

social media : plan and placement

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand.

objective Social media is too important to overlook in any marketing strategy, especially for an ongoing brand presence and to have constant knowledge of its reputation within specific “communities”.

problem **Follow the steps on the Social Media Plan form.** They are introduced and described below, but the form has specific directions. Answer all questions regarding research and record all images of profiles and posts online. Keep all of these to hand in for credit, as well as including all of the process within the brand book.

1 **RESEARCH:**

Using *SocialMediaPlanA.ZIP*, research what is already out there in social media with your brand name (could be your actual name). See links in Slack to help.

The following steps will use SocialMediaPlanB.ZIP

2 **SOCIAL MEDIA PLATFORMS:**

REQUIRED: LinkedIn, Instagram



You will create a new profile on each of these that has nothing to do with previously existing personal sites. If you already are conducting business on these sites, please speak with Prof. Nikki.

The goal for you in this case is to create awareness of you/your work/your brand. This means becoming a source of information and conversation that will build and/or complement an existing community. Think SOURCE instead trying to get things from others. Also forget about random personal comments that have little to do with your professional life. You want people to follow you. From this, you also hope to find work, whether that be freelance gigs or job openings at shops, etc.

Follow steps. Understand what the medium is for and how others similar to you are using it. Then decide what you want to do with it to market yourself. Remember at all times that you are a consistent brand.

(Image from <http://i1.wp.com/www.jeffhester.net/wp-content/uploads/2013/03/social-media-explained.png?resize=474%2C685>)

3 **PROFILE(S) and VOICE:**

- Read the article “[Developing Your Social Media Brand Voice: A Beginner’s Guide](#)” and see steps on SocialMediaPlanB file.
- Be sure your profiles are consistent in their visuals and bios. See guidelines for writing a killer bio for [Instagram](#) and [LinkedIn](#).
- Be sure your tone is consistent with your initial brand strategy.
- Remember that you are “yourself” - you as your professional, career self. Be the adult version of you. Be the employed version of you. But also be the human, approachable, colorful version of you. BE SOCIAL.
- Cross-reference platforms. At a minimum, place a link to your website.

- 3 (cont.) Once all of your social media is set up, create links on as much as you can. At its conclusion, everything should connect to everything else and then continue to grow and stay alive. *Be sure you finish this step before you go on to the next.*

SOCIAL MEDIA CONTENT CALENDAR:

- 4 *The following steps will use SocialMediaPlanC. See steps provided on and do them in order.*
- First consider only content and setting up a framework within which to work: Daily, Weekly, Monthly. Think general topics (see examples).
 - Then consider how a week would look for content and how this relates to the social media platform you would use to post this. Be more specific, repeating topics so people can keep returning to your brand (you) as a source of information (see examples).
 - Finally, put this into action using a Scheduler(s).

schedule/what is due **Mon Mar 9:**

- **Lecture:** Social Media. Begin Social Media Plan project.
- Download and decompress *SocialMediaPlanA.ZIP* file. Open the InDesign file and save it as **Your Last Name_SocialMediaPlanA.indd**.
- Begin working. AT ALL TIMES, DO A SPELL CHECK (Edit : Spelling).

Wed Mar 11:

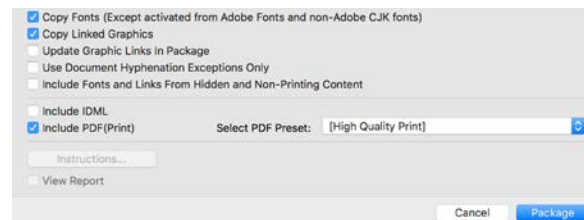
- **SocialMediaPlanA** DUE. Package as shown below. Place in **SECTION 4 : SOCIAL MEDIA PLAN** folder.
- **Lecture/Discuss:** Social Media Profiles and Content Calendars.
- Download and decompress *SocialMediaPlanB.ZIP* file. Open the InDesign file and save it as **Your Last Name_SocialMediaPlanB.indd**.
- Download and decompress *SocialMediaPlanC.ZIP* file. Open the InDesign file and save it as **Your Last Name_SocialMediaPlanC.indd**.”

Wed Apr 1:

- **SocialMediaPlanB** DUE. Package as shown below. Place in **SECTION 4 : SOCIAL MEDIA PLAN** folder.
- *Accept Prof. Nikki as a Connection in LinkedIn and Follower on Instagram accounts*
- Discuss how to create content and review how to best use Instagram and LinkedIn platforms. Work in class.

Mon Apr 6:

- **SocialMediaPlanC** DUE. **SocialMediaPlanC** DUE, which shows screen shots of all of your scheduled posts, which should be all of LinkedIn and the vast majority of Instagram. Package as shown below. Place in **SECTION 4 : SOCIAL MEDIA PLAN** folder.
- Review writing for Instagram and LinkedIn, including using #hashtags and @call-outs correctly. *See Evaluation (next page) in regards to requirements.*
- Begin posting.



Mon Apr 6 - Sun Apr 19

Begin posting for any **10 days in a row**, following at least the minimum requirements. Document this via screen shots that will be included in your Brand Book.

Mon Apr 20

- **10 days of posts DUE.** Post Instagram and LinkedIn pages (not individual posts) in thread to Prof. Nikki's post.
- Take screen shots of posts, as they will be due in Brand Book.

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
 - >> *This includes all required steps of the process.*
 - >> *ALL deadlines met.*
- **SocialMediaPlanA** completed correctly.
 - >> Profile pics correctly created and documented.
- **SocialMediaPlanB** completed correctly.
- **SocialMediaPlanC** completed correctly.
- Verbal and/or visual communication skills displayed in order to persuade in an intelligent and compelling manner in bio and posts.
- Correct use of #hashtags to connect with followers, **including at least one trending.**
- Correct use of @call-outs to connect with followers, **including at least one influencer.**
- No misspellings or grammatical errors.
- Materials support brand positioning statement.
- Social Media Calendar has AT LEAST the minimum number of posts.
- Social Media Posts follow calendar at a minimum.
- Post for a minimum of 10 days in a row.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.

DON'T FORGET ABOUT HOW THIS WILL BE DISPLAYED AND EXPLAINED IN YOUR BRAND BOOK. You will need to do more than just place images.