

Teacher Notes (Lower Key Stage 2)

Konstanza chats to Izzy the Social Media Manager



Izzy is a social media manager. A social media manager is tasked with ensuring their company is up to date with social media like, Facebook, Twitter & Instagram. This requires working with a team of creative people to coordinate their campaigns to fit in to the overall marketing of their company. Other related jobs:

Copywriter

Community Manager

Digital Content Writer

Advertising Manager

Event Manager / Coordinator

PR (Public Relations) Manager



Guided Reflection – to structure a conversation after the film



- ☐ What was the most interesting thing you found out from Izzy the Social Media Manager?
- ☐ What did you like about the Izzy's job?
- ☐ What would you enjoy most about Izzy's job and what would you find most difficult?
- ☐ What have you learnt about being a Social Media Manager?
- ☐ How might you go about becoming a Social Media Manager?



5
mins

Discover & Do Activities – to run alongside the Discover & Do printed worksheets

Activity 1 – Were you listening carefully?



10
mins



In this activity, pupils apply Steps 2 and 3 of Listening from the Skills Builder Framework.
Listening Step 2: I can listen to others and ask questions about what I heard.
Listening Step 3: I can follow a conversation and tell somebody else what it was about.

Share the definition: "Listening is the receiving, retaining and processing of information or ideas".

Using the Discover & Do worksheet, ask pupils to:

- ☐ Write down 3 questions they would ask Izzy the Social Media Manager
- ☐ Tell a partner what they recall from the conversation

Activity 2 – Persuasive advert



15-20
mins

In this activity, pupils will produce a creative piece of writing based on a trainer.

Explain to pupils that they have been tasked with using the image of the trainers given, to write a persuasive advert to help sell the trainers. Using the image on their worksheet to inspire them, ask them to write a few sentences to persuade shoppers to buy the trainers pictured



Reflection Question: How do social media managers use persuasive text?

Activity 3 – Launch your own competition

In this activity, pupils will create a poster to launch their own 'design a trainer' competition.



Extended
project

Explain to pupils that they will plan a launch for their own 'design a trainer' competition. To do this they might want to create a poster. On their poster they should include an example of a great design that could be entered into the competition.



Reflection Question: How might a social media manager take your idea and create a campaign?