



Create a Social Media Post Activity

Objective: Students will demonstrate their understanding of what a content creator does creating a social media post for a business.

Materials:

- Paper, markers, or a design tool like Canva.
- Sample social media posts from facebook or instagram.

Objective:

1. Create a fake business and calculate a basic profit margin.
2. Identify a target audience of middle school peers.
3. Write a persuasive, trend-focused social media advertisement.

Activity Instructions:

1. Students invent a unique problem-solving product for middle school students.
2. Students calculate production costs vs a realistic selling price.
3. Students design a catchy ad for social media using art supplies or a design tool.

The Rules:

Ads must contain a

Hook

Product description

Call to action

Post Activity Discussion Questions:

What did you like most about this activity?

What did you like the least about this activity?

What was the most challenging part of this exercise and why?

Extension Activities:

Students can create a short jingle or theme song for a fictional brand, channel, or product.

Students create a logo, profile picture and banner for a fictional brand, channel or product.

Students can create a social media post for a fake news organization about an important historical event.