Objective:

To help students to understand the use of social media in branding a company and managing their brand

Suggested Classes: Graphic Design, Retailing, Fashion Merchandising, Marketing

Student Activity:

Students research fabrics and technologies used to manufacture protective clothing. Utilizing this research, they "create" a new protective fabric and present their ideas to their class.

Suggested Materials:

- Internet-connected devices

Warm-Up Exercise:

Get a Twitter and Facebook account. Have students pick one of their favorite fashion brands and investigate what that brand is doing on Twitter and Facebook.
Project Guidelines:

Using their chosen brand or a new one, “Like” that brand on Facebook and follow them on Twitter. Do the following:

• Check those brand activities once a day for two weeks.
• Come up with an example on Twitter and Facebook of how the brand uses social media to promote something.
• Explore how they manage negative feedback.
• Observe and record how they use social media to give people discounts.
• Observe and record how they use it to build general brand awareness.
• Identify and write about a way that the brand/company uses social media to let you have fun and engage with the brand.

Follow-Up Exercise:

Find and record other social sites that your chosen brand is using, such as YouTube, Tumblr, Google +, blogs, etc.

State and National Standards:

Arizona State Standards

Marketing Management and Entrepreneurship
16.0. Demonstrate oral communication skills for the marketing field.
16.6. Prepare and deliver presentations.
17.1. Conduct formal/informal research to collect appropriate topical information.

California State Standards

Fashion and Interior Design Industry Sector
A6.0. Students understand the characteristics, production, and maintenance of textiles and textile products.
A6.5. Students know how technology is used to create various characteristics in textiles.

Washington State Standards

Essential Academic Learning Requirements: Communication
2. The student uses communication skills and strategies to interact/work effectively with others.
2.2. The student uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks.
3. The student uses communication skills and strategies to present ideas and one’s self in a variety of situations.
National Standards

Business Education: Marketing
VI. The Marketing Plan
Describe the elements, design, and purposes of a marketing plan.

Family and Consumer Sciences
16.0. Fashion, Textiles, and Apparel
16.5.1. Apply marketing strategies for textile, apparel, and fashion products.
16.5.6. Apply research methods, including forecasting techniques, for marketing apparel and textile products.