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| NGPF_LG.png | NGPF Activity Bank *Bonus #17* |

ANALYZE: The Influence of Social Media

You may use Instagram, Facebook, Twitter, Pinterest, and other social media platforms to share and collect information with your networks. But, have you ever thought about how social media might affect people’s spending behaviors? In this activity, you will explore various tactics that influencers and brands use to market products through social media.

**Part I. Categorize the Tactics**

Read the [Terms of the Trade](https://humbledollar.com/2019/07/terms-of-the-trade/) article from Humble Dollar to learn about 20 different techniques used by advertisers and social media influencers. Then, answer the questions that follow.

1. Which of the tactics from the article do you think are more commonly used by social media influencers?

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**Part II. Research Examples**

Now that you’ve learned about the different tactics used by social media influencers, we will zoom in on how we can be influenced to spend money from specific social media posts. Let’s explore how people who share on social media use these techniques that can affect how we decide on the products or experiences we choose to spend our money on.

1. Name the different social media platforms that you check on a weekly basis.

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1. Complete the 4 tables below using the following directions:
   * Select a tactic from Question 1 that you identified to be prevalent in posts from Social Media Influencers and write it in the blue box.
   * Find an example from a PUBLIC social media post that demonstrates this tactic and put a screenshot in the Screenshot box. *NOTE: Only screenshot examples from* ***PUBLIC*** *accounts. Do not use images and captions from private accounts that you follow.*
   * Provide the source of the example in the Source box.
   * Lastly, explain how each social media post uses that specific tactic in the last box.
   * ***REPEAT steps above for three additional tactics from Question 1.***

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| **Tactic:** | |
| Screenshot: | |
| Source: | Explain how the social media post uses the tactic: |

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| **Tactic:** | |
| Screenshot: | |
| Source: | Explain how the social media post uses the tactic: |

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| **Tactic:** | |
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| Source: | Explain how the social media post uses the tactic: |

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| **Tactic:** | |
| Screenshot: | |
| Source: | Explain how the social media post uses the tactic: |

**Part III. Reflection**

1. What is one item or experience that you paid for over the last year that was affected by one of the tactics you listed above?

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1. Now that you are aware of some tactics used by social media influencers, brainstorm 3 statements you can tell yourself to combat the urge to purchase something based on these techniques.

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1. In one paragraph, explain how understanding social media influencing tactics has impacted the way you see social media posts in your daily life.

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* **Teacher Tip 1:** Question 3, where students fill in the 4 charts, would also be really fun and creative if done as a poster. Each student (or group) could focus on one tactic and fill a poster with screenshots illustrating that tactic, analyzing the effectiveness of its use.
* **Teacher Tip 2:** This activity focuses on the influence of social media and spending. If you want an activity that focuses on the influence of advertisements, try [ANALYZE: The Influence of Advertisements](https://docs.google.com/document/d/1av5RorrxSKDVdZIfmImnpzF-zpYiywMTPRxjdnENr-w/edit).