

Area	Lesson/Theme	Suggested Hour(s)	Learning Objective	Keywords	Suggested Lesson Activities	Suggested Homework	How does this link to other units?
Learning Aim A	Audience Profiles	1	<ul style="list-style-type: none"> - To be able to explain the audience profiles of different social media websites - To be able to explain how the different sites appeal to their different audiences - Make realistic and well-thought out business related observations- 	Audience Profile Demographics Age Gender Income Location Interests Occupation Boosted post Impressions Reach Post engagements	See lesson plan and resources	Complete lesson activities and/or Crossword	
Learning Aim A	Brand Image	1	<ul style="list-style-type: none"> - To understand the ways businesses use social media to create a brand - To be able to discuss benefits and drawbacks of creating and reinforcing a brand on social media - To be able to make conclusions about the use of social media to create/reinforce and image or brand 	Brand Image Developing Contacts Loyalty Revenue Company Profile Banner Logo Handle Social Media Icon Typography Voice Tone Website Integration	See lesson plan and resources	Complete lesson activities; Crossword; Watch Video	
Learning Aim A	Promotion	1	<ul style="list-style-type: none"> - To understand how businesses can use social media websites to support their business aims and needs - To understand the relationship between SEO and social media 	Traditional Method Non-traditional Method Direct advertising Indirect advertising Viral Cost Per Mile Cost Per Click Cost Per Acquisition Sponsored Adverts Cookies Follower Content Format Content Focus and Meaning Organic Reach Like Share Keywords Social Media Feed SEO	See lesson plan and resources	Complete lesson activities and/or Crossword	
Learning Aim A	Communication	1	<ul style="list-style-type: none"> - To understand how businesses can use social media to communicate with customers conduct customer service resolve queries and manage issues 	Direct Messages Chat Comments 24/7*365 Away message Automatic reply Response Rate Emoticon Emoji Sticker	See lesson plan and resources	Complete lesson activities; Crossword; Watch Video	
Learning Aim A	Constraints Risks	1	<ul style="list-style-type: none"> - To understand the constraints business would face when using social media to upload their brand, promote and communicate with customers - To understand the security issues that exist for a company that uses social media - To be able to suggest ways to prevent risk 	Constraint Risk Work/life balance Outsourcing Schedule Malware Virus Trojan Spyware Keylogger Denial of Service (DoS) Attack Blackmail Ransom Company-sensitive information Personal information Anti-virus software Social Media Policy Data Protection Act	See lesson plan and resources	Complete lesson activities and/or Crossword	
Learning Aim A	Practice Workbook	2	<ul style="list-style-type: none"> - apply their knowledge in answers to a range of questions - be able to highlight areas of strength and any gaps in their understanding of this learning aim 		See lesson plan and resources	Complete workbook and Confidence Checker	
Learning Aim A	Assignment A	9	- apply knowledge to satisfy the assessment criteria				

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Learning Aims B&C	1 - Prepare	1	- To understand the processes involved in planning a social media campaign - To know how to use tools that can help manage a project effectively - To understand how to comply with a social media policy	Gantt ChartTasksActivitiesResourcesWork	See lesson plan and resources	Complete Crossword and practice with Gantt Project software	Students need to prepare in the same way in Unit 6
Learning Aims B&C	2 - Identify	1	- To understand the processes involved in planning a social media campaign - To understand the documentation and communication used in business interactions - To be able to realise business requirements and set appropriate criteria for a successful outcome	Email etiquetteAgendaAgenda ItemsAny	See lesson plan and resources	Complete lesson activities and/or Crossword	
Learning Aims B&C	3 - Plan & Review	1	- To understand how produce a plan to meet the business requirements - To be able to help the client, where necessary - To be able to review the plan with the client and others effectively	Business RequirementsSuccess Criteria	See lesson plan and resources	Complete lesson activities and/or Crossword	
Learning Aims B&C	4 - Create & Review	1	- To understand how produced optimised content for the client - To be able to demonstrate you've produced content suitable for the target audience - To understand how to review the content produced with the client	Content FormatContent Focus (and Mean	See lesson plan and resources		
Learning Aims B&C	Photopea Basics for Unit 3	1	- To be able to import images, create and enhance text - To be able to use selection and masking to use specific parts of an image within another one	Open & PlaceObject Selection ToolLayer	Demonstrate how to use the relevant tools in Photopea and then ask them to create a post for social media (for any company)	Experiment with Photopea	Students should try to use graphics software in Unit 6 to create assets for their website.
Learning Aims B&C	5 - Monitor & Develop	1	- To understand why you need to monitor the content that you have published - To understand how to interpret reach and engagement data - To understand learn how to improve the campaign after the first posts have been published	InteractionOrganic reachPaid ReachEnga	See lesson plan and resources		
Learning Aims B&C	6 - Evaluate	1	- To understand how to review the overall campaign - To understand how to evaluate using success criteria and the business requirements	Success CriteriaBusiness Requirements	See lesson plan and resources		
Learning Aims B&C	Practice Workbook	2	- apply their knowledge in answers to a range of questions - be able to highlight areas of strength and any gaps in their understanding of this learning aim		See lesson plan and resources	Complete workbook and Confidence Checker	
Learning Aims B&C	Assignment B&C	15	- apply knowledge to satisfy the assessment criteria				
Total hours needed		40					