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|  | **Money and Me****MU-2.2 Social Media and Spending**Student Activity PacketUNIT: MINI-UNIT |

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### Name:

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| In this lesson, you will learn to:  * Understand how social media can influence spending habits * Analyze marketing techniques from social media and advertisements that encourage spending |

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| **RESOURCES** | QUESTIONS |
| |  |  | | --- | --- | | **1** | [**QUESTION OF THE DAY: How can Facebook make you poorer?**](https://docs.google.com/presentation/d/1_mzaFrt2-U368hKmjP4te9u7RTt0vC8e5xthSrzufpA/edit#slide=id.g99918596f_0_129)  Answer the question on the first slide in the box. Then, compare your answer to the answer on the second slide. Finally, follow your teacher’s directions on how to answer the follow-up questions on the last slide. | | *Estimated time: 5 mins*   1. How can Facebook make you poorer? |
| |  |  | | --- | --- | | **2** | [**Brands Lean on ‘Influencers’ to Hook Generation Z**](https://www.reuters.com/video/watch/brands-lean-on-influencers-to-hook-gener-id497946269)  Social media platforms can be powerful tools for learning and sharing information. However, they can also affect our thinking around what we decide to spend our money on as consumers. Brands and companies are now relying on social media ‘influencers’ to encourage consumers to purchase their products. **Watch this video until the end of the social media section (5:12)** to learn about how brands are strategically partnering with influencers to create content that is specific for Gen Z social media users. **Then, answer the questions.** | | *Estimated time: 10 mins*   1. Define what a social media influencer does. 2. From your personal experience, what makes you decide whether or not to follow a specific influencer? If you don't use social media, what influences whether or not you'll buy something from a specific brand? |
| |  |  | | --- | --- | | **3** | [**The Influence of Instagram**](https://www.visualcapitalist.com/influence-of-instagram/)  Social media platforms can be powerful tools for learning and sharing information, but in contrast, can also affect our thinking around what we can spend our money on as consumers. Review this infographic to learn about how Instagram can influence spending and answer the questions. | | *Estimated time: 10 mins*   1. What percent of Instagram users reported making purchasing decisions based on something they saw on the app? 2. Why do you think that luxury brands are particularly interested in investing in social media influencers? 3. Have you ever purchased something based on the recommendation of a social media influencer? If so, explain what you purchased, who the influencer was, and why their recommendation mattered. If not, how have you avoided the urge to buy based on social media? |