



Homework Assignment

Lesson Name: Creating Great Content

Class Review: This lesson had four objectives. The first was to learn the difference between content for social media vs traditional advertising content. Second was the core motivations for people sharing content on social media. The third was an overview of the different types of content, and their benefits. And finally, we reviewed some recent examples of highly successful uses of social media to increase brand recognition.

Assignment:

- Continue to check your Facebook page for any notifications, messages, etc at least once a day.
- Create a list of “gives”, or “jabs”, that you could post about to your audience. They don’t all have to be winners, but start thinking about what you are passionate about in your industry, and what you enjoy telling people about in your everyday life.
- Review the core motivators for sharing, and write them down in the order in which you feel you could best use them, or the order in which they would be most effective for engaging your target audience.
- Visit a stock photo site, or search your own photo library, and select 3 pictures you think would be appealing to your target audience.