



## **SAINT LUCIA CONNECTED DIGITAL SKILLS YOUTH INTERNSHIP**

### **Digital Skills Training**

**Workshop Title: A Beginner's Guide to Social Media Marketing: A journey for Young Innovators**

#### **Pre-requisites:**

1. A basic knowledge of social media.
2. A love for design.
3. Good communication skills.
4. The willingness to take on a new challenge
5. The ability to work with a team.

#### **Description:**

This 12-hour workshop is specifically designed for young persons who desire to engage with social media as a marketing and branding tool. It is designed to help participants understand how to leverage popular social media platforms to effectively promote a brand, product, or service. The workshop will draw on the latest research and best practices to help participants engage with audiences, create compelling content, and evaluate the success of their efforts. Participants will participate in engaging activities, group discussions, and practical exercises that will enhance their learning experience.

#### **Learning Outcomes:**

In this workshop participants will:

1. Discuss the fundamentals of social media marketing.
2. Explain the unique characteristics of teenage social media usage.
3. Develop engaging, shareable content that resonates with their peers.
4. Create and manage professional social media profiles across multiple platforms.
5. Effectively respond to questions or comments to maintain a healthy social media presence.
6. Use analytics tools to measure the impact of their social media marketing efforts and refine their strategies accordingly.

## Workshop Details

Session	Learning Outcomes	Suggested Activities
<p>Session One</p> <p>Duration: 2 hours</p>	<p>Discuss the fundamentals of social media marketing.</p> <p>Explain the unique characteristics of teenage social media usage.</p>	<p><b>Social Media Scavenger Hunt (15 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Divide the students into teams and provide them with a list of social media-related tasks and challenges to complete.</li> <li>2. Tasks could include finding specific hashtags, locating influential teen accounts, identifying effective marketing campaigns, or analyzing the impact of social media on popular culture.</li> <li>3. Encourage creativity and collaboration among the teams.</li> </ol> <p><b>Interactive Presentation: Social Media Influencers (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Show a dynamic presentation featuring popular social media influencers relevant to the teenagers' interests and demographics.</li> <li>2. Discuss the strategies these influencers use to engage their audience and promote products or causes.</li> <li>3. Encourage students to share their favorite influencers and discuss the reasons behind their choices.</li> <li>4. Facilitate a lively discussion on the influence of social media on teenage behavior and consumer habits.</li> </ol> <p><b>Group Activity: Create a Social Media Campaign (40 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Assign each group a specific social media platform (e.g., Instagram, TikTok, Snapchat).</li> <li>2. Instruct them to brainstorm and design a social media campaign targeting their fellow teenagers.</li> <li>3. Encourage them to consider engaging content formats, storytelling techniques, and the effective use of visuals and captions.</li> <li>4. Each group should present their campaign concept to the class, explaining their strategies and the rationale behind them.</li> </ol>

		<p>5. Allow time for feedback and constructive discussions on the strengths and weaknesses of each campaign.</p> <p><b>Breakout Sessions: Analyzing Teenage Social Media Usage (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Divide the class into smaller breakout groups, each focusing on a particular social media platform (e.g., Instagram, Snapchat, Twitter).</li> <li>2. Assign each group a specific research task, such as analyzing the usage patterns, content preferences, and communication behaviours of teenagers on their assigned platform.</li> <li>3. Provide online resources, survey data, or articles to support their analysis.</li> <li>4. Instruct the groups to prepare a brief presentation summarizing their findings and insights.</li> <li>5. Regroup and allow each team to present their analysis to the class, fostering a discussion on the unique characteristics and trends observed on different platforms.</li> </ol> <p><b>Interactive Game: Social Media Ethics Challenge (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Create various scenarios where students face ethical dilemmas related to social media usage and ask students to discuss the best course of action.</li> <li>2. Use real-life examples, such as issues of privacy, cyberbullying, or promoting harmful content, to stimulate critical thinking and decision-making skills.</li> <li>3. Encourage students to justify their choices and engage in open debates about responsible social media behavior.</li> </ol> <p><b>Reflection and Wrap-Up: Mindful Social Media Pledge (15 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Have students reflect on their learnings from the activities and discussions throughout the session.</li> <li>2. Ask each student to write a personal mindful social media pledge, outlining their commitment to responsible and positive social media usage.</li> </ol>
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<p>Session Two Duration: 2 Hours</p>	<p>Develop engaging, shareable content that resonates with their peers.</p>	<p><b>Social Media Share-Off (15 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Divide the participants into small groups and provide each group with a whiteboard or poster paper.</li> <li>2. Instruct each group to brainstorm and write down as many engaging social media post ideas as possible within a given time limit (e.g., 5 minutes).</li> <li>3. After the time is up, each group will present their ideas to the rest of the participants.</li> <li>4. Encourage creativity, humor, and thinking outside the box.</li> </ol> <p><b>Interactive Presentation: Elements of Engaging Content (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2. Deliver a dynamic presentation on the key elements that make social media content engaging and shareable, such as compelling visuals, storytelling, authenticity, and relevance.</li> <li>3. Share examples of successful posts that have gone viral or received high engagement.</li> <li>4. Discuss the psychology behind what makes people share content and how to tap into emotions and experiences to create relatable content.</li> </ol> <p><b>Collaborative Content Creation: Shareable Memes or GIFs (60 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Divide participants into small groups and assign each group a specific topic or theme relevant to teenagers (e.g., school life, friendship, current trends).</li> <li>2. Instruct each group to create a series of shareable memes or GIFs related to their assigned topic.</li> <li>3. Provide access to online meme or GIF creation tools, or encourage participants to use graphic design software or apps.</li> <li>4. Encourage groups to collaborate, share ideas, and use their creativity to craft visually appealing and relatable content.</li> </ol>

		<ol style="list-style-type: none"> <li>Set a time limit for content creation (e.g., 30 minutes).</li> <li>After the allocated time, have each group present their memes or GIFs to the rest of the participants, explaining the concept behind their content.</li> </ol> <p><b>Peer Feedback and Enhancement (30 minutes)</b></p> <p>After each group presentation, allow time for participants to provide feedback and suggestions to enhance the content created by their peers. Encourage constructive feedback and emphasize the importance of supportive and respectful communication.</p> <p>Facilitate a discussion on the different strategies used by each group and the strengths and weaknesses of their content.</p> <p>Encourage participants to share tips and techniques they've learned from their own experiences with social media.</p> <p><b>Content Sharing and Promotion (15 minutes)</b></p> <ol style="list-style-type: none"> <li>Create a dedicated space (e.g., a shared online platform or a physical display area) where participants can showcase their memes or GIFs.</li> <li>Instruct participants to share their content on their personal social media accounts, encouraging their friends and followers to engage with and share the content.</li> <li>Provide guidance on how to effectively promote and amplify the reach of their content through techniques like hashtags, tagging relevant accounts, or leveraging trending topics.</li> <li>Encourage participants to monitor the engagement and response to their content and share any notable experiences or learnings.</li> </ol> <p><b>Reflection and Wrap-Up: Social Media Success Stories (10 minutes)</b></p> <ol style="list-style-type: none"> <li>Facilitate a brief discussion on success stories of engaging content on social media.</li> <li>Ask participants to reflect on the skills and strategies they have learned during the workshop and how they can apply them in their future social media endeavors.</li> </ol>
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<p>Session Three Duration: 2 Hours</p>	<p>Create and manage professional social media profiles across multiple platforms.</p>	<p><b>Professional Social Media Scavenger Hunt (15 minutes)</b></p> <ol style="list-style-type: none"> <li>Divide participants into small groups and provide each group with a list of professional social media profiles from different industries or fields.</li> <li>Instruct participants to search for and identify the profiles based on the provided criteria (e.g., LinkedIn profile of a successful entrepreneur, Twitter profile of a renowned scientist).</li> <li>The group that finds the most profiles within a given time limit wins the scavenger hunt.</li> <li>Encourage participants to discuss the profiles they discovered and highlight the elements that make them professional and engaging.</li> </ol> <p><b>Interactive Presentation: Elements of a Professional Social Media Profile (30 minutes)</b></p> <ol style="list-style-type: none"> <li>Deliver a dynamic presentation on the key elements that make a social media profile professional and effective for career development.</li> <li>Discuss the importance of profile pictures, bios, headlines, and summaries.</li> <li>Provide tips on crafting compelling and concise content, incorporating relevant keywords, and showcasing skills, achievements, and experiences.</li> <li>Share examples of well-designed and engaging professional social media profiles across different platforms.</li> </ol> <p><b>Collaborative Profile Creation: <a href="#">Elevator Pitch</a> and Bio (45 minutes)</b></p> <ol style="list-style-type: none"> <li>Divide participants into pairs or small groups.</li> <li>Instruct each group to create an elevator pitch and a concise professional bio for one of the participants within the group.</li> <li>Encourage participants to exchange ideas, provide feedback, and help each other highlight their strengths and unique qualities.</li> </ol>

		<ol style="list-style-type: none"> <li>4. Emphasize the importance of tailoring the elevator pitch and bio to the specific platform and target audience.</li> <li>5. After the allocated time, have each participant present their elevator pitch and bio to the rest of the participants, and receive constructive feedback.</li> </ol> <p><b>Platform Exploration: Professional Social Media Profile Setup (40 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Provide participants with access to computers or mobile devices.</li> <li>2. Allow participants to choose one or more social media platforms (e.g., LinkedIn, Twitter, Instagram) to create their professional profiles.</li> <li>3. Guide participants through the process of setting up their profiles, including selecting profile pictures, writing bios, adding skills, and connecting with relevant individuals or organizations.</li> <li>4. Encourage participants to personalize their profiles while keeping them professional and consistent with their elevator pitch and bio.</li> <li>5. Circulate among the participants to provide guidance, answer questions, and offer suggestions for improvement.</li> </ol> <p><b>Peer Review and Feedback (20 minutes)</b></p> <ol style="list-style-type: none"> <li>1. After participants have created their profiles, facilitate a peer review session.</li> <li>2. Instruct participants to pair up or form small groups and exchange their social media profile information.</li> <li>3. Encourage participants to explore and review each other's profiles, providing constructive feedback on elements such as clarity, professionalism, visual appeal, and relevance to the target audience.</li> <li>4. Emphasize the importance of offering specific and actionable feedback to help participants enhance their profiles.</li> </ol> <p><b>Profile Showcase and Networking Activity (20 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Allocate time for participants to showcase their professional social media profiles to the rest of the group.</li> </ol>
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		<ol style="list-style-type: none"> <li>Each participant can briefly present their profile, highlighting the key elements they focused on and the skills or experiences they wish to highlight.</li> <li>Encourage participants to connect with each other's profiles, building a network of peers with professional interests and aspirations.</li> <li>Facilitate a short networking activity, where participants can engage in brief conversations with each other to discuss their career interests, goals, and potential collaborations.</li> </ol> <p><b>Reflection and Wrap-Up: Professional Branding Insights (10 minutes)</b></p> <ol style="list-style-type: none"> <li>Lead a group discussion on the importance of professional branding on social media and the impact it can have on career development.</li> <li>Ask participants to reflect on the insights and skills they have gained during the workshop.</li> <li>Summarize key takeaways and provide additional resources or tips for participants to continue developing and managing their professional social media profiles.</li> </ol>
Session Four Duration: Two Hours	Effectively respond to questions or comments to maintain a healthy social media presence.	<p><b>Social Media Scavenger Hunt (15 minutes)</b></p> <ol style="list-style-type: none"> <li>Divide participants into small teams.</li> <li>Provide a list of social media-related items or tasks for participants to find or complete within a given time frame - finding a post with positive comments, locating a funny meme, or identifying a post that promotes a cause.</li> <li>The team that completes the most items or tasks within the given time wins.</li> <li>This activity sets a positive and engaging tone for the workshop.</li> </ol> <p><b>Interactive Presentation: Effective Responding on Social Media (30 minutes)</b></p> <ol style="list-style-type: none"> <li>Deliver a presentation on the key principles of effective responding on social media, including active listening, empathy, and maintaining a positive tone.</li> </ol>



		<ol style="list-style-type: none"> <li>2. Discuss the importance of understanding different perspectives and promoting healthy online conversations.</li> <li>3. Provide practical tips for responding to different types of questions or comments, such as gratitude, clarification, or addressing concerns.</li> <li>4. Share examples of effective responses and encourage participants to share their own experiences.</li> </ol> <p><b>Collaborative Case Studies: Analyzing and Crafting Responses (45 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Divide participants into small groups and provide each group with a case study or scenario involving an online question or comment.</li> <li>2. Instruct each group to analyze the scenario, considering the tone, intention, and potential impact of the question or comment.</li> <li>3. Encourage participants to discuss and brainstorm effective responses as a group, focusing on maintaining a positive and constructive online presence.</li> <li>4. After the allocated time, each group presents their analyzed scenario and the response they crafted, explaining their rationale and approach.</li> </ol> <p><b>Role-Playing Activity: Responding to Online Comments (40 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Allocate time for participants to engage in role-playing activities where they take turns responding to different types of online comments or questions.</li> <li>2. Prepare a variety of fictional comments, including positive feedback, constructive criticism, and negative comments.</li> <li>3. Participants can choose a comment and practice crafting effective and respectful responses in real-time.</li> <li>4. Encourage participants to consider different approaches, such as addressing concerns, seeking common ground, or expressing appreciation, while maintaining a positive and inclusive tone.</li> <li>5. After each role-play, facilitate brief discussions to reflect on the effectiveness of the responses and gather feedback from the group.</li> </ol> <p><b>Collaborative Response Workshop: Peer Feedback (30 minutes)</b></p>
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Session Five Duration: 2 hours	Use analytics tools to measure the impact of their social media marketing efforts and refine their strategies accordingly.	<p><b>Social Media Quiz (15 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Begin the workshop with a quiz to test participants' knowledge of social media platforms, trends, and terminology.</li> <li>2. Prepare a set of multiple-choice questions related to social media marketing, analytics, and popular platforms.</li> <li>3. Use an online polling tool or printed questionnaires for participants to answer the quiz questions.</li> <li>4. After the quiz, review the correct answers and engage in a brief discussion about the topics covered.</li> </ol>

		<p><b>Interactive Presentation: Introduction to Social Media Analytics (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Deliver a presentation on the importance of social media analytics in measuring the impact of marketing efforts.</li> <li>2. Introduce popular analytics tools and platforms used for tracking social media metrics, such as Facebook Insights, Instagram Insights, or Google Analytics.</li> <li>3. Explain key metrics such as reach, engagement, click-through rates, and conversions.</li> <li>4. Share examples of how analyzing data can help refine social media strategies and achieve marketing goals.</li> <li>5. Provide tips on setting measurable objectives and selecting relevant metrics to track.</li> </ol> <p><b>Collaborative Activity: Analyzing Sample Data (45 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Divide participants into small groups and provide each group with a set of sample social media data.</li> <li>2. Instruct each group to analyze the data using the provided analytics tools or platforms.</li> <li>3. Encourage participants to identify patterns, trends, and insights from the data, relating them to specific marketing objectives.</li> <li>4. Facilitate a discussion where each group presents their findings and explains how they would refine their social media strategies based on the insights gained.</li> <li>5. Encourage participants to share their experiences and discuss different approaches to data analysis.</li> </ol> <p><b>Role-Playing Activity: Refining Social Media Strategies (40 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Allocate time for participants to engage in role-playing activities where they assume the role of social media managers or marketing professionals.</li> <li>2. Provide each participant with a fictional scenario or case study that involves a social media marketing campaign.</li> </ol>
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		<ol style="list-style-type: none"> <li>3. Instruct participants to use the insights gained from the previous activity to refine their social media strategies in response to specific challenges or goals.</li> <li>4. Participants can discuss and present their refined strategies, explaining how they would use analytics data to guide their decision-making.</li> <li>5. Encourage participants to consider different tactics, such as adjusting content, targeting specific audiences, or optimizing ad campaigns.</li> </ol> <p><b>Group Discussion: Sharing Best Practices (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Facilitate a group discussion where participants share their best practices and lessons learned from using analytics tools for social media marketing.</li> <li>2. Encourage participants to discuss challenges they encountered and how they overcame them.</li> <li>3. Discuss the importance of data privacy and ethical considerations when using analytics tools.</li> <li>4. Invite participants to ask questions and seek advice from their peers or the facilitator.</li> </ol> <p><b>Reflection and Wrap-Up: Personal Action Plan (10 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Have participants reflect individually on the workshop and identify at least one action they will take to improve their use of analytics tools and refine their social media strategies.</li> <li>2. Provide a template or worksheet for participants to write down their action plan, including specific steps and timelines.</li> <li>3. Encourage participants to share their action plan with a partner or the group, fostering accountability and support.</li> <li>4. Summarize the main takeaways from the workshop and reinforce the importance of data-driven decision-making in social media marketing.</li> </ol>