



Lesson: To Tweet or Not to Tweet?

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Resources: Nimbit Account

NAfME Standards:

7. Evaluating music and music performances.
8. Understanding relationships between music, the other arts, and disciplines outside the arts.
9. Understanding music in relation to history and culture.

Objectives: Students will learn to utilize social media in advertising.

Procedure:

1. Discuss the appropriate use of social media in school and obtain permissions for using social tools in class.
2. Based on the previous "Go To Market" campaign, have groups adapt the promo and extend the reach by linking to a Twitter or Facebook account.
3. Discuss how the marketing message changes when utilizing social media instead of just email, paying attention to the extended reach of social media and how to control the marketing and comments around the offer.
4. Use the promo to distribute music to current social followers, and try to add followers because of the promo.
5. Have each group report out to the class on their findings.