



4. Brainstorm a reasonable giveaway you could do on your school's Instagram account to get students more engaged. List all elements that would be necessary and specific details about the giveaway.

5. What is something you could do on Instagram Live to grow your personal brand? What about for your school?

Call to Action: Work with your social media team to develop a social media campaign for your school that is centered around emotion. We will leave it pretty open-ended here. Choose an emotion you want to elicit and lay out how you'll engage all your audience members (parents, teachers, students, alumni, etc.) in experiencing this emotion together.