



# Activities

SECTION 2: Module 5

Check it out...do your research

This programme has been funded with support  
from the European Commission





## Activity name: Snapchat – researching competitors

**Method:** Group or Individual  
**Materials Needed:** Snapchat and smart phone

### What is it?

Snapchat is a fun mobile app used to share brief "Snap" photos, videos, text, and drawings. These Snaps can be viewed for a few seconds before they are deleted forever. Snapchat is available for free for iPhone and Android.

Snapchat's "stories" feature lets you add new pictures and videos to your story. Then your followers can view the story any time for 24 hours. The "stories" feature is designed to let your followers catch up on what you've been doing for the last day all at once.

Note: You need to be over the age of thirteen to create a Snapchat account.

### Why Do It?

Follow content-related Snapchat accounts.

More and more businesses/organisations are joining Snapchat and trying to engage their followers with interesting content. This is a great way to

### How to do it?

#### Task 1

##### Setting up a Snapchat account

- **Download the Snapchat app.** Go to the App Store (for Apple) or Google Play Store (for Android) and download Snapchat for free
- **Launch Snapchat and tap "Sign Up".** Enter your details (email, birthday and password)
- **Create a username** (this is the name that your friends can use to find you on Snapchat and the name that will be listed on their contacts list) - choose a username carefully, as it cannot be changed later
- **Verify your phone number**
- **Prove that you're human** by selecting the correct images

### Task 2

Connect with interesting Snapchat accounts in your specific area of interest within the creative industry and you'll be learning 24/7 through social media. You will have to add them manually - you can do this by tapping on the search icon in the top right of the "Add Friends" screen and searching their Snapchat username.

Example: many theatre groups, comedy clubs, artists etc shares snaps with exclusive content like rehearsals, previews, opening nights and all kinds of fun stuff.

This is a great way to gain insight into what similar creative businesses are offering customers, how they are promoting themselves, pricing etc.

## Activity name: Social listening

<b>Method:</b>	Individual or Group
<b>Materials Needed:</b>	Facebook, smartphone/laptop/tablet, internet access
<b>Duration:</b>	60 Min

### What Is It?

This activity will complement the market research discussed with the group and will show them how to use Facebook research customers. Students will use Facebook Insights to gather information on the followers of your organisation on Facebook.

### Why Do It

This activity will provide a practical example of a social listening activity and will form part of the market research module. It will teach students the practical application of Facebook as part of their market research strategy.

### How to do It

(Students will require access to an existing 'Like' page on Facebook, this may require temporarily adding students as an admin on an existing page)

### Introduction & Demonstration: 30 Min

Briefly explain that Facebook can be used to gather information on customer groups that will help to assess the validity of an idea and to assess the types of posts that appeal to the target customer group. Explain that during the activity they will use a tool called Facebook Insights.

### Facebook Insights – an analytics tool that allows you to assess your page's performance

Sign into the organisation Facebook account and demonstrate how to find Facebook Insights (along the top of the page) then select some of the items down the left hand side and briefly explain what each means and how a business might interpret the information. The following examples could be used:

#### 1. Overview

Explain that this is a dashboard to give them an all-round idea of how a page is performing

#### 2. People

Explain that the people tab helps a business to get demographic information on the people who like and engage with their page. They can find out the age group, location and sex of those reached by the page. Discuss why this is important e.g. it gives a better understanding of who the actual customer is for the business.

### 3. Reach

Explain that Facebook have an algorithm for calculating the reach of posts and that reach includes people who don't follow the page but who have seen posts because their friends have liked, commented or shared a post. Demonstrate how this section highlights the total reach of the page and posts and also breaks down the number of Reactions, Comments & Shares as well as highlighting the number of times someone has hidden a post or all posts on the page. Discuss how this information might benefit a business e.g. It lets a business see the type of posts that people typically like, share or comment on so that the business can share more content like it to encourage engagement

### 4. Posts

Explain that under the first tab on this page, they can see the time that their followers are on Facebook and discuss why this is relevant e.g. They can schedule their posts for a time that most of their followers are online to increase the likelihood of them seeing it. Explain that the second tab tells them which type of posts performed better e.g. video, photo, links etc. and discuss why this would be important to a business e.g. their marketing strategy would include more posts with video if video performed much better than other post types. Show the third tab and explain that they can add pages to watch – These will be pages of competitors and by adding them here they can see their posts and monitor their performance

#### Activity:

Give each group/ individual a lap top/ PC or tablet and provide them with the log in details for the business page you want them to access. Give each team a list of the information that you want them to report back on e.g.

- How many Likes the page has
- The most popular post in the last month
- How many people engaged with a particular post
- The reach of the most recent post
- The number of male/ female followers
- The age group that the largest number of followers fall into
- The Time of day when most followers are on Facebook.