Twitter Ad
    - i. \*\*\*NOTE: Make sure each group has 1-2 mentors assigned to help out and facilitate the group activity. The mentor can ask guiding questions but should let the group of students take the lead on developing the ad\*\*\*
4. After students complete their Social Media Marketing Ad (give them about 30-40min), have each group present their ad to the class.
  - i. \*\*\*NOTE: Feel free to have students from other groups ask questions or make comments about the ad being presented. Make sure questions and comments are respectful and well-intended.\*\*\*
  - ii. \*\*\*NOTE: While groups are presenting their ads, have a mentor start passing out snack to help with wrapping up the visit.\*\*\*