

Instructor Guide

Overview

This assignment is meant to accompany the “SOCIAL MEDIA IS TURNING ANTISOCIAL” section of the “March 2020: News You Can Use” blog post and [“The Era of Antisocial Media” article by Sarah Wilson](#). Below are brief summaries and examples of the digital campfires explained by Wilson. Students will draft two marketing plans: one for a small company and one for a large company incorporating campfires.

Private messaging apps are becoming increasingly popular with young users — both millennials and Gen-Z. For example, [Text Rex](#) is a service that will text restaurant recommendations to users based on the questions they send.

Micro-communities are best exemplified on YouTube. Like the term suggests, micro-communities are smaller groups of like minded users who share a common interest, (as opposed to the macro-community — all YouTube users). Have students suggest YouTube channels, skim the content of the channels, and identify the audiences. Discuss how companies can access loyal subscribers.

Shared experiences are public or private gathering places where users experience an event with a like-minded community. The best example of this is the multiplayer game Fortnite. Both Marvel and the NFL have extended their reach to users by allowing stylized content reminiscent of their brands to be presented in the game, which benefits Fortnite with more sales and the brand(s) with exposure and licensing fees.

Objectives

To provide students

- Experience creating and maintaining a marketing budget
- An opportunity to discuss campfires and the opportunities they create for marketers

Evaluation

The most effective way to give students feedback is by focusing on the quality of the student’s marketing plan and evaluating the realistic restraints of the marketing budget.

Instructions

Using the previously explained campfire examples, have students brainstorm marketing plans. Have each student create two plans: first, for a start-up company with a very small marketing budget (\$100) and second, for a large brand, such as Coke, Verizon, or Delta Airlines (\$2 billion). Have students share and discuss. What things are similar for small and large companies? What’s different and why?