

Student Based Enterprise

HOW SOCIAL MEDIA DRIVES COMMERCE

THIS PRESENTATION



ENRICHING 

ideas

photography

Facebook

Pinterest

student
decisions

design

XXXXXXXXXX

growth

cyber-security ●●●●●●

student-based

production

Etsy

Twitter

small
business
management

student choice ENTERPRISE



social media

accounting

e-commerce

WEB DEVELOPMENT

Connection

- ❖ All of us are consumers.
- ❖ The 21st century brings with it
 - shifts in how people are purchasing.
 - changes in what people are purchasing.
- ❖ Technology role in commerce.
- ❖ The vinyl design shop teaches
 - Innovation vs. Invention



Challenge

Attendees will be challenged with

- engaging students to use social media for educational purposes.
- thinking about student-centered content.
- developing an understanding of how social media drives students' decisions.

Objectives

Attendees will

- walk out with a pro/con list of methods for selling a product.
- understand what is involved in creating a student-driven e-commerce website
- gain an understanding of the flexibility required*
- be provided cross-curricular connections.

What We Did

- We collaborated to create content that fed off student interests.
 - Accounting
 - Inventory, invoicing, deposits, balancing
 - Students: Are we making money?
 - Computer Science
 - Web development, web forms
 - Students: How can we obtain online orders?
 - Software Applications
 - Spreadsheets, flyers, printable forms
 - Students: How can we tell people about our products?
 - Small business management
 - Product development, logos, name, marketing
 - Students: How can we get people interested in our products?

What We Did

- We worked together to connect girls to technology content.
 - Pinterest
 - Etsy
 - Instagram
 - Design
- We allowed students to drive the product decisions.
 - Name creation
 - Logo
 - Products
 - Designs

Innovation vs. Invention

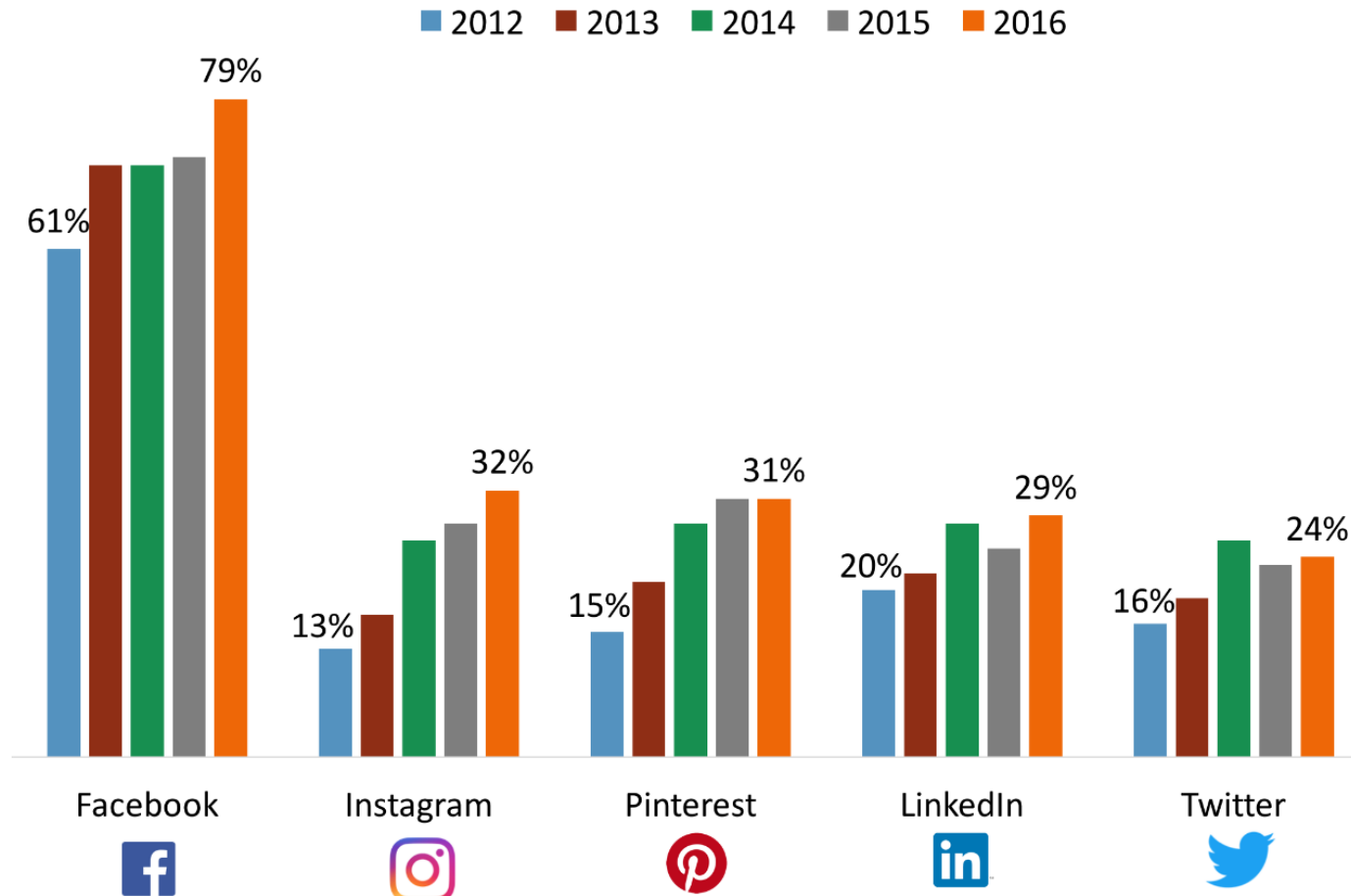


Photo credit: [Simply Stylish](#)

Understanding Social Media Networks

Percentage Of Internet Users Who Use Each Service

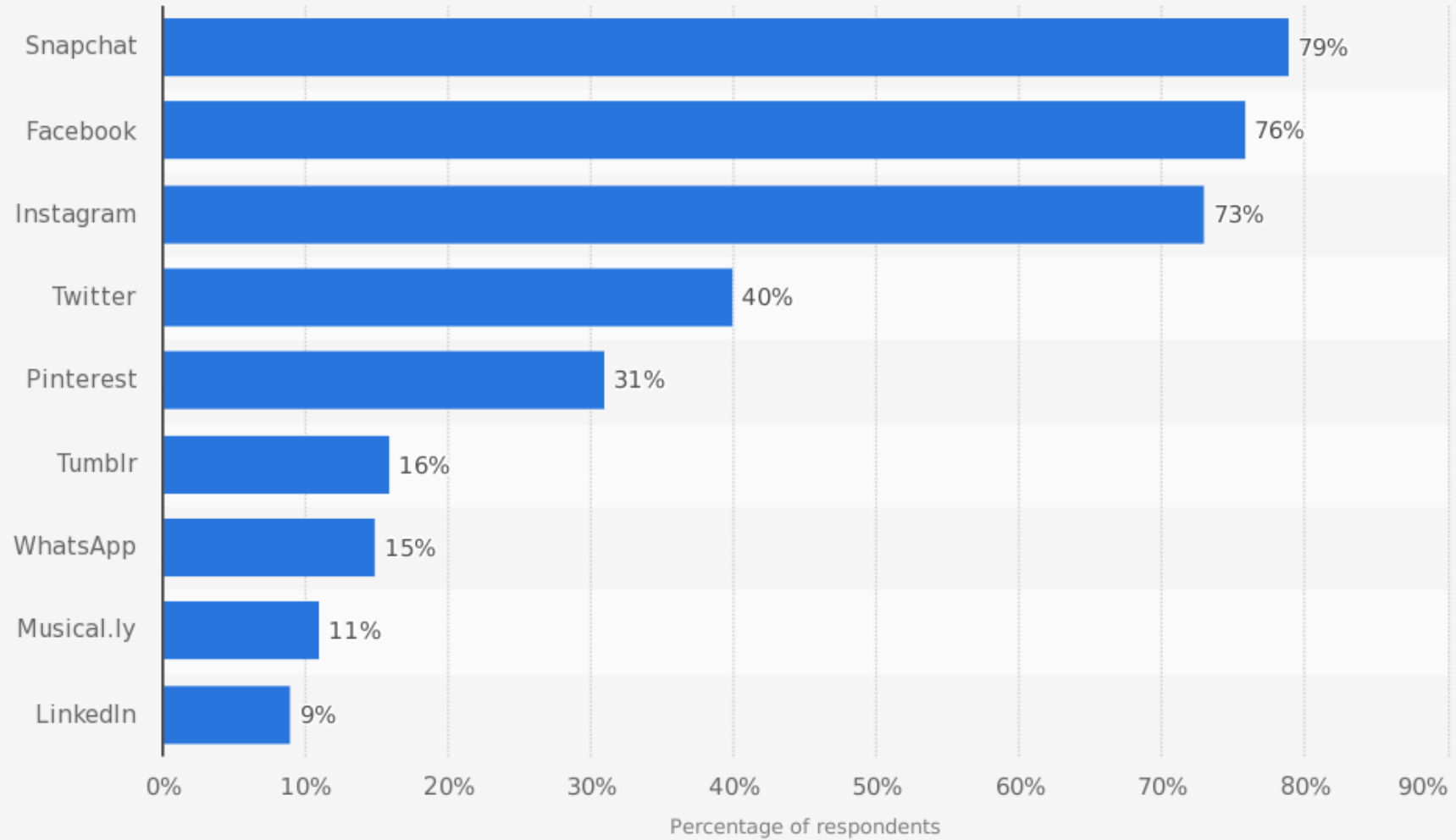
US adults



Source: Pew Research Center

BI INTELLIGENCE

Reach of leading social media and networking sites used by teenagers and young adults in the United States as of February 2017



Sources

Edison Research; Triton Digital;
MarketingCharts
© Statista 2017

Additional Information:

United States; Edison Research; Triton Digital; January to February 2017; total survey n=2,000; 12 to 24 years

Create Social Media Accounts

- Pinterest
- Instagram
- Facebook
- Twitter
- Snapchat



Student-driven E-commerce Website

- Keep it simple
- Let students own it
- Link to social media
- Use plug-ins
- Invoice for sales

TT
TRIBAL TRENDS

Home About Us Products Contact Us

Welcome to Tribal Trends!

Tribal Trends is a student run enterprise operated by Cedarville High School's small business and computer science classes. Thank you for shopping with us! We do not currently have any items for sale. However, we are taking requests so that we may mockup and price potential jobs. If you are interested in a quote please submit your request by using the button below...

[Customer Request Form](#)

What Do We Sell?

T-Shirts, Long Sleeves, Hoodies, and any other kind of upper body apparel. Designs can either be preset or customized.

Differing items based on the season or various recreational items. Includes Santa Sacks, Mugs, Pallets, and more.

[Store](#)

Follow Us

[Facebook](#)

[Twitter](#)

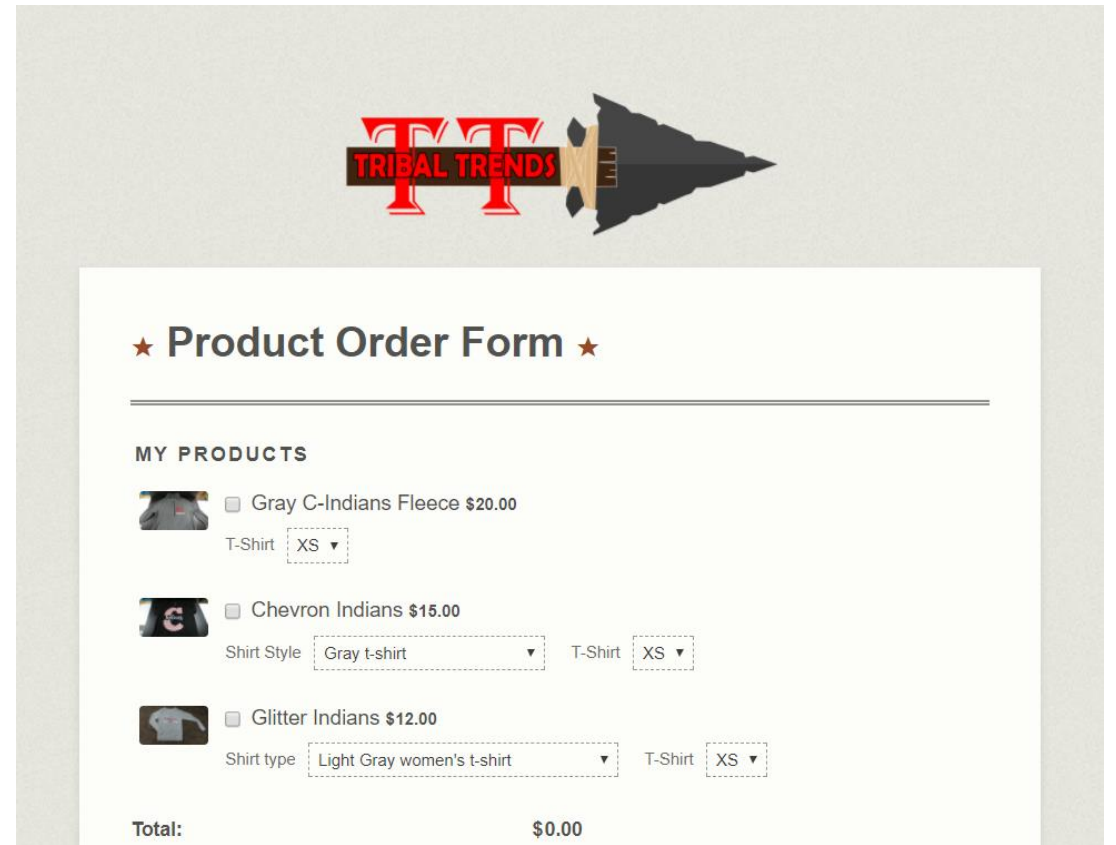
[Instagram](#)

[Pinterest](#)

[Snapchat](#)

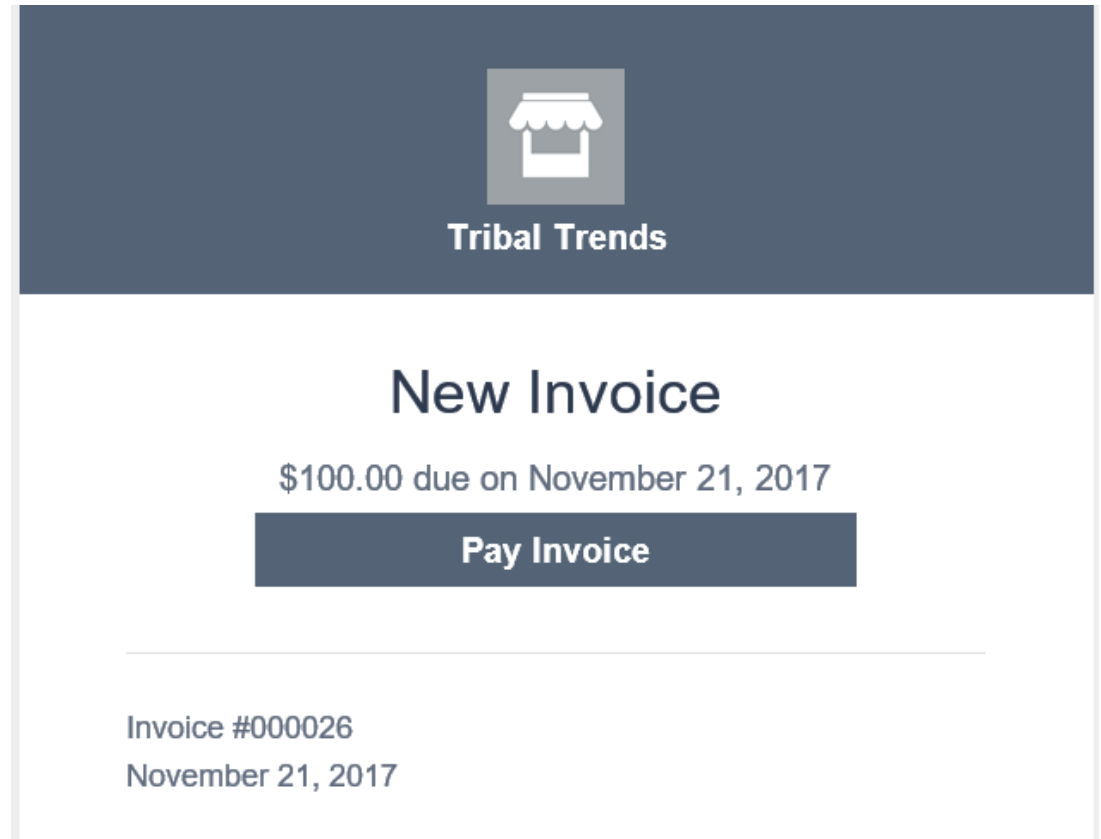
Student-driven E-commerce Website

- Keep it simple
- Let students own it
- Link to social media
- Use plug-ins
- Invoice for sales



Student-driven E-commerce Website

- Keep it simple
- Let students own it
- Link to social media
- Use plug-ins
- **Invoice for sales**



Student-driven E-commerce Website

Invoicing

- Allows you to cut down on refunds
- Allows you to accept multiple payment types
- Allows you to control the layout of your store

Web store

- Collects payment with the order
- Can be laid out for you using templates
- Can reside with your payment processor

What works!

Student-driven E-commerce Website

Do

- Keep it simple
- Allow students to own project
- Use plugins i.e. Jotform
- Innovate



Avoid

- Pursuing too many products or project elements at once
- Dictating what the project should look like
- Doing everything from scratch



Understanding of how social media drives students' decisions.

- Trends
- Hashtags
- Shares



Tribal Trends @cctribaltrends · 7 Dec 2017

We have infant/toddler sizes now. Visit cctribaltrends.com to place a request.

#cedarvilleindians



Social Media For Educational Purposes

+ Add section ... Women's Clothes Organize

Seasonal >



Teacher >



Being Flexible



- Remember students are driving the learning
- Allow students to explore by setting goals vs. mandates
- Realize you may be starting over a lot
 - New students
 - New semester
 - New platform

Thinking About Student-centered Content

- Students: Are we making money?
- Students: How can we obtain online orders?
- Students: How can we tell people about our products?
- Students: How can we get people interested in our products?

Put students in the position to answer those questions they ask. They decided on a product, and sometimes it doesn't work. Have them answer why.

ALLOW THEM TO DESIGN IT.

PRO/CON LIST: product sales



Pro

- Students drive the process
- Trends in social media
- Students have individual jobs
- If students don't ~~create~~ it, you don't make it
- Opportunity to collaborate with multiple courses

Con

- Trying to do too much at once
- Jumping into online billing right away
- Constantly changing
- Returns

Our Favorite Apps

- MailChimp - emailing HTML pages
- JotForm - creating JavaScript forms
- Square - online/credit card processing
- Bluehost - hosting website
- Filezilla - FTP
- Ripl – social media videos
- Canva – flyers and graphics

Presenters

- Angela has previously presented at PBL Ohio 201, CSTA, Computer Science Principles AP summit, Microsoft/Harvard CS50 CSP AP workshop, sat on the CSP AP readers focus group, taught computer technology K - 12 for 5 years in OH. She holds a Bachelor's in Management Information Systems and Master's in Curriculum and Instruction with teaching licenses in 7 - 12 Mathematics and P - 12 Computer Science.
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