

# Teacher Notes (Upper 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 5 and 6 of Listening from the Skills Builder Framework.  
Listening Step 5: I can listen to extended talk and identify the key information I need.  
Listening Step 6: I can take part and respond in a group discussion.

Share the definition: "Listening is the receiving, retaining and processing of information or ideas".  
Using the Discover & Do worksheet, ask pupils to:

- ☐ Fill in the missing information in the sentences about Izzy the Social Media Manager
- ☐ Tell a partner what surprised them most about Izzy, their job and the skills they used

#### Activity 2 – Planning some content

In this activity, pupils will plan out a few posts for social media to promote a new pair of shoes.



15-20  
mins

Ask pupils to work together to think about persuasive vocabulary they could use to describe the shoes and come up with any exciting hashtags to get the word out. Use the template to help structure the outcomes.



**Reflection Question:** When might a social media manager need to work with other people?

#### Activity 3 – Prepare for a launch

In this activity, pupils will choose a pair of trainers and prepare a mood board to support their launch.



Extended  
project

Ask pupils to research and choose a pair of trainers to promote at their launch event. Using this image as their inspiration, ask them to create a mood board to tell their audience all about their trainers. Encourage them to think about and label the materials used and unique features.



**Reflection Question:** Why is it important for social media managers to present ideas in exciting ways?