

Discover & Do Activity 1 – Were you listening carefully?



Listening is the receiving, retaining and processing of information or ideas.



10 mins

Part 1: Fill in the missing key information from the sentences below.

- Izzy works as a This job is in the industry.
One of the things she likes most about her job is.....*
- Izzy uses Art in her job. This helps her because.....*
- Izzy uses lots of skills in her job including This skill is important for this job
because.....*
.....

Part 2: Talk to two or three people around you about what surprised you most about Izzy the Social Media Manager, her job and the skills she uses.



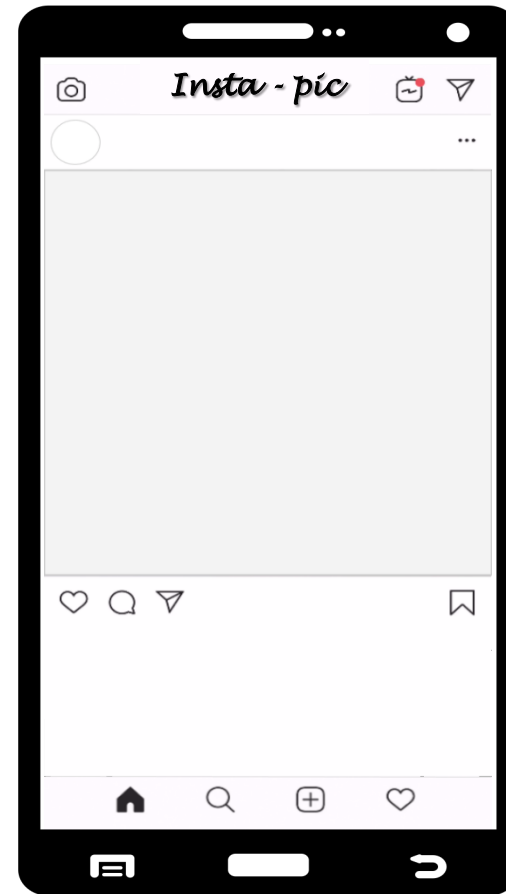
Discover & Do Activity 2: Planning some content

In pairs, use the template to plan out a social media post to launch a new pair of shoes. You can pick any pair of shoes.

Try to think of exciting ways to describe them.

Answer these questions to help you.

- What image could you use?
- What # hashtags would you use?
- What words would you use to describe them?



15-20 mins

Discover & Do Activity 3: Prepare for a launch

Research and choose a pair of trainers to promote. Using them as your inspiration, create a mood board to tell your audience all about this pair of trainers. You might want to use materials and unique features.



Extended Project