



Example of assignments for students to reflect on their professional presence on social media proposed by Rocio

- Identify your values. Which words would you use to describe yourself? Or highlight the elements of your personality.
- Make a list of 3-5 topics to create your first calendar content (Debut, Anniversary, topic you're passionate about) and create a weekly calendar that ensure that your posts are consistent.
- What does your target audience like to do? Describe the people you most want to reach on social media.
- What kind of content does your audience tend to engage with?



A guide to social media:

<https://www.facebook.com/communitystandards/>