



City of Brockton

**BROCKTON PUBLIC SCHOOLS**

Michael P. Thomas ♦ Superintendent of Schools

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## VOCATIONAL AND CAREER EDUCATION

**MAY 26<sup>TH</sup> – MAY 29<sup>TH</sup> 2020**

**This is a general Graphic Design activity. Please make sure you are checking your BPS e-mail and Microsoft TEAMS for updates from your teachers. They will be sending you other activities that are specifically designed for your class.**

### Using Social Media to Build Morale

We are in an unprecedented time. Everything that we have known is turned upside down. Doesn't it feel a bit unsettling? We have the power to help people through the messages that we share on social media.

#### **Assignment:**

You have been hired by a community youth organization to create a daily social media calendar and promote healthy habits, post encouraging thoughts and links to helpful articles. You can create these posts under a new profile name if you wish. The name of the organization is "I am here". Use the hashtag #iamhere in your posts and you can create any other hashtags as you see fit.

1. Every day until May 29<sup>th</sup>, post a new quote, graphic or meme on your social media account.
  - a. You can share quotes and images that you find on other sites.
  - b. You can create your own graphics if you have software that will work.
  - c. You can share resources to helpful websites or social media streams.
  - d. Be creative and positive!
2. Report and document how many responses, likes or comments you receive for each post. This is the beginning of analytics. Most social media sites allow you to track the effectiveness of your campaign within the program/app, but for now you will track the interaction of your posts manually by using a spreadsheet.
3. Use Excel to plan your calendar and track your effectiveness.

When completed, save the work to your Office365 OneDrive and feel free to share it with your teacher.