

Social Media

Purpose of Activity:

1. To show participants how social media, such as Facebook, MySpace, Twitter, Instagram, etc., influences what products we are aware of and how we think about them.

Materials Needed:

- White board or butcher block paper
- Markers

Instructions:

1. Write the word "social media" on the board. Ask if anyone knows what it means. *[Note: Examples of responses may include: Facebook, MySpace, Twitter, Instagram, etc.]*
2. Ask the participants which forms of social media they use, if any.
3. Ask what ads they've seen on social media. Write the names of brands or products on the board.
4. Generate an interactive group discussion.
 - a. How were the ads similar to or different from ads in other forms of media, such as ads they've seen in a magazine or heard on the radio? *[Examples of responses may include: social media ads are shorter, are catchier, keep you more interested, are funnier, etc.]*
 - b. What are the most popular social media ads they've seen? *[Examples of responses may include: ads for movies, foods, clothes, video games, etc.]*