

English Skills and Social Media Marketing



Objective

English: To recognise the importance of spelling and grammar

Careers: To highlight the relevance of English spelling and grammar skills to careers in Social Media Marketing





Key terminology

MARKETING

ADVERTISING

SOCIAL MEDIA

How would you
define these
terms?

Marketing

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably”

Chartered Institute of Marketing



Advertising

“ The activity or profession of producing advertisements for commercial products or services “

Oxford Dictionary



Social Media

“ Websites and applications that enable users to create and share content or to participate in social networking “

Oxford Dictionary



Introduction



Let's see what you know about social media...

How many active social media users are there in the UK in total?

In 2022, who was the most followed account on TikTok?

What is the age group with the most Instagram users in the UK?

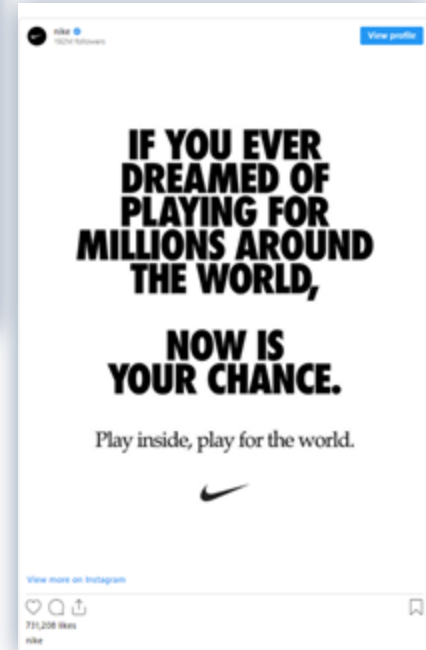
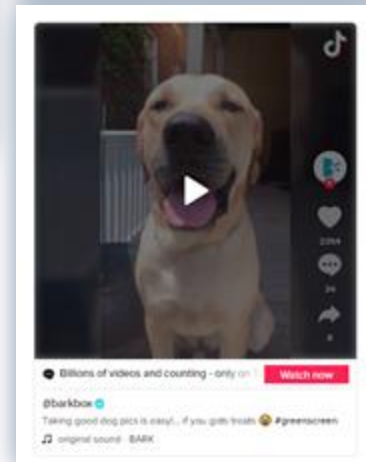
How much is spent by brands on advertising on social media per year, in the UK?

Can you correctly identify these social media giants?



There are loads more...

Why do you think brands are present on social media?



Context



Unintentional errors



Can you spot the mistakes?



These images went viral - and not for the right reason!

Intentional errors



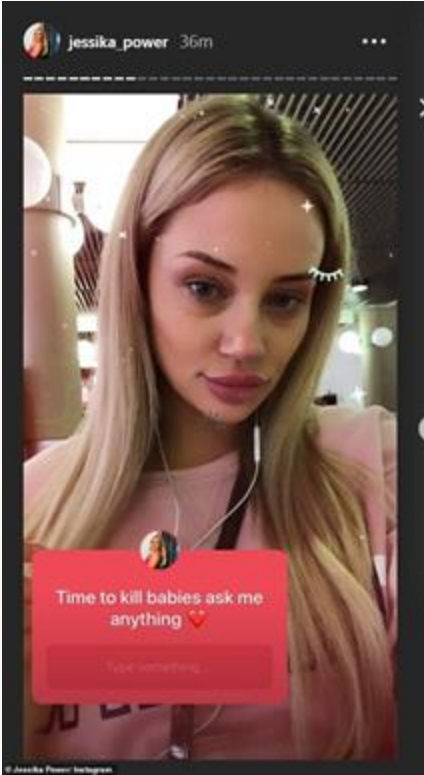
OH DEER
ITS HARD TO SPEL
WHEN YOUR HUNGRY

IF YOU KEAP MAKING TYPING MISTAKES
GRAB YOURSELF A SNIKKERS FAST

A single Snickers candy bar is shown horizontally, centered at the bottom of the advertisement. The wrapper is dark brown with the word 'SNIKKERS' in large, bold, blue letters with a white outline. There are three peanuts visible on the wrapper.

Even Celebrities can get it wrong...

Can you spot the mistakes?



How does poor spelling or grammar affect a brand?

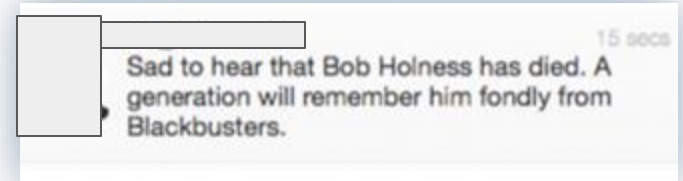
What do you think these say mistakes say about these businesses...



Can you guess which celebrities tweeted these?



Can you spot the mistakes?



Grammar can make ALL the difference!



Correct the punctuation in these fake tweets

Its Apples 10th birthday today and to celebrate they are launching the iPad 1000. Enjoy?

Free money for all Snapchat users for one day only claim yours now unless you are broke then call this number

Come to our restaurant tables are for eating customers only were dog friendly?

☆ Head of Retail ☆ Were on the hunt for a charismatic creative new head of Retail for a multi-award winning luxury organic beauty heritage brand based in london £75k£85k plus bens package

jayz finds inspiration cooking his family and his dog on saturday nights'

Social Media Content Creation





Key points of note

- Social Media campaigns for business are written in advance
- Proofreading is essential to check for embarrassing mistakes
- All elements of each content piece must be cohesive. Title (if applicable), caption (text), video or image should be consistent and move the reader towards an end goal
- Don't waste followers time! All posts should be relevant, interesting and engaging
- What goes on the web - stays on the web!



Your turn...

Create a TikTok for your favourite sports brand to promote a new range of trainers. In just 30 seconds you will need to give running enthusiasts who are aged 13 -21 a reason to get excited about your new running shoes.

You will need:

- A smartphone
- TEXT - captions running throughout
- Video footage

What careers are there in Social Media

- Social Media Planner
- Social Media Buyer
- Social Media Strategist
- Social Media Specialist
- Community Manager
- Advertising Executive
- Content creator
- Copywriter
- Videographer
- Influencer
- Consultant



Typical agency career progression path

Apprentice/Assistant

➡ Account Executive

➡ Account Manager

➡ Senior Account Manager

➡ Account Director

➡ Team/Dept Manager