



SOCIAL MEDIA

Class 1 – Articles and Spots



Students Introduction





Online Case Study

Company 1
Car Dealership

Company 2
Kindergarden

Company 3
Restaurant

Company 4
Fashion E-Com

Company 5
Gym

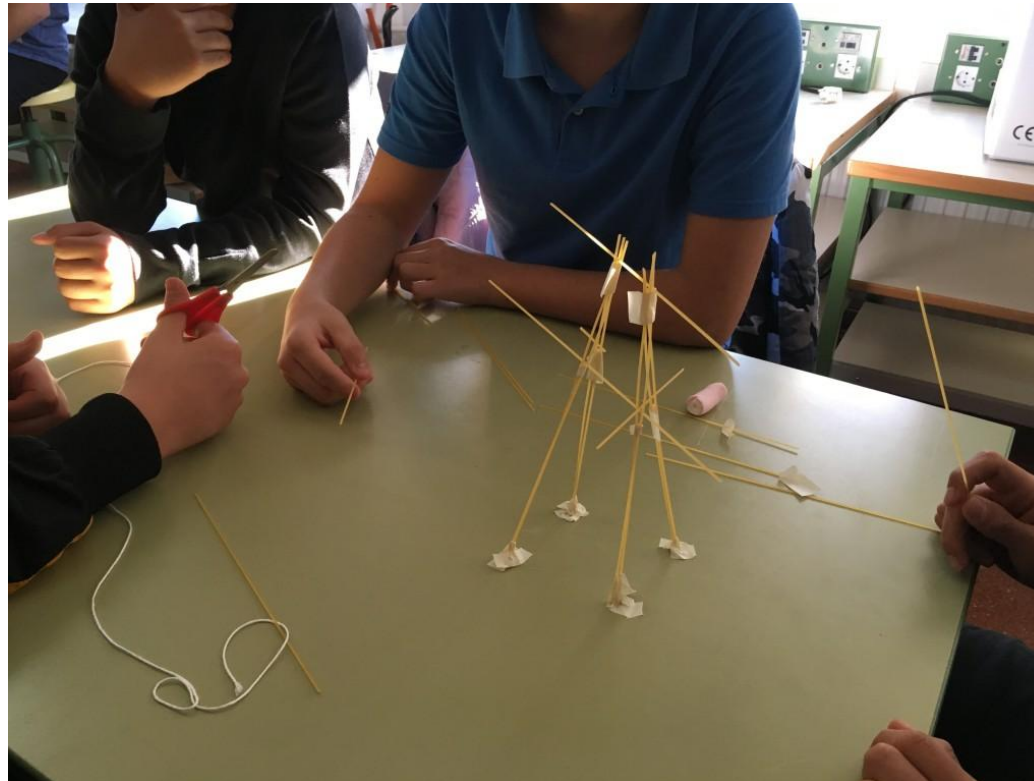
- Social Media Selected
- Communication Strategy
- Slogan
- Promotional Design

- Online Ads Platforms
- Other MK Actions

Groups and Case Study Draw

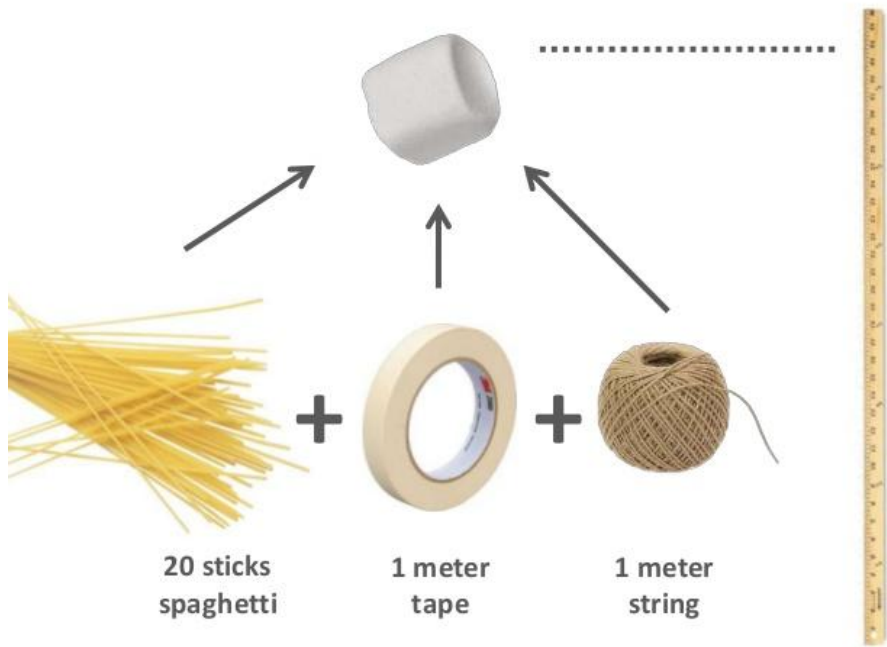


Marshmallow Challenge



https://www.youtube.com/watch?v=xy54jxC_Z6A

Marshmallow Challenge

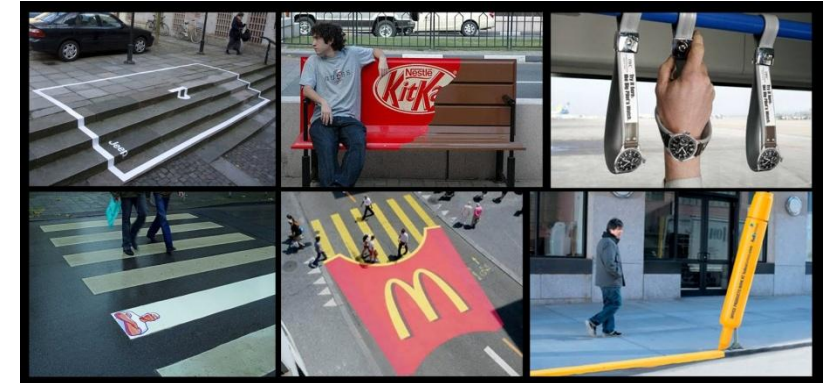


- 20 Minutes to create the tallest tower
- 20 Spaguettis
- 1 meter tape
- 1 meter string
- 1 Marshmallow



Social Media – Face to Face Course

- Class 1 – Articles and Spots (14th November)
- Class 2 – Radio Spots and Street Marketing (15th November)





Social Media – Online Course

- Class 1 – Social Media (17th October).
- Class 2 – Communication Strategy and Social Media Tools (19th October)
- Class 3 – Copy and Advertising Slogan (20th October)
- Class 4 – Graphic Design – Tools and Tips (24th October)
- Class 5 – Online Ads (26th October)
- Class 6 – Other Digital Marketing Actions and Data Analytics (27th October)



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Social Media – Online Course (Class 1)



- Most expanded Social Media. 1.1 million of users.
- 30 – 60 years is its main target. Young people is using more Instagram, Tik Tok...
- Really important for companies. Brand image, visibility, ecc



- 16 to 30 years is its main target.
- Wide variety of type post: Feed, Stories, Reels, Instagram TV
- Hashtags



Social Media – Online Course (Class 1)



- 15 – 65 Years. There are videos for all ages.
- A video engage much more than an image



Tik Tok

- Under 30 years.
- 20% of users are between 13 and 19 years old. 32% are between 20 and 24 years.



Social Media – Online Course (Class 2)

1


BUYER PERSONA 1

NAME

AGE

LOCATION

Marital Status	
Kids	
Annual Income	
Job	
Job	
Needs	
Sources of Info (Social media, newspapers..)	
Additional Info	



Social Media – Online Course (Class 2)

POSTING INTENSITY

COMMUNICATION LINES

PROPOSAL

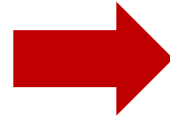
EDITORIAL CALENDAR





Social Media – Online Course (Class 2)

Posting Tools



Creator Studio, Hootsuite, Social Pilot, etc

Sharing Information



Dropbox, Google Drive, Wetransfer

Images Banks



Freepik, Google Images

Social Media – Online Course (Class 3)

ADVERTISING SLOGAN

- 1 . Define your Brand Identity
- 2 . State your what, who and why
- 3 . Identify a differentiator.
- 4 . Summarizer.
- 5 . Apply Creativity





Social Media – Online Course (Class 3)

COPYWRITING TIPS

- 1 . Easy Vocabulary
- 2 . Structure of the Text
- 3 . Lists and Emojis
- 4 . Focus on 1 idea
- 5 . Use Data
6. Powerwords
7. CTA (Call to Action)



Social Media – Online Course (Class 4)

Canva

Social Media – Online Course (Class 4)

DESIGN TIPS

- 1 . Typographies
- 2 . Watch Out Spaces!
- 3 . Color Usage
- 4 . Contrast
- 5 . Use Data





Social Media – Online Course (Class 5)

Social Ads

Google Ads





Social Media – Online Course (Class 5)





Social Media – Online Course (Class 6)



social media packages

Q All Images News Videos More Settings Tools

About 319,000,000 results (0.30 seconds)

Paid Search Results

Social Media Package Services | Our Experts Will Do The Job
www.fiverr.com/

Don't Just Dream, Do. Freelance Services For The Lean Entrepreneur. 24H Delivery. Millions of Gigs®. Professional sellers. Money-Back Guarantee. +100,000 Sellers. Unbeatable value. Services: Content Marketing, Website Building, Writing & Translation, Video Editing, Branding.

Organic Search Results

Social Media Packages for Small Business - Reliablesoft.net
<https://www.reliablesoft.net/social-media-packages>

Social Media Packages Pricing. ONCE OFF. \$299. SMM Starters Package. Everything you need to get started with Social Media Marketing. STARTING AT. \$249/mo. SMM Professional Package. STARTING AT. \$499/mo. SMM Plus Package.

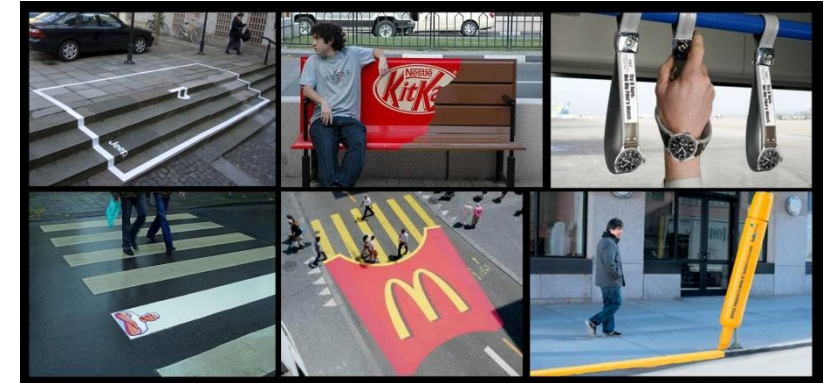
A Guide to Social Media Management Pricing and Packages ...
<https://streambankmedia.com/guide-social-media-management-pricing-pac...>

Aug 9, 2018 - When searching for an agency to manage your company's social media, you will soon find that the options are practically limitless. ... What is a fair price for social media management? We've done the heavy lifting for you by exploring available social media marketing packages and ...



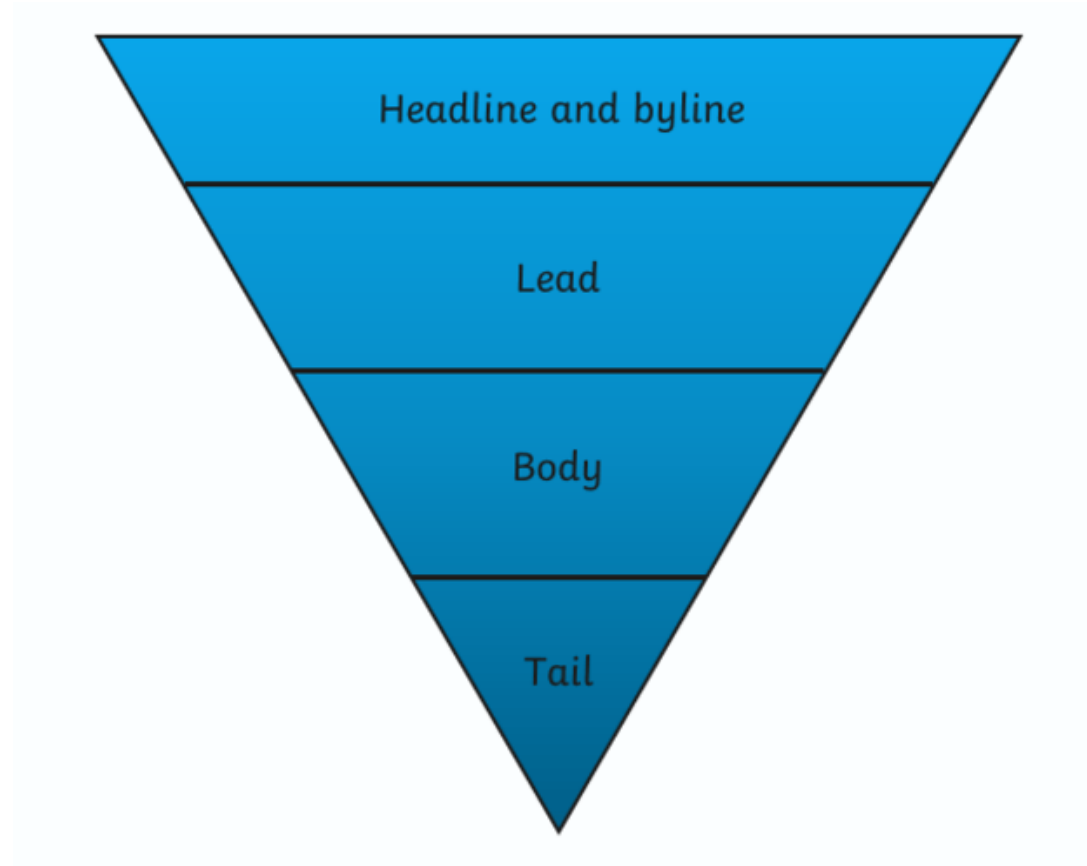
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Parts of the News Articles



THE BIG WEEKEND

A long weekend in Granada: Andalusia's traditional Moorish heartland

Discover the mosaic-tiled Alhambra along with tapas and flamenco dancing

Alicia Burrell

Sunday February 16 2020, 12.01am
GMT, The Sunday Times



ILLUSTRATION BY CLARE COLLINS

Granada's vivid palette — its jade tiles and orange trees, warm walls and deep-green cypresses — is unrivalled. Of course, it's best known for the Alhambra palace, Spain's most popular tourist attraction, with about 2m people marvelling at the Moorish mammoth each year. And now is the perfect time to go, when there are half the number of peak-time visitors and there's space to linger in its glory. Plus, temperatures are up to 20C — almost spring-like.

THURSDAY

Evening

You're here on Thursday to watch a flamenco show, but it doesn't start until

The Headline

The headline functions to grab the reader's attention while successfully summarising the main point of the article.





The Headline

Key features of the headline:

- It needs to be short and snappy, which can sometimes mean missing out non-essential words such as 'the', 'a', or 'to'.
- Don't do Spoiler
- Write in the present tense even if the event has already happened.
- Structure Proposal → Subject + Verb + Object/Idea



The Byline

The byline is the easiest part of the entire article as it does not require much creativity. It functions to tell the reader who the article is by, what their job role is, and how to find more of their content.

The byline structure:

- Start your byline by inserting your full name after the word 'by'.
- Add your speciality, so you may be a sports reporter, education reporter, or a food writer, for example.



The Lead

The lead could be seen **as the most essential part** of the newspaper structure. It should be **one paragraph long**, and by reading it, your audience should be able to understand exactly what your article is about and what you are reporting on.

Key features of the lead paragraph:

- Communicate your message in as little words as possible- just make sure it makes sense.
- The lead paragraph should explain clearly what has happened, so that if your reader stopped reading after the lead, they would understand the main message of your report.
- Stick to using the past tense.
- It should be written in the third person.



The Lead

The Five Ws (and H)

- Who: which people were mainly affected by the events you are reporting on?
- What: what are the key events that happened?
- Where: where did those events take place?
- Why: is there a specific reason why these events occurred?
- When: what was the time, day, month, and year (if necessary) that the events happened?
- How: this isn't strictly a word starting with the letter 'w', but it is useful for your lead paragraph. Explain the manner in which the events occurred, or what made them able to happen.



The Body

This is the main section of your newspaper article, so it will include lots of important information about what happened, along with more detail about what you said in your lead section. The body should be around 3-4 paragraphs long.

Key features of the body:

- This is the chance for you to go into as much detail as possible about what happened.
- The most important information about the events should go first.
- Each paragraph should be on a slightly different aspect of what happened.
- Include evidence, facts, and quotes from people related to the event.



The Tail

The tail includes the least important information from your report and functions to sum-up the events.

Key features of the tail:

- Add any extra or surrounding information about the event or related topics.
- Include links for where to find extra information about the topic or other news reports.
- You could also feature a quote from an expert or witness to sum up the story or imply what may unfold next.



4 Tips on how to Write an Online Article



Tip 1 – Understand your Audience



You need to know WHO is your audience and what are they looking for and their interests



Tip 2 – Engaging



Writing for a blog means you have to write in a way that hooks your readers from start to finish.



Tip 3 – Use SEO Words



SEO basically refers to using certain keywords in your blog that are often searched by people while looking for particular information.





Tip 3 – Use SEO Words

The screenshot shows the KWFinder website homepage. At the top, there is a navigation bar with the KWFinder logo (a red circle with a white mountain-like shape) and the text "KWFinder". Below the logo, there are several service icons: "KWFinder Keyword research", "SERPChecker SERP analysis", "SERPWatcher Back tracking", and "LinkMiner Backlink analysis". To the right of these icons are links for "Features", "Pricing", "Knowledge", "Sign In", and a "Register now" button.

The main content area has a red background. It features the headline "Find long tail keywords with low SEO difficulty" and a sub-headline "KWFinder is an easy-to-use keyword research tool bringing perfect keyword ideas." Below this is a search interface with three tabs: "Suggestions", "Autocomplete", and "Questions". The search bar contains the text "Enter the keyword" and a location dropdown set to "Anywhere". There is also a language dropdown set to "Any Language" and a green "Find keywords" button.

On the right side of the main content area, there is a vertical stack of social media sharing icons for Facebook, Twitter, LinkedIn, Google+, and YouTube.

Tip 4 – Links, Links and Links



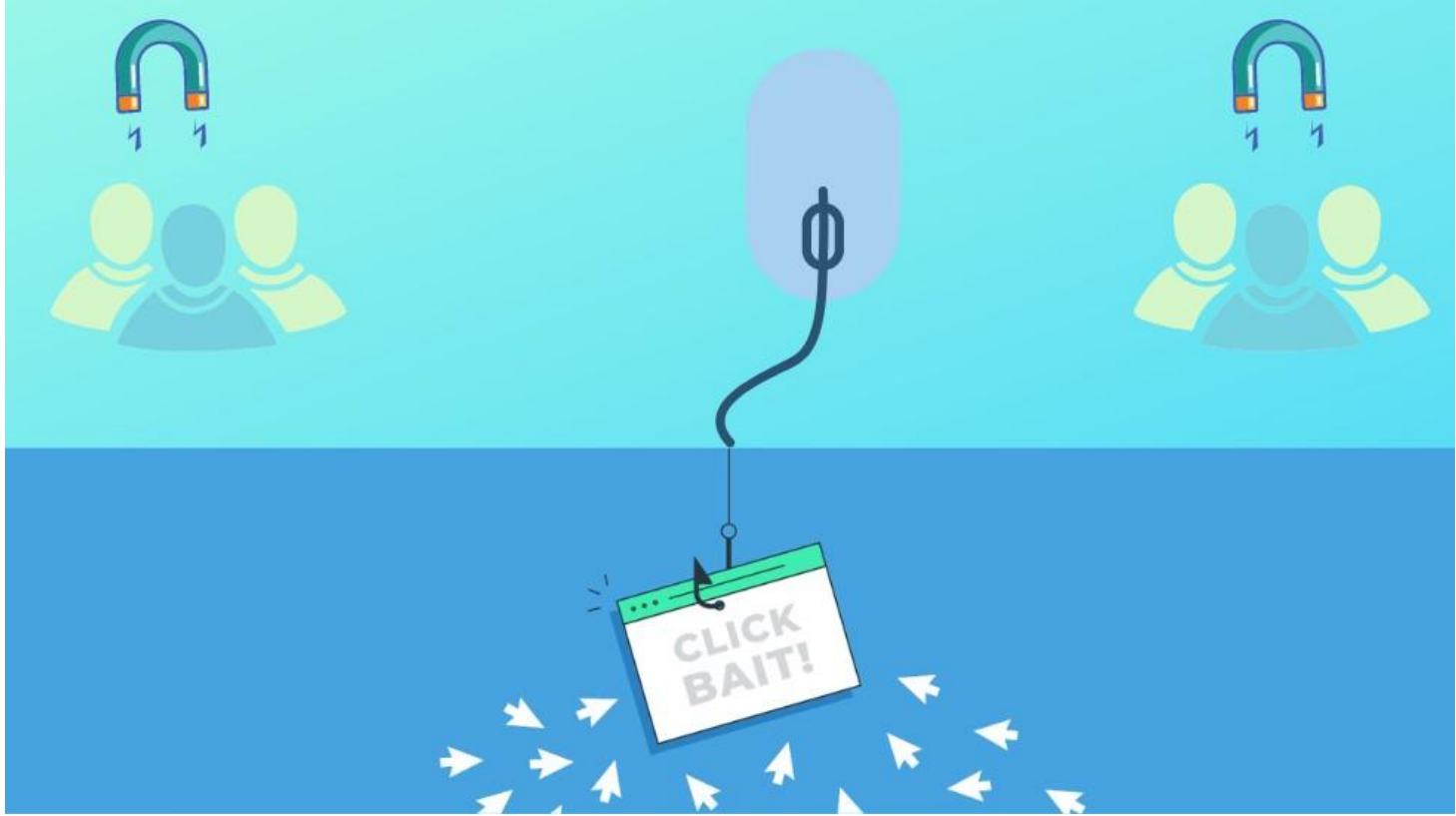
Try to use links along your news to **ADD VALUE** and **SEO**



Normally use at least 1 internal link and 1 external link



Clickbait





Clickbait

Content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.

EXAMPLES

- You'll Never Believe This _____
- How to Achieve Results Using This One Weird Trick
- They Didn't Know _____ . Then This Happened ...



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- Redact a News Article for your Case Study focusing on an event you will organize.
- Use the structure explained.
- 250 – 300 words



Spots



Main types of Spots

- ✓ Presentation Video → Introducing a Brand
- ✓ Corporate Video → To show your storytelling, facilities, ecc.
- ✓ Testimonial Video → Your customers makes your spot
- ✓ **Marketing Video – SPOT**





Spots






Steps to Create an Spot

1. Know your Audience

BUYER PERSONA 1	Marital Status	
	Kids	
	Annual Income	
	Job	
NAME		
AGE	Job	
LOCATION	Needs	
	Sources of Info (Social media, <u>newspapers..</u>)	
	Additional Info	





Steps to Create an Spot

2. Set up your goals

- Promote your brand or a new product or service.
- Boost Sales
- Customer Loyalty
- Educate Customers
- Promote an Event or Product



FOCUS ON 1 IDEA





Steps to Create an Spot

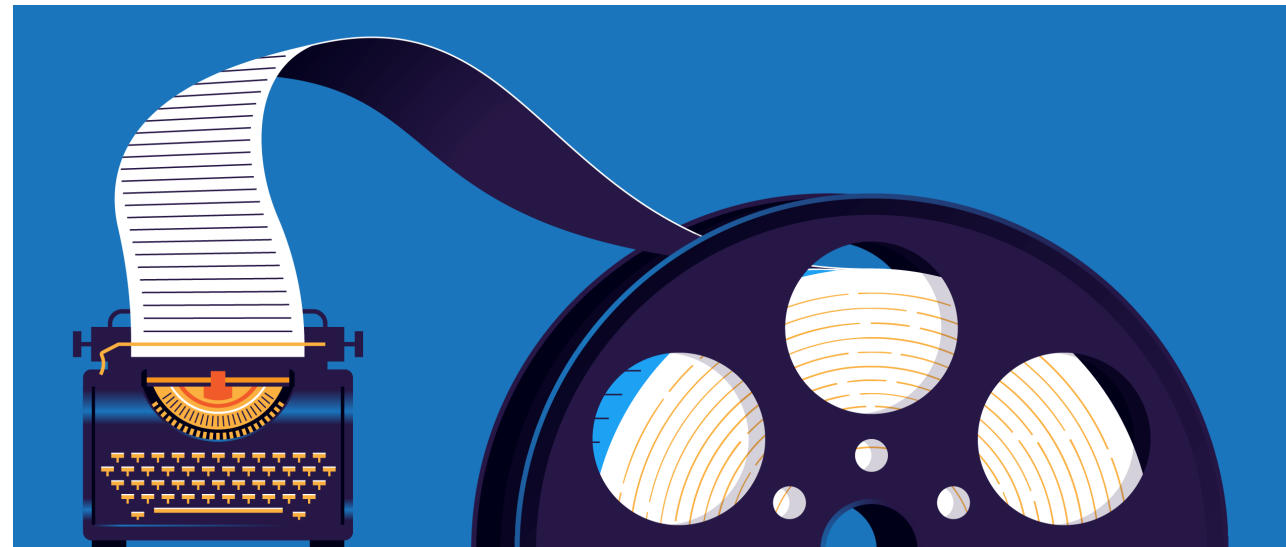
3. Develop your Idea

- Introduction: establishes the way to present the character, product or message to the receiver.
- Development: select the set of visual and sound elements to describe the body of your story.
- Conclusion: create an ingenious denouement or solution, because in this last stage it is possible that the recipient's mind accepts your message (or rejects it).

Steps to Create an Spot

4. Develop a Script

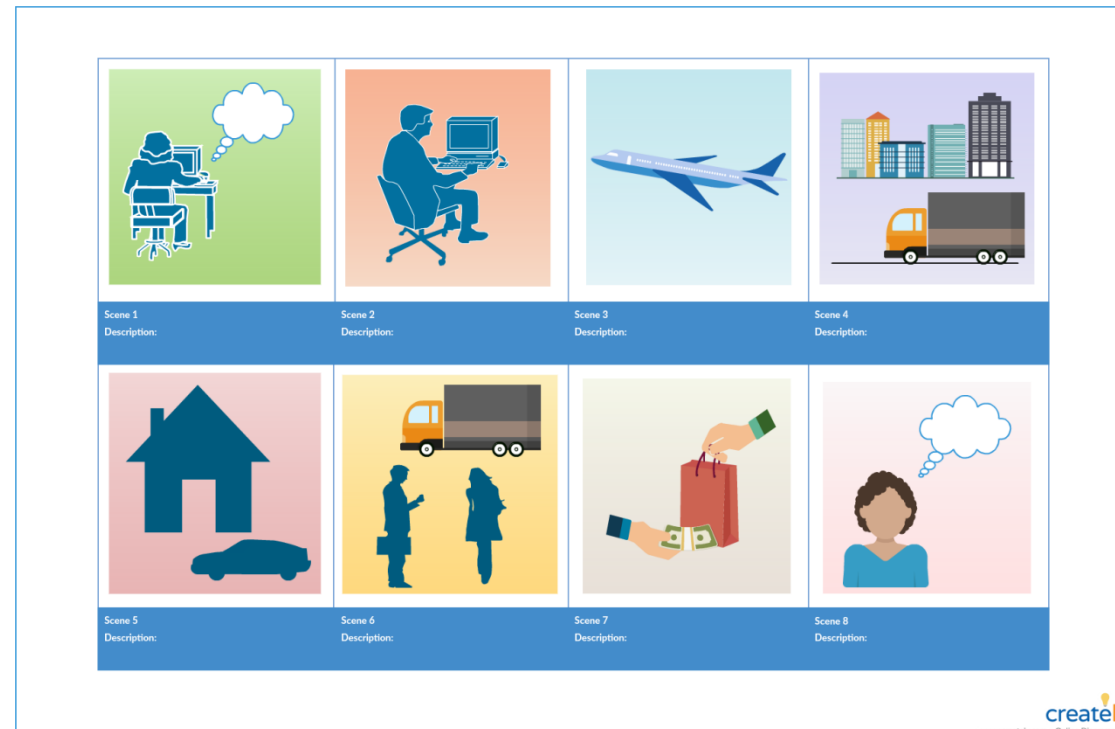
- Think about the numbers of people appearing
- Number of Scenes and Content
- Length → Max 1 minute



Steps to Create an Spot

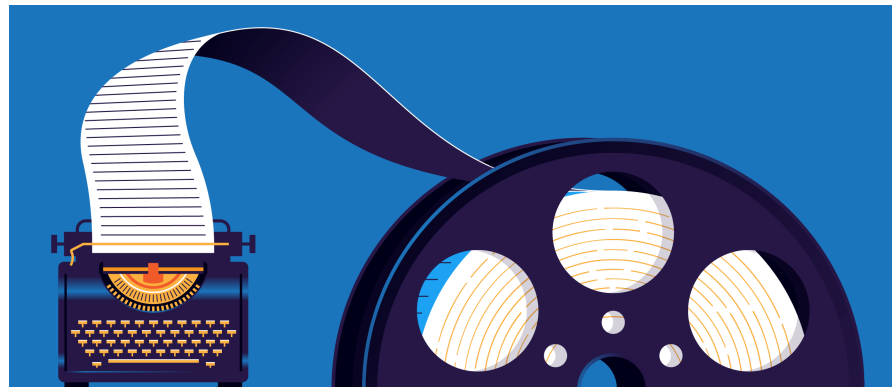
5. Design a Storyboard

The storyboard is a description of events with images or graphics that help visualize the development of a story.



How to Create a Storyboard

- 1 . Write your ideas down
- 2 . Create a rough draft
3. Create your sketches – Can be in images or text
4. Check if it makes sense and can be done





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SPOT RECORDING IN GRANADA

- Follow the process explained in order to be prepared to record the spot this afternoon OUTDOOR.



THANKS!

Class 1 – Articles and Spots
Javier Plaza



Social media crash course

A result of „6 digi_tours in Europe“



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the European Union**

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