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Activities

SECTION 2: Module 6

The Marketing Mix

Activity: Instagram – Digital storytelling

Method:	Group or Individual
Materials Needed:	Instagram and smart phone/tablet/computer
Duration:	45 mins

What is it?

Using Instagram as a show and tell platform for your creative business idea.

Instagram gives people access to thousands of photographs every day and allows them to add their own photographs to the mix. By taking and responding to photographs, people learn to communicate in a different way and have the opportunity to boost their critical thinking and creative skills.

Every day people share the stories of their lives through images and short video clips on Instagram. We heart them and comment on them. Instagram is the social network for us to visually share what is important to us and many people visit Instagram daily. We can use this popular free mobile app and social network to engage young people and get them to connect with our subject matter. With Instagram you can have unlimited image and video uploads, edit and filter images and videos, create 15 second videos, and also use it with your Android or IOS devices. You can tag others, use hashtags, geotag your uploads, and post to other social networks.

Instagram can be used to enhance our artistic side and is great for social interaction. Instagram has become another layer of sharing our world and telling our stories.

Why do it?

This would allow people to explore and express their creative business through a visual medium.

How to do it?

Participants can use the mobile devices to express their creative side of their enterprise to market their business i.e:

- Photos of their product
- Snippets of their performances
- Behind the scenes
- What motivates / inspires them

They can present their story visually, annotating it through their comments on each picture.

Activity Name: Video & social media competition

Method: Group or individual

Materials Needed: Smart phone and access to social media (YouTube or Vimeo)

What is it?

This exercise is designed as a competition whereby participants are asked to create a video on a certain topic and use the power of social media to get more views than rival teams.

Why do it?

This activity will help the young people to develop skills in creative video making as well as showing them how difficult it can be to compete and the need to do something different to stand out from the crowd.

How to do it?

The group will choose a topic of discussion that is relevant to the group e.g. the topic could be promoting an upcoming event that the group are doing.

The group is then broken into smaller teams who are given the task of developing a video on their smart phones which will be broadcast on social and digital media channels (YouTube or Vimeo).

The team with the most YouTube or Vimeo views wins a prize.