

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Have students read Social Post Writing (2 pages).

Discussion (10-15 TRT)

Be the coach. Take student questions and challenge them to dream with and apply their new knowledge.

Exercise (15-45 TRT)

Have students, whether individually or in teams, create social posts for a student project.

Quiz (35-45 TRT) PDF at: [BizzyB.com/partners/seo-literacy](https://bizzyb.com/partners/seo-literacy)

Answers: 1:F, 2:T, 3:T, 4:T, 5:T, 6:T, 7:T, 8:T, 9:T, 10:T

Homework (45-50 TRT)

Students to interview three people asking:

1. Which post grabs you the most?
2. Would you comment on any of them?
3. Would you share or “retweet” any of them?

Record interviewee feedback on the Workbook Survey form.

50 Minute Minimum

Can be a longer class by adding core knowledge, exercises, or project time.

Preparation

- Student handouts by Workbook or BizzyB.com.
- Quizzes by PDF Print.

Teaching Goals

- Engage students by demonstrating SEO relevancy.
- Create an intermediate understanding of SEO.
- Coach students in creating social posts.

Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in digital marketing, social media or SEO writing.
- Include a long-term project for students to apply core concepts and skills.
- Consider breaking students up into teams for collaborative learning.
- Consider adding expert mentors to teams, particularly if using BizzyB.com.

Name: _____ Date: _____

Answer the following true/false questions:

True False

1. Social post backlinks don't affect landing page domain authority.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

2. Think of social media as a conversation rather than a broadcast.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

3. You should strive to interact on social media.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

4. In social media, feel free to be conversational and casual.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

5. Use colorful language in social media to raise engagement.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

6. The average social media post is 11 words.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

7. You should comment, like and share others' posts.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

8. In social media, don't use dry humor, criticize or be snarky.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

9. Don't snub anyone and try to always comment back.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

10. In social media, avoid being constantly promotional.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

TEACHER L7 REFLECTIONS

Notes

Reflections

Suggestions (please make suggestions at bizzyb.com/contact)