

Instructor Guide

Overview

In this assignment, students will create a 6-month [content calendar](#) for a fictional business, Knit Picks.

In this scenario, Knit Picks is a local craft store that specializes in knitting and related crafts, such as crocheting and quilting. Knit Picks is in the process of going online. The owner has asked your student to create content for and grow the business's social media presence.

Using the recently launched [Facebook Shop](#), students will determine how to market Knit Picks' goods on Facebook in order to drive sales. The first step is to create a content calendar.

How can your student show these goods on Facebook and drive sales?

Objective

To provide students

- Experience creating a content calendar
- Experience using Facebook Shop

Evaluation

The most effective way to give students feedback is by focusing on the quality of the student's content calendar and evaluating the incorporation of Facebook Shop.

Instructions

Follow the instructions for each part of this assignment.

Students' content calendars need to address the following:

- Who will be their target market? This may change throughout the calendar. In the beginning, students may choose to target locals and later expand. The important thing is state their plan, why they are doing it, and how this can be reflected in their content.
- What content will students post (e.g., an image, video content, live video, etc.)?
- When and how frequently will students post (e.g., Every Tuesday and Thursday at 10 a.m. or every Friday at 4 p.m.)? They are free to cite other qualified sources for their justifications.
- How will students ensure Knit Picks has enough content to post for at least six months into the future (ensure they don't exhaust all content in the first month).