TAKE THE CAREER IDEAS Challenge

Name / Class / Date

Social Media Manager

It may be hard to believe but there was no such thing as the Internet, cell phones, and tablets when your grandparents were your age. Social media did not exist. There was no texting. No video chats. And the idea of taking a "selfie" was unimaginable. When you wanted to talk to your friends you called them on your family's telephone or knocked on their front door.

(Feel free to use the back of this sheet for longer answers)

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What Do Social Media Managers Do?

Today well over half of the world's 7.7 billion people use the Internet. And, 3.4 billion people are active social media users. Social media managers tap into that vast audience by using tweets, blogs, vlogs, Instagram stories, Facebook posts, and other social media tools to build brands and attract customers. The job takes lots of planning, tons of creativity, and an ability to stay at least one step ahead of all the online competition. Companies of all sizes hire social medial managers. Some jobs require college degrees in communications or marketing. All require a proven track record in building successful social media platforms.

CHALLENGE #1: *If you had this career...*

What kind of training would you need?

Where could you find a job?

How much money could you earn?

Who would you help and how would you make a difference?

Why would (or wouldn't) you like doing a job like this?

CHALLENGE #2: *Think Tank*

No one does social media quite like celebrities. Actors, sports figures, and even politicians use it to reach out to millions of fans.

This kind of media "power" can be used in good ways to entertain, encourage, and educate. It can also be used in bad ways to bully, gossip, or even spread outright lies.

Hire yourself as the social media manager at your school. Put together a list of five rules that students must follow to keep your school's social media platform safe, friendly, and positive.

Pick a favorite type of tool social media like Twitter, Facebook, Instagram and create posts to communicate those rules.