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**LESSON PLAN**

**AGAINST ONLINE SLAVERY (2019-1-FI01-KA229-060725)**

<b>Country + School:</b>	<b>Finland Pieksämäen lukio</b>		
<b>Teacher(-s)</b>	<b>Vesa Vahtermo</b>		
<b>Subject / Course:</b>	<b>Social studies</b>		
<b>Topic:</b>	<b>Youtube and influencer marketing</b>		
<b>Age group:</b>	<b>15-18</b>	<b>Lesson Duration:</b>	<b>45 minutes</b>

**Lesson Objectives which the students acquire:**

**YOUTUBING**

Objective:

Students will learn to identify four ways to influence on social media:

arousing strong emotions

simplification of information and ideas

responding to the needs and values of the target audience

attacking opponents.

**Summary of Tasks / Actions:**

Group discussion exercise, whole group:

Start by going through what tubing means.

Is the phenomenon familiar to everyone?

Do young people know that tubers get paid for “commercial collaboration,” that is, promoting their products?

What are the company's marketing and advertising goals?

Why do they choose these very youtubers?

Is the term influencer marketing familiar?

What is influencer marketing?

In influential marketing, companies choose a social media content producer with similar values as their partner, who takes the company's message forward in a way that suits the company's brand.

Consumers' purchasing decisions are often based on recommendations from a circle of friends: an admired youtuber acts as a recommender and his loyalty and honesty to his fans is trusted. The aim is to make marketing and advertising contents authentic, suitable for the tube youtube channel: tubers often either do it themselves or at least get involved in designing the content.

By law, advertising (including product placement or sponsorship) must also be clearly marked in the commercial cooperation videos.

**Materials / Equipment:**

A computer with internet connection.

**References/ theories/ teaching methods used:**

[www.youtube.com](http://www.youtube.com)

**Evaluation of the objectives acquired:**

Groupwork:

Help students search for a YouTube video with commercial collaboration (advertising and marketing) in small groups of 3-4 people.

TASK: Analyze the marketing or advertising in the video:

What is marketed and to whom?

What are the means of attracting viewers to acquire a product / service?

What other marketing channels have been announced in addition to the video (e.g. other channels, website contests, etc.)?

BONUS Task

Guide small groups to make a short drama performance in which they parody video advertising.

