



Social Media and Marketing Curriculum - Level 1

Prerequisites:

- Must have a phone that can take good photos
- Must already have a Facebook or be willing to create one

Level 1: Phase 1

Objectives:

- Know how to take proper photos that exemplify Play N Stay's values of a fun, safe, and clean environment
- Submit good photos to Alyssa (or another certified trainer) consistently
- Understand the rules and responsibilities associated with having your cell phone at work

"Lesson Plan":

- Reiterate cell phone rules and responsibilities
- Go over photo standards and guidelines
- Trainee will take a quiz on photo standards and guidelines
- Trainee will take a quiz on "Acceptable vs. Unacceptable" photos
- Trainee will begin to start practicing taking photos in the yard (sending 2-3 photos of each dog in their group to Alyssa or another certified trainer for "grading")

Level 1: Phase 2

Objectives:

- Become a Facebook Admin
- Know how to upload "every day" photos of dogs in play group to Facebook
- Understand the responsibilities of being a Facebook admin

"Lesson Plan":

- Go over the rules and responsibilities associated with being a Facebook Admin
- Jessica will make the trainee a Facebook admin
- Trainee will learn how to properly upload their photos to Facebook (How to do it, where to put the photos, when during their shift they should upload, etc)
- Trainee will begin to upload photos to Facebook with supervision/guidance from Alyssa or another certified trainer
- When trainee exemplifies that they can do the above task consistently with no guidance or supervision, they will have successfully completed Level 1 and will be allowed to move on to Level 2