

Influencer for a Week Project

20 points



Project Directions:

*Instructions: You are going to be acting as an “influencer for a week”. You will be creating instagram posts, a tik-tok reel, and answering a few questions regarding social media marketing. Try to focus on your **brand image, theme, and niche** throughout the project.*

Consider: Think about some of the influencers you follow on Tik-Tok or other social media. What does their branding look like? Is there a theme to their content? Do they focus on brand loyalty?

Follow the steps below to complete the project. Use the links for help. Have fun with it and be creative!

Rubric is below.

Project Steps:

1. Influencer Name & Bio

- Choose a name for your Instagram & Tik-Tok accounts.
- Add a **mini bio** that would be seen on your Instagram & Tik-Tok accounts
- *Research influencers that you follow on both Instagram & Tik-Tok to see what your competitors are doing for their bios*

2. Niche & Target Market

- Explain what your niche would be - Example: lifestyle, health, fitness, etc. [RESOURCE](#)
- Explain who your target market would be

3. Instagram Posts #1-7 & Descriptions

- Create a full instagram post complete with a **picture, caption, keywords, and hashtags.**
- Create each instagram post on [Canva](#) or on your own Instagram account if you'd like.
- Create a post with the prompts for #1-6. Create your own theme for the seventh post.

It's best to include photos of yourself in these Instagram posts, but if desired, you can use copyright free photos from [unsplash](#).

- When finished, insert the photo of the picture, caption, keywords, and hashtags on the google slides.

4. Brand Sponsorships Video or Post

- Create a video of you promoting a brand or product of your choice. Keep in mind, this should be a product (or brand) you HAVE and personally like.
- The video can be created on Tik-Tok or [Canva](#). The video should be short (roughly 30 seconds) and informative of what you like about the product or brand.
- IF you don't want to be in the video, you can create an infomercial on [Canva](#) describing the product or brand and why you like it.
- When finished, insert the video or the link to the video

5. 4 C's of Social Media Marketing

- Briefly explain your strategy with the 4 C's - [RESOURCE](#)
- Describe how you would implement each "C" in your marketing plan

*****When the steps above are completed, upload the project to Google Classroom and turn in.**

Social Media Influencer for a Week Rubric

Criteria	4-5 Points	3 Points	1-2 Points
Instagram Posts	Creates engaging and visually appealing posts that effectively communicate the brand image, theme, and niche.	Creates posts that are slightly engaging & visually appealing, but don't really communicate the brand image, theme, and niche.	Creates posts that are not engaging, visually appealing, & do not effectively communicate the brand image, theme, and niche.
Tik-Tok Reel	Creates a captivating and well-executed Tik-Tok reel that effectively reflects the brand image, theme, and niche.	Creates a Tik-Tok reel that somewhat reflects the brand image, theme, and niche, but isn't very creative and captivating.	Creates a Tik-Tok reel that does not effectively reflect the brand image, theme, and niche. Video is also not captivating or creative.
Social Media Marketing Questions	Provides insightful and well-developed answers to all questions, showcasing a deep understanding of social media marketing strategies.	Provides adequate answers to most questions, demonstrating a basic understanding of social media marketing strategies.	Provides limited or incorrect answers to the questions, indicating a lack of understanding of social media marketing strategies.
Captions & Hashtags	Captions & Hashtags are creative, thoughtful, and appropriate per post.	Captions & Hashtags are slightly creative, thoughtful, and mostly appropriate per post.	Captions & Hashtags are not creative, thoughtful, or appropriate per post.
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