**Social Media**

**Task 1**

At the beginning of the week, write down the first 5 adverts that pop up on your choice of social media. For instance, on Instagram scroll down the feed and pick the first five, or the first five adverts on the stories, or a mix of both.

Once you have picked the first five, I want you to analyse why you think they have popped up for you.

For instance, my first ad on Instagram is Plugin Boutique. I know that they have selected me for advertising as I follow a lot of audio, recording companies on Instagram. I also clicked on an advert yesterday about Soundtoys plugins, which is what it was specifically advertising.

My second is Vinterior UK, a furniture store! This is odd as I don’t follow any furniture stores, but I did look at a table on my web search a couple of weeks ago, which would indicate they are using my tracked cookies.

So, from this information, I can work out who the adverts are targeting and what they may have set for their demographics as well as how they may have used cookies to track my internet searches!!!

At the end of the week, I want you to write down all the adverts you remember over the week, what were they advertising, did it relate to you, would you buy it, why do you think you remember this one more? Does the advert fit your lifestyle? Does it fit your demographic? Do you think any of the demographics steered the marketing to you?

I would like you to complete this activity three times over the next few months, space it out to see how the results differ. You will need to record it on digital space so set up a Social Media Marketing Tab.

**Demographic examples**

Age (could include a range)

Gender,

Income (how much you earn)

Race,

Ethnicity,

Employment Status,

Education Level,

Number of Children,

Living Status (renting, mortgage),

Location,

Political Affiliation (Labour, Green),

Marital Status,

Religious Affiliation, (Catholic, Christian, Pastafarian)

Social Class (working class, middle class, upper class)

Nationality

**Task 2**

Find a solution to this problem.

You want to advertise your next college gig in the local community (West Yorkshire), but you would like to expand your audience to include members of the general public e.g. not friends and family.

What strategies could you use to market the gig via social media and acquire a wider audience for the next performance in December. This could use any social media app and could include small payments of cash to market the gig more thoroughly. You will need to consider your demographics, your brand (both identify and image), knowledge of social marketing and any techniques you think you could apply to make the marketing more successful.

Document this on Digital Space under Social Media Marketing Tab. We will be using this work in September so make sure you complete it.