




Module 4

Communication & social marketing

Case study from Spain

In module 4 we have seen the importance of defining our target to know what kind of person will buy the products and services of our social entrepreneurship. We have also learned to identify the different stakeholders and to choose a tone and an appropriate communication channel to connect with them and get our message to them. Our social enterprise has to communicate different messages. This scheme will help you to organise the communication in order to know what we are communicating, with what objective we are communicating, what is the content and format of the communication

WEEK	FACEBOOK				
1	what are we going to communicate	objective of the communication	how we communicate	communication format	
Monday	Characteristics of the product n1º	to increase sales	showing comfort of use	infographics	
Tuesday	Social problem consequences	for awareness	communication emotional	Video banner	
Wednesday					
Thursday					
Friday					
WEEK	TWITTER				
1	what are we going to communicate	objective of the communication	how we communicate	communication format	
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
WEEK	INSTAGRAM				
1	what are we going to communicate	objective of the communication	how we communicate	communication format	
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					