

REAL CASE SCENARIO LEARNING OBJECT_VILEIŠIAI SCHOOL OF KAUNAS

Title of the learning object	<i>Social media strategy Internship vacancies are open.</i>
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://www.youtube.com/watch?v=pHoFhRADqFU
Description of the context	<p><i>Teacher Gediminas Grėsius, who is responsible for J. and P. Vileišiai School of Kaunas social media, presents activities, partnership and uniqueness of the school. He emphasizes what social media they are using and for what purpose, describes the target audience.</i></p> <p><i>As the school does not have specialist of marketing or social media, suggestions, remarks of what is now and more clear social media strategy prepared by professional would be helpful for the school.</i></p>
Practical activity to be performed	<p><i>After familiarized with information in the video, analyse the social media that the school is using (Facebook, Twitter, Youtube).</i></p> <p><i>In groups of 4-5 students, discuss about current social media information that the school is presenting, think what should be amended, what suggestions you would offer for the school.</i></p> <p><i>Imagine that your team is marketing company and prepare social media strategy offer for the school.</i></p>
Results to be achieved	<p><i>Social media strategy offer for the school.</i></p> <p><i>Present that for the class as class audience would be school staff who is deciding whether to take your offer or not.</i></p>
Guidance and suggestions	<i>Listen the video, gather information about the school on social media, find the examples of social media strategy offers and prepare creative proposals.</i>
Mistakes to avoid	<i>Be aware of the target audience, privacy law and the aim of using the social media</i>