

APPENDIX
Social Marketing Plan Assignment Template

Directions: In your assigned group facilitation teams, develop a social marketing plan specific to your selected group facilitation topic (Why Try? Or Resilience) and target population (for your March/April in-class sessions). Follow the template below. All work **must be typed** and must include all team members' names. *Team members will rate the involvement/ support of the other members. Those scores will be taken into account for the individual grades of this assignment. **This assignment is due on e-class by the due date but bring a copy to class and be ready to present your plan to the class.***

SOCIAL MARKETING PLAN WORKSHEET

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Target Population (demographic, etc.): antisocial highschoolers

Curriculum (Why Try? Or Resilience): Why try

Product (Name of Group): Antisocial social club

Goal: to improve high schoolers social skills and combat social anxiety

Step 1: Identify Intended Audiences

Who do we need to reach? (Be as specific as possible by listing the demographics of your intended audiences)

- Isolated/antisocial high schoolers
- Freshman (13-15ish)
- All genders

What do we know about this audience? What problems do they have? What do they value? Who/what would they trust?

- What we know: Adapting to high school, trying to make friends/have support
- Problems: Social anxiety, scared, difficulty of adapting to education
- Value: friendship, community, academic excellence
- Trust: parents, teachers, friends, mentors, counselor, phones, safe places on campus,

Considering the goal, what are the *benefits* to the intended audience? List at least 5

- Easier adaptation to school
- Safe space for students (place to voice opinions or difficulties)
- Relationships made through group
- Social skills made through group
- Involving teachers and staff in well-being of students

Considering the goal, what are the *barriers* to the intended audience? List at least 5

- Social anxiety
- Feeling of not being safe
- No coping strategies
- No friends
- Scared/fearful

Step 2: Develop and Pretest Messages

What do we need to say to the audience to get them to do what we want them to do? Considering Step 1, what is the most compelling way to say it?

I am a lonely, antisocial high school freshman. Where can I find friends?

Join our antisocial social group to adapt and learn new skills.

Does the message address the barriers and/or benefits to the audience? If so, how?

Yes. It addresses the loneliness and lack of social skills for barriers; but also addresses the benefits of the social group, adaptation, and new skills.

Does it clearly solve a problem for them? Does it reflect their values and beliefs? If so, how?

Yes. It solves adaptation, solving new skills, and finding friends. Yes, because of friends and community but also valuing the adaption to school.

Step 3: Select Channels, Activities, Materials, and Partnerships

How will we best deliver the message to the audience? What will we say? What will we do?

- Instagram account and posts
- Flyer
- Tiktok