

Video 2: “Getting Started” Worksheet

Lesson overview: In this lesson, students will get an intro into what social media marketing is, how it can help a business or brand with their goals, and will begin shaping their strategy by establishing why they personally should be using social media.

Company name:

What makes our brand unique?
What’s our value proposition?

People would follow us on social media because...

Our top 3 goals on social media are:

The 3 most important social media channels for our business are (and why)