

Lesson Plan

Module: Digital Marketing

Learning Unit: How to develop a social media strategy

Desired Core professional goal Learners will be able to: Develop an efficient Social media strategy	Benchmark Digital Marketing
Level Standard	Framework Empower
Professional micro-learning outcomes: Learners will: <ul style="list-style-type: none">• Learn how to develop an efficient Social media strategy.	
Micro-learning activities Learners will: <ol style="list-style-type: none">1. watch the video on YouTube: https://www.youtube.com/watch?v=wOSDTy7Pmqo	