

## **Social Media Event**

### ***Student Instructions***

#### **Event Situation:**

You have been asked to help a local florist upgrade their use of social media. They are new to your community, just opening two months ago. They have a web site but have not gotten any social media started yet. Your Marketing teacher recommended you to the owner as someone who may have some good recommendations for the business. The florist has given you three objectives:

- Increase awareness in the community.
- Establish or improve social media platforms that will reach their potential customers.
- Target at least 3 potential markets and explain how social media will help with those markets.

When you present your plan be sure to explain why the social media campaign is important to the florist and its success in the community. The business owner is expecting you to give some visual or examples of what they should do.

#### **Competencies/Indicators to be evaluated:**

- Social Media Promotional Plan Created
- Explain the importance of using social media.
- Created an interactive presentation.
- Communicating clearly.

#### **Procedures:**

- Create a plan that will promote the florist in the local community.
- Demonstrate your ability to effectively communicate the promotional plan to a business owner.
- You will be allowed ten (10) minutes to complete the simulation.
- You will be judged by the extent to which you meet the competencies listed above.

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### *Judge's Instructions*

#### **Event Situation:**

You are to play the role of a florist who has recently opened a business in the local community. You asked the Marketing teacher at the high school if they had a student who would be able to help you get your social media presence off the ground.

You need someone who knows social media and the local community to make recommendations for your business. You have asked a student to create a plan that encompasses three objectives:

- Increase awareness in the community.
- Establish social media platforms that will reach your potential customers.
- Target at least three potential markets and explain how social media will help those markets.

The student has prepared a presentation on a social media promotional plan. While you understand that social media is key to promotional plans today, you are still looking for an explanation of how the social media plan will benefit your business. You have told the student you will want to see either a visual aid or an example of how the student will use social media.

#### **Procedures:**

- Please review the student instructions to better understand the event and your role.
- The student will have 10 minutes to prepare and 10 minutes to make a presentation.
- You will play the role of the owner of the florist shop.
- The student may use a handheld device to demonstrate their plan.
- You may ask questions for clarification if you do not understand. If the student is not able to clearly communicate their answer the second time, please move on to the next point.
- If the student attempts to engage you actively in their presentation, feel free to do so.
- Thoroughly examine the evaluation form prior to your first simulation. You may wish to keep your first several evaluation forms to use as a benchmark until you get a "feel" for student evaluations.

Name \_\_\_\_\_  
 ID \_\_\_\_\_ Section \_\_\_\_\_

## Social Media Evaluation

Please circle one number for each of the following competencies/indicators and place the number in space provided to the right, then total.

	POOR	FAIR	GOOD	EXCELLENT	SCORE
1. Use a professional approach in throughout the presentation?	1, 2	3	4	5	
2. Communicate clearly and pleasantly?	1, 2	3	4	5	
3. Created an interactive presentation?	1, 2	3, 4, 5	6, 7, 8	9, 10	
<b>Did the presentation accurately explain...</b>					
4. The social media promotional plan components and details	1, 2, 3	4, 5, 6, 7	8, 9, 10, 11	12, 13, 14, 15	
5. The importance of social media in promotional plans.	1, 2	3, 4, 5	6, 7, 8	9, 10	
<b>Did the presentation include ...</b>					
6. How the plan would increase awareness in the community	1, 2, 3	4, 5, 6, 7	8, 9, 10, 11	12, 13, 14, 15	
7. Social media platforms that will reach your potential customers	1, 2, 3	4, 5, 6, 7	8, 9, 10, 11	12, 13, 14, 15	
8. Target at least three potential markets and explain how social media will help those markets	1, 2, 3	4, 5, 6, 7	8, 9, 10, 11	12, 13, 14, 15	
<b>9. Overall impression of the student</b>	1, 2	3, 4, 5	6, 7, 8	9, 10	
<b>Total Score Here:</b>					
Tie Breakers: 7, 4, 3, 5, 6, 8					