



Social media marketing

Relevant escape room scenario & project resource	To address this topic, Escape Game activities must be based on puzzles on data analysis, engaging content creation, and understanding of how social media works (rules, visibility algorithm ...). The scenario emphasises creativity, critical analysis, and adapting to trends. Related resources: • Social Media Challenge project (Google Digital Workshops) – Escape games on digital marketing. • Meta Blueprint Kit – Educational resources on advertising strategies. • Influencers in Danger scenario (Pixees) – To address ethics and misinformation
Target group & needs	Age: 16–30 years old (high school students, university students, young entrepreneurs, content creators). Group size: 4–6 participants (ideal for simulating a marketing team). Prerequisites: • Basic knowledge of social media (Instagram, TikTok, LinkedIn, Twitter). • Interest in storytelling, design, or data analysis. • No advanced technical prerequisites.
Duration	1 hour (briefing and debriefing included)



Target competence areas	EntreComp (European Framework for Entrepreneurship): 1.3 Evaluate ideas (through data analysis). 2.2 Organise resources (budget, time, tools). 3.2 Communicate and negotiate (creating persuasive content). DigComp (European Digital Competence Framework): 2.1 Process data (insight analysis). 3.1 Develop digital content (visuals, videos). 4.1 Protect personal data (GDPR, ethics).
Objectives	Digital marketing strategy: • Analyse a target audience and tailor content accordingly. • Understand social media algorithms (engagement, hashtags, posting times). • Use analytics tools (e.g. Meta Business Suite, Google Analytics). Content creation: • Design eye-catching visuals and messages (using Canva, CapCut). • Write captions and scripts for short videos. Digital entrepreneurship: • Manage a limited advertising budget. • Measure the ROI (return on investment) of a campaign. Cross-functional skills: • Teamwork, time management, adaptability.



Materials & equipment	• 1 computer or tablet with an internet access and social media. • 1 printed puzzle sheets • Some digital tools, such as Canva (design), CapCut (video editing), Meta Business Suite (analysis). • One whiteboard for brainstorming ideas. • 2 to 3 combination padlocks for physical puzzles (e.g. 'budget' safe).
Useful resources	Educational resources: • Meta Blueprint – Free training courses on Facebook/Instagram marketing. • Google Digital Workshops – Modules on digital marketing. • HubSpot Academy – Courses on inbound strategies. Practical tools: • Canva – Templates for visuals. • CapCut – Free video editing. • AnswerThePublic – Keyword research. Inspiration: • TikTok Business – Case studies. • Later – Content planning.
Setup	Physical: • Organise the room into a 'communications agency' (desks arranged in clusters). • Display examples of viral campaigns (e.g. prints of Instagram posts). • Hide clues in 'toolboxes' (e.g. a QR code leading to a tutorial video).



	• Digital: • Create fictitious accounts on social media (e.g. @EcoFashionStart for Instagram). • Prepare a Drive folder with audience data (e.g. fictitious insights). • Simulate a 'crisis' (e.g. a negative comment to deal with).
Step-by-step instructions	Introduction (10 min): Present the scenario: 'Your start-up is losing followers, you have 1 hour to reverse the trend!' Hand out the first puzzle (e.g. 'Analyse the insights from this post and find the mistake'). Puzzle 1 – Audience analysis (15 mins): Use fictional data to identify the most engaged age group. Puzzle 2 – Content creation (20 mins): Design a visual and caption for a post (using Canva) ; Shoot a 15-second TikTok video (using CapCut). Puzzle 3 – Crisis management (10 mins): Respond to a negative comment in a professional manner. Puzzle 4 – Budget optimisation (10 mins): Allocate a fictional budget of £50 between Instagram Ads and influencers. Final puzzle – Campaign pitch (10 mins): Present the overall strategy to the group (elevator pitch format). Denouement (5 mins): Reveal that the key was consistency between the message and the audience.



Debriefing questions	• Which tools or strategies have surprised you with their effectiveness? • How do you handle negative feedback on social media? • Why is data analysis crucial for a campaign? • How would you adapt this strategy to a real project?
Assessment & evaluation	Observation grid: • Relevance of hashtags and targeting. • Originality and quality of visuals/videos created. • Responsiveness and professionalism in crisis management. Self-assessment: Interactive quiz (via Kahoot) on key concepts (e.g. 'What is the best time to post on Instagram?').
Variations & adaptation	For beginners: Provide Canva templates and a list of popular hashtags. For advanced users: Add a puzzle about competitor analysis (e.g. 'Compare two Instagram accounts'). Accessibility: Provide transcripts for videos. Use speech synthesis tools for visually impaired participants.
Trainer tips	Anticipate challenges: • Some participants may be hesitant to create content: encourage them with examples of inspiring brands (e.g. Glossier, Duolingo). • Allow time for brainstorming ideas for posts.



	Tips: • Integrate AI tools (e.g. Copy.ai to generate captions, or DALL·E for visuals). • Link the scenario to real-life cases (e.g. 'How did brand X use TikTok to take off?').
References & further readings	• Book : « Contagious: Why Things Catch On » (Jonah Berger) – about trends. • Podcast : « Skill Up Episode 1: How to Create a Social Media Strategy » (HubSpot). • Tool : « Hootsuite » (for multi-network planification).



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