




**Module 4**  
**Communication and social Marketing**

**Exercises Case Study**

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					

1. Facebook, Twitter and Instagram. Are you going to use them? Make a scheme that suits the characteristics of your social enterprise.
2. Fill in all the days of the week for the 3 Social Networks.
3. Are you going to use the same content for the 3 Social Networks? Are you going to do different content according to the different characteristics of each Social Network?
4. Now that we have organized the communication, can you make a similar scheme to measure the results of each communication action?