

GRPX-4503

SOCIAL MEDIA DAY 1

SPRING 2024

GRPX-4503 SPRING 2024

section

SOCIAL MEDIA

This is the monster project of this section, but it's also one with which students should feel comfortable because their brand is finally becoming a constant, fully formed entity. The project should also be exciting because social media is a familiar medium, though having a professional presence is likely a new experience. An **Instagram** Business Page and a **LinkedIn** (Personal vs. Brand is preferred) page are required for this course. **Behance** is also social media, which we lumped in with the Website(s) project of Section 2.

Content creation, tricks to having an ongoing presence, and how to grow one's presence by using the power of the platforms and cross-referencing are all instructed. Then student will apply all of these theories by posting for a 10-day period.

OBJECTIVES

- BRANDED SHOW PLANS

PROJECTS

- BUSINESS PLAN B
- FINANCIAL FORMS
- SOCIAL MEDIA
- INTERACTIVE FILES

SELF-EVALUATION

GOOGLE CALENDAR

meo Google+ The Influence Agency Tumblr

MOMENTS OF INFLUENCE

SOCIAL MEDIA

2019

SECTION 2 MENU

social media

overview

MENU

- OVERVIEW
- HISTORY
- SOCIAL MEDIA PLAN A
- SOCIAL MEDIA PLAN B
- SOCIAL MEDIA PLAN C
- FINAL WORKS
- REVIEW

- You will create a new profile on **Instagram** that has nothing to do with previously existing personal sites. This must be a **Business** account.
- A **personal page on LinkedIn** will be created or updated.
- Behance** is also a social media site.
- Then you will post on the first two sites according to a **content calendar** using skills learned in workshops to create content that **cross-promotes** and is a **source of information**.

SOCIAL MEDIA WORKSHOP DAY 1

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- ABBREVIATED HISTORY
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 - Visual Platforms and Multimedia Sharing
 - Messaging Apps and Private Networks
- KEY TERMS
- BUSINESS VS. PROFESSIONAL ACCOUNTS
- BRAND AWARENESS > LOYALTY
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 - Instagram
 - LinkedIn
 - Others?
- BEGIN SOCIAL MEDIA PLAN A
- WHAT'S DUE NEXT CLASS

THURSDAY

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR
- WHAT'S DUE NEXT WEEK

NEXT TUESDAY

SOCIAL MEDIA WORKSHOP DAY 3

- REVIEW: PROFESSIONAL vs. PERSONAL
 - Business Info in Bio/Profile
- CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why
 - Schedulers
- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - @Handle/Mentions
 - TinyURLs if necessary
 - Connect Everything and Grow
 - Know Your Audience + Track Your Results (Analytics)
- BEGIN: SOCIAL MEDIA PLAN C
- INSTAGRAM
 - Post - Story - Reel - Live
 - 2024: Reels + Captions
 - Use Highlights
- LINKED IN
- BEHANCE
- REVIEW: SOCIAL MEDIA PLANS A & B
- WHAT'S DUE NEXT CLASS

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WHAT IS SOCIAL MEDIA?

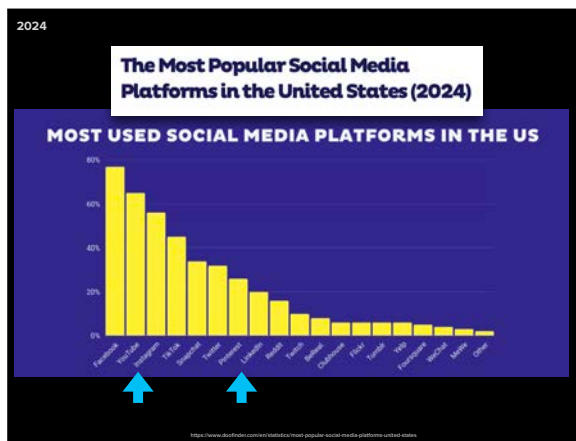
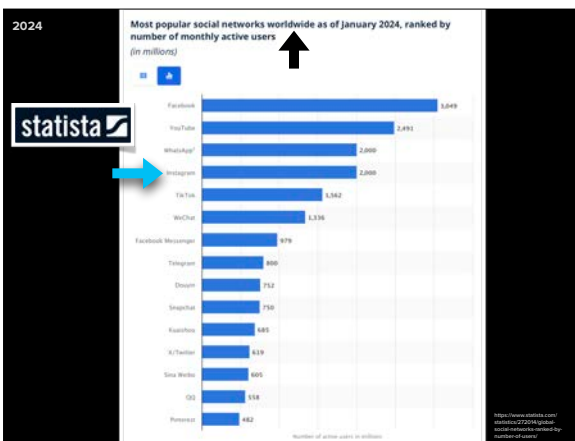
- Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users.
- From Facebook and Instagram to X platform (formerly Twitter) and YouTube, more than 4.7 billion people use social media, equal to roughly 60% of the world's population.
- In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, with 94.6% of users.
- Social media typically features user-generated content that lends itself to engagement via likes, shares, comments, and discussion.
- Social media is credited with helping people build community and faulted for facilitating disinformation and hate speech.
- Social media is also an increasingly important part of many companies' marketing campaigns* to create brand awareness/loyalty more than SELL.

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WHAT IS SOCIAL MEDIA?

- Amplifies "word of mouth" marketing
 - What business says about something on social media platform can be immediately distributed, expanding interaction with customers and public.
- Social media is a conversational medium, BUT you must still be professional.
- Constantly evolving
 - Advances in technology
 - Competition among social media sites
 - Realization to keep their members, social media sites must constantly create new experiences for their users.



useful social media channels for designers

5. Behance



No doubt, Behance is one of the best social media websites for designers.

There are a lot of portfolio websites out there, but the one that brings the most exposure to your portfolio is Behance. If you want to get a new job/project or you simply want to share your work with a large community of designers, Behance is a must.

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FIRST, CAME THE TELEPHONE.

1876

While Italian innovator Antonio Meucci (pictured at left) is credited with inventing the first basic phone in 1849, and Frenchman Charles Bourseul devised a phone in 1854, Alexander Graham Bell won the first U.S. patent for the device in 1876.

[https://www.history.com/topics/19th-century/1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024](https://www.history.com/topics/19th-century/1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024)

NEXT, THE COMPUTER.

— mid-1940s: First computer invented.

ENIAC (/'eniæk/; Electronic Numerical Integrator and Computer) was the first programmable, electronic, general-purpose digital computer, completed in 1945.



Ma Egan McNulty (left) and Betty Holberton were two of the female programmers of ENIAC. Source: https://www.history.com/topics/1940s/eniac

AND FINALLY, THE INTERNET

The Internet is a global network of billions of computers and other electronic devices. With the Internet, it's possible to access almost any information, communicate with anyone else in the world, and do much more. You can do all of this by connecting a computer to the Internet, which is also called going online.

<https://www.history.com/topics/1990s/internet>

GENESIS: THE INTERNET

- CompuServe was founded in 1969 as a timesharing service and is considered one of the oldest online information services.
- An online information service is one that provides access to the Internet.
- Then eventually emails and other means of communication were available for a price to mostly academic and government offices.
- By the late 1970s and early 1980s, people with the financial means and some schools began purchasing the much smaller “personal computer.”
- This decade also saw the type of social media we would recognize today developing soon after allowing people to communicate through virtual newsletters, articles, or posts to newsgroups.

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Other things to consider about the early 2000s:

HARDWARE:

- Personal computers - not everyone had one.
- Cell phones were available if one could afford the hardware and the service.
 - BlackBerry first available 2001.
 - The first iPhone wouldn't be available until 2007.

CONNECTION:

- Internet connection was via a dedicated (phone) landline.
- WiFi wasn't around until 1999 and wasn't widely available or affordable for awhile.

SOCIAL MEDIA WORKSHOP DAY 1

OVERVIEW

ABBREVIATED HISTORY

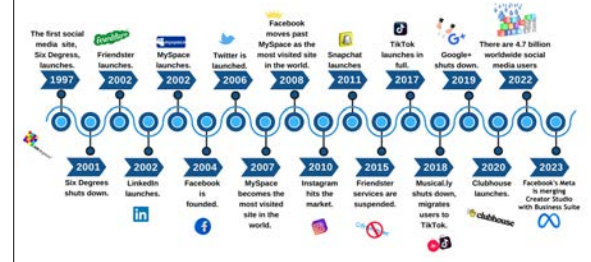
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2023

Social Media Timeline



Professor Bacon Explains Social Media



- I Like bacon.
- I'm eating #bacon.
- Here's a photo of bacon.
- Watch me eat lots of bacon.
- My skills include eating bacon.
- Let's chat about bacon while looking like bunnies with high voices.
- Here are recipes with bacon.
- Want to share some bacon?
- The debate about bacon continues.

Professor Bacon Explains Social Media



- I Like bacon.
- I'm eating #bacon.
- Here's a video with captions and filters of bacon...or me eating bacon.
- Watch me eat lots of bacon.
- My skills include eating bacon.
- Let's chat about bacon while looking like bunnies with high voices.
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2019

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U.R.L.

Uniform Resource Locator
The unique address for an item on the web.

You purchase a domain name and that is part of the URL.
• **Nikkiarnell.com** is the domain name that I own.
• The URL is <http://www.nikkiarnell.com/>

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S.E.O.

Search Engine Optimization
The methods for increasing the visibility of a website so that people are more apt to find it through search engines.

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R.S.S.



Really Simple Syndication

A technology that sends updates of blogs and news to bookmark or revisit your favorite sites to see if they have been updated.

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D.M.

Direct Message

A direct message on social media is a private message sent directly to a user's inbox.

DMs exist in contrast to public forms of interaction on social media like commenting on an image or posting on a user's timeline.

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ALGORITHM

In general, an algorithm is a defined set of rules used to solve a problem.

In **social media terminology**, however, people often use 'algorithm' as a shorthand for 'feed algorithm,' which is the **set of rules a social network uses to automatically decide which posts come first in your feed**.

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ANALYTICS

Analytics is **the way you interpret and find patterns in data**.

In a social media context, analytics is the **process of following metrics** on your social media performance and using that data to **improve your strategy**.

For instance, simply watching your engagement rate over time to see if your posts are becoming more or less compelling to your followers is one way of using social analytics.

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ANALYTICS (CONT.)

Marketing has even more terms (of course), like:

Impressions: the number of times your content has been shown on the feeds of social media users. A viewer doesn't need to engage with a post in order for it to be counted as an impression.

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ANALYTICS (CONT.)

And....

Clickthrough Rate (CTR): is a measure of the percentage of users that click on your post. It is calculated by dividing the number of link clicks by post impressions or the number of views.

The higher the CTR score, the better for a business

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ANALYTICS (CONT.)

And....

Conversion Rate: refers to the percentage of users who **follow through a social post or ad's call to action**. This can be a download, purchase, or some other desired action depending upon the marketer's conversion goal.

Conversion rate is one of the top indicators of a company's marketing strategy performance.

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ANALYTICS (CONT.)

And....

Engagement Rate: is a metric that tells how much interaction a social media content earns from followers. It is calculated as **the percentage of users who engaged with your post** of the total number who viewed it.

A good engagement rate (1-4%) indicates an effective social media marketing campaign.

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FEED (vs. PAGE)

A **Feed** (or News Feed) on social media is a generic term for the **stream of content you see from other users**.

A **Page** can be a **Timeline**, **Profile Page** (or Grid), or **Home Page**. Whatever the name, it usually does not **ALSO** have the feed of information from others on the platform.

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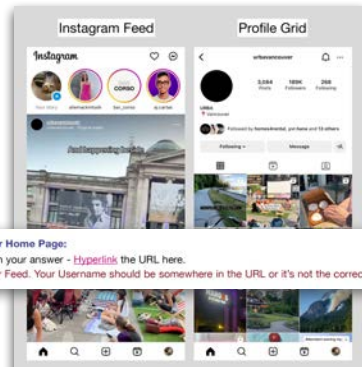
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AUDIENCE

People who subscribe to your updates.

- Instagram: Follower
- LinkedIn: Connections or Contacts
- Facebook: Follower on Public Page
Friend on Private Page

USER

Someone who has an account on a social media site, a computer, or network with a @username.

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PROFILE

The page on a social media site that has the **personal information of the user**. Most consider the **Profile** to be the **public information**.

On a Business Page, it is vital to use this page as a means of increasing awareness about your brand!

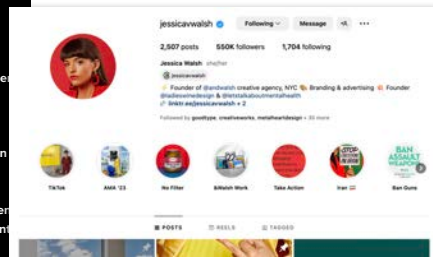
SOCIAL MEDIA WORKSHOP DAY 2

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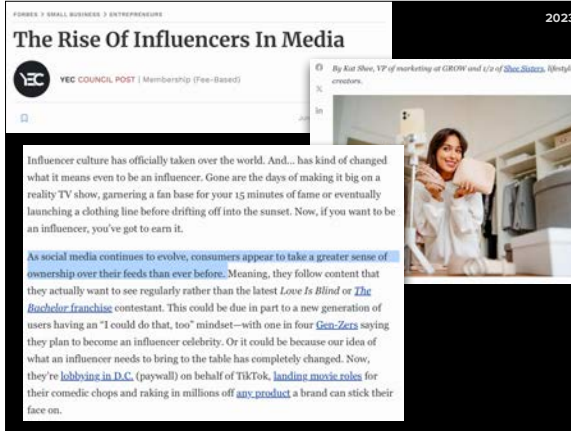


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INFLUENCE

The ability to produce effects on the actions, behavior, and opinions of others, such as getting them to visit places on the web without forcing or commanding them to do or think something.



What makes someone a top influencer?

To pinpoint what makes someone a top influencer, we've broken it down into measurable data and intangible factors.

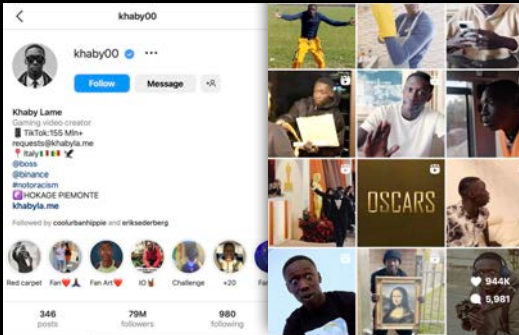
Intangible factors

The numbers are important, but reputation and authenticity are a little harder to measure. Here's what we looked at:

- **Connection.** Has the influencer fostered a strong relationship with their audience? Does their lifestyle feel aspirational or attainable?
- **Communication.** Can this influencer communicate a product's or brand's value with their audience without it feeling like a sales pitch?
- **Values.** Does the influencer work with brands that align with their lifestyle or values? Do they endorse things followers might view as scammy (weight-loss teas, "get-rich-quick" schemes, etc.)?
- **Authenticity.** Do they endorse anything that would make a user stop and ask, "Does this person REALLY use this brand?"

Top Influencers in 2023: Who to Watch and Why They're Great

1



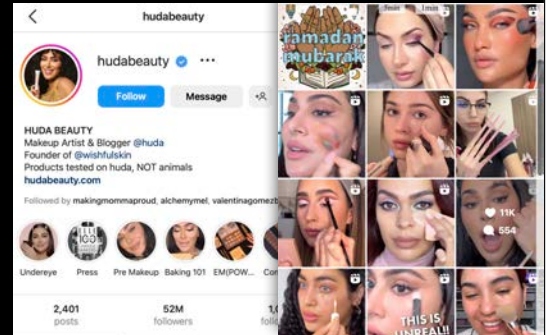
khaby00

Khaby Lama
Comedy video creator
TikTok: 855 Million requests@khaby.la
T: @khaby.la
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346 posts 79M followers 980 following

Top Influencers in 2023: Who to Watch and Why They're Great

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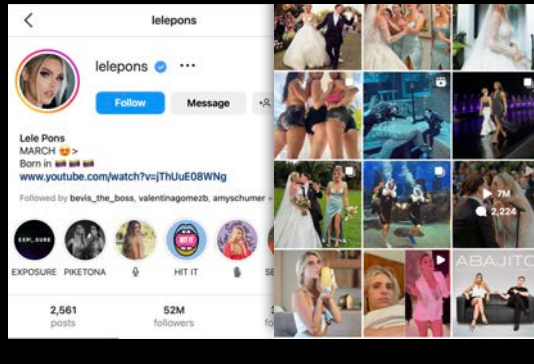
hudabeauty

HUDA BEAUTY
Makeup Artist & Blogger @huda
Founder of @wishfulskin
Products tested on huda, NOT animals
hudabeauty.com

2,401 posts 52M followers

Top Influencers in 2023: Who to Watch and Why They're Great

3



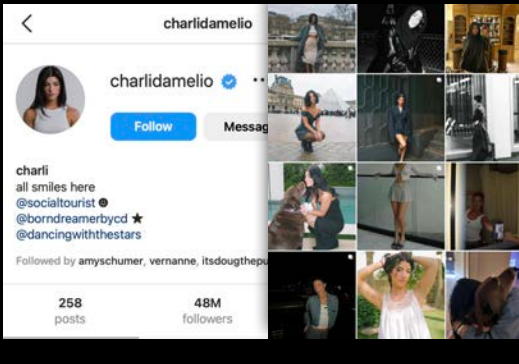
lelepons

Lele Pons
MARCH
Born in the 80s
www.youtube.com/watch?v=jTHuE08Wng

2,561 posts 52M followers

Top Influencers in 2023: Who to Watch and Why They're Great

4



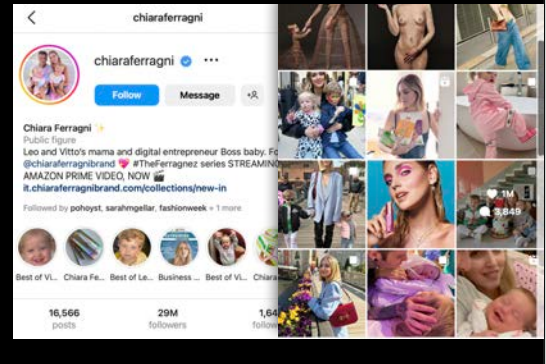
charlidamelio

charli
all smiles here
@socialtourist
@borndreamerbycd
@dancingwiththestars

258 posts 48M followers

Top Influencers in 2023: Who to Watch and Why They're Great

5



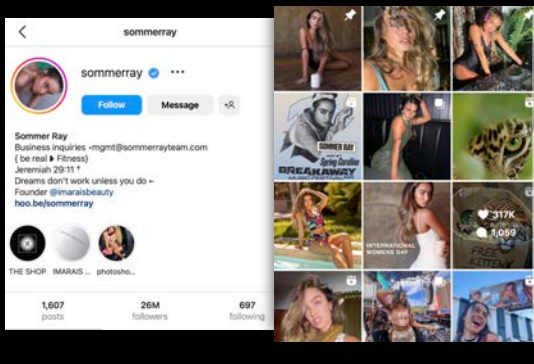
chiara ferragni

Chiara Ferragni
Public figure
Leo and Vito's mama and digital entrepreneur Boss baby. Fit @chiara ferragni brand #TheFerragnez series STREAMING ON AMAZON PRIME VIDEO, NOW ON IT.chiara ferragni brand/collections/new-in

16,566 posts 29M followers

Top Influencers in 2023: Who to Watch and Why They're Great

6



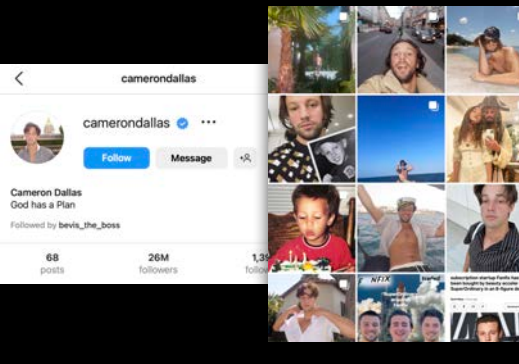
sommerray

Summer Ray
Business Inquiries - mgmt@sommerrayteam.com
(be real Fitness)
Jeremiah 29:11
Dreams don't work unless you do -
Founder @marisbeauty
hoo.be/sommerray

1,607 posts 26M followers 697 following

Top Influencers in 2023: Who to Watch and Why They're Great

7



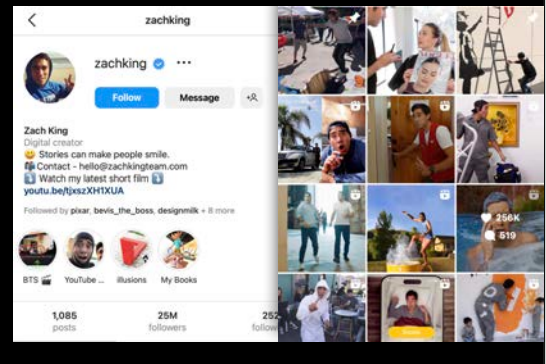
camerondallas

Cameron Dallas
God has a Plan

68 posts 26M followers 1,300 following

Top Influencers in 2023: Who to Watch and Why They're Great

8



zachking

Zach King
Digital creator
Stories can make people smile.
Contact - hello@zachkingteam.com
Watch my latest short film
youtu.be/9szXHX1XUA

1,085 posts 25M followers 252 following

Top Influencers in 2023: Who to Watch and Why They're Great

<https://img.hootsuite.com/top-influencer/>
<https://img.hootsuite.com/top-influencer/>

9

Top Influencers in 2023: Who to Watch and Why They're Great

<https://img.hootsuite.com/top-influencer/>
<https://img.hootsuite.com/top-influencer/>

10

SOCIAL MEDIA PLAN : FORM A GRFX-4503 PROFESSIONAL PRACTICE

INSTAGRAM INFLUENCERS

Name 10 top INFLUENCERS on Instagram by whom you are inspired in relation to your career. Remember these when you start creating content and use @call-outs to compliment and attempt connection. The first one is done for you so it is understood, though the hyperlink won't actually work unless you open the Interactive PDF that came with the template. Need help? [Here's a start](#), but keep looking beyond this.

EXAMPLE:

Name of Person: AHDA
 Username: @ MasterDoodle
 Hyperlink to Instagram Page: <https://www.instagram.com/masterdoodle/>

1.

Name of Person: Replace with your answer
 Username: @ Replace with your answer
 Hyperlink to Instagram Page: Replace with your answer - [hyperlink](#) the URL

KEY TERMS

- URL
- SEO
- RSS
- DM
- Algorithm
- Analytics
- Feed (vs. Page)
- Audience (vs. User)
- Profile
- Influence
- #Hashtag
- @Handle/Mention
- UGC
- Ephemeral Content
- Discovery Content
- Share
- Cross-Channel
- Crowdsourcing
- Live Streaming

rubric

- Correct use of #hashtags to connect with followers, including at least 5 trending.
- Correct use of @mentions to connect with followers, including at least 2 influencers.
- Correct use of a URL (shortened in Hootsuite) to connect with at least your own website.
- At least one cross-reference between platforms.

SOCIAL MEDIA WORKSHOP DAY 2

- #### THE BASICS
- Create Shareable Content
 - #Hashtags
 - @Mentions
 - TinyURLs if necessary
 - Business Info in Bio/Profile
 - Connect Everything and Grow
 - Know Your Audience +
 - Track Your Results (Analytics)

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#HASHTAG

It's still not dead. :)



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#HASHTAG

A hashtag is a type of label or metadata tag used on social network and microblogging services that makes it easier for users to find messages with a specific theme or content.

Users create and use hashtags by placing the hash character (or number sign) # in front of a word or unspaced phrase, either in the main text of a message or at the end. Searching for that #hashtag will then present each message that has been tagged with it.

"Began" with Twitter/X (the concept existed before this, but was used prominently in social media first by Twitter).

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@HANDLE/MENTION

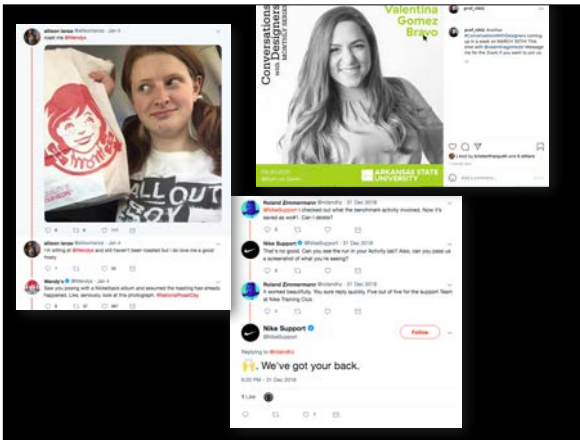
A social media handle, also known as a username, is a unique identifier that individuals or businesses use to represent themselves on social media platforms. It's usually preceded by an "@" symbol and can consist of letters, numbers, and symbols.

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@HANDLE/MENTION

- Whenever someone name-drops a person or brand online via their @username, that's a social mention.
- It can be positive or negative.
- Every single one is an opportunity to engage with your audience and shape public perception of your brand.
- It's also the perfect way to connect with someone when you praise their work by dropping their name on something like Instagram!



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U.G.C.

User Generated Content

Any content – in the form of text, videos, images, reviews, etc. – created by consumers rather than brands.

Marketers are using UGC on their social media accounts and websites as part of their social marketing strategy.

Sharing UGC promotes authenticity, builds trust, and drives purchasing decisions from their own audience.

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CROWDSOURCING

Crowdsourcing on social media means using a large group of people to generate ideas, services, or content via a social network.

It lets followers feel involved and engaged with your brand's activity while generating ideas or content for your brand.

Examples could be inviting your followers to vote on names for your new product or asking them to send in song submissions for your upcoming commercial.

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EPHEMERAL CONTENT

Sometimes called "disappearing content", ephemeral content refers to posts on social media that delete themselves automatically after a set amount of time has passed.

Instagram Stories (not Posts or Reels) are notable examples, as these sets of photos and videos disappear after 24 hours.

In social media marketing, ephemeral content is used to be spontaneous and timely while motivating users to engage through FOMO (Fear Of Missing Out).

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DISCOVERY CONTENT

Or "Content Discovery" as the verb >

A user who is **not** presently following you finds the content you created on your public (Business) page.

The goal is to then engage and have another follower who will share your content.

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SHARE



Share refers to how many times a piece of content has been **reposted** on social media.

There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed.

Shareable content or content that is **useful, entertaining, and inspiring** is more likely to get shared by users on social media.

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CROSS-CHANNEL

- Correct use of **#hashtags** to connect with followers, including at least 5 trending.
 - Correct use of **@mentions** to connect with followers, including at least 2 influencers.
 - Correct use of a **URL (shortened in Hootsuite)** to connect with at least your own website.
- At least one **cross-reference between platforms**.

SOCIAL MEDIA WORKSHOP DAY 2

- ### THE BASICS
- Create **Shareable** Content
 - #Hashtags
 - @Mentions
 - TinyURLs if necessary
 - Business Info in Bio/Profile
 - Connect Everything and Grow
 - Know Your Audience +
 - Track Your Results (Analytics)

KEY TERMS

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- Influence
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LIVE STREAMING

Social media live streaming refers to **real-time videos** shared on social media platforms.

This is as **opposed to videos filmed in advance** and then posted to social media.

SOCIAL MEDIA WORKSHOP DAY 1

- OVERVIEW
- ABBREVIATED HISTORY
 - Pre-Internet Era
 - Emergence of the Internet
 - Social Media 2.0
- KEY TERMS
- BUSINESS VS. PROFESSIONAL ACCOUNTS
- BRAND AWARENESS > LOYALTY
- and Multimedia Sharing
- Messaging Apps and Private Networks
- LinkedIn
- Others?
- BEGIN SOCIAL MEDIA PLAN A
- WHAT'S DUE NEXT CLASS

You will create a new profile on **Instagram** that has nothing to do with previously existing personal sites. This must be a **Professional** account. Whether you choose **Business** or **Creator** is up to you.

USING A **PERSONAL ACCOUNT TO DO BUSINESS**



- You can keep your posts **private** – but why would you do that if you want to reach new customers?
- You have access to the **Instagram music library** for Reels and Stories.
- You can link your Instagram account with **multiple Facebook pages**.
- You can use your Instagram account to have **personal** conversations, express your **personal** opinions, and shop for things you want.

USING A **PERSONAL ACCOUNT TO DO BUSINESS**



- You have to grow Followers, not Friends. This is impossible to do if nobody can find you.
- Most importantly, **you don't have access to any of the benefits and features that you have with a Business account or Creator account >>**

USING A **PROFESSIONAL ACCOUNT TO DO BUSINESS** CREATOR OR BUSINESS



- **Post scheduling:** This matters because it's easier to create posts in batches and automate their delivery than it is to sit down and create a new post from scratch every time you want to share content.
- **Facebook Creator Studio** resources like the Sound Collection for Instagram post audio, post-testing to see which versions of your content perform better, and messaging management.
- **Analytics** to help you track the content that delivers the best results for your business.
- **Calls to Action**, including Instagram's **Contact Button**, **Action Buttons**, and **Gift Card/Delivery Button**. These CTAs help convert followers to customers so you can grow your revenue.
- **Link stickers in Stories**. These replaced the Swipe Up function in mid-2021, and they help **drive traffic from Instagram to your business website**.

USING A **PROFESSIONAL ACCOUNT TO DO BUSINESS** CREATOR OR BUSINESS



- Instead of being able to link your account to multiple Facebook pages like you can with a personal account, you can only connect your Instagram for Business account with **one** Facebook page – and that must be a **Facebook business page**.
- You **cannot have private posts** like you can with a personal account. You'll need separate accounts if you want to share stuff with a private group of followers and friends.
- Business account owners don't have full access to the Instagram music library like personal account users do. They only have access to the **royalty-free music and sound effects in Sound Collection**.



2024

LINKED IN **IS BUSINESS**

There are only Free or Premium Pages. All are considered "Business." The visibility options are:

- **Anyone** – visible to anyone on or off LinkedIn, including your extended network.
- **Connections Only** – visible to only 1st-degree connections of the post author.
- **Group** – visible only to members of the group where the post was shared.

BEHANCE

All Behance [profiles](#) are visible to the public. You can restrict the ability to view projects by changing the privacy options [in the project itself](#), but your profile still will be searchable via search engines.

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The **most social place to share design portfolios on the web**. Though Pinterest is gaining, most people who **KNOW** the value of design will look to hire people from Behance.

For this class, it also replaces the old dreaded **Process Book(s)**. You've been forced to explain your process for multiple classes now for a reason. People **WANT** to know an artist's process, so you've got plenty of practice.



EVERYONE who is hiring will look on LinkedIn in this country.

Though there are also increasingly popular ways for designers to create content on this platform, I will demand the least of you for content creation in this platform for this class.

Instead, LinkedIn requires the most Profile work because you are uploading (at least) your resumé.



In the vibrant realm of social media, Instagram stands out as an indispensable platform for graphic designers. Beyond being a visual showcase, Instagram offers a plethora of growth strategies and opportunities for designers to connect with their audience, find new clients, and even make sales.



4503_sec4_social-media



SOCIAL MEDIA WORKSHOP DAY 1

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It's not required to post on a connected Facebook page, but it's highly recommended to do so after this course is over.

You can also try it out now for extra credit.

When you switch to a professional account on Instagram, you'll be asked if you'd like to connect a Facebook Page. While it's not required, we recommend connecting your business Facebook Page with Instagram to get the most out of Instagram's business tools.

Instagram
https://help.instagram.com/...
Add or change the Facebook Page connected to your ...

Facebook
https://www.facebook.com/...
[Manage Instagram And Facebook | Crosspost to Multiple Accounts](#)
Managing ads across Facebook and Instagram is easier with Meta Business Suite. Learn how. Use Meta Business Suite to quickly manage ads across Facebook and Instagram.

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social media plan A

This form takes a comprehensive look at your social media landscape. It asks for this research information similar to yours on the main social media platforms in the U.S.

- 10 Influencers on Instagram who are connected with your career goals. Note: if these are Business or Personal pages set to public.
- 5 Companies/Groups on LinkedIn who are connected with your career goals.
- Connect with social media platforms whose membership would benefit you and your career goals.

**** You will use this later when you connect via @mentions on posts!

DIRECTIONS

- Download the Social Media FORMS ZIP from Slack #4503_sec4_social-media.
- Look in the A folder. Open the InDesign document SocialMedia_A.indd. Replace the font with whatever you would like. There are no linked images.
- File > Save As: YourLastName_SocialMedia_A.indd. Fill out the form. Use [and alt= necessary] the assigned Character Styles to help if you would like.
- For any of your URLs, links, select and Type: Hyperlinks & Cross-References: New
- Check your spelling and grammar (see rubric).
- When finished, package your InDesign document for yourself.
- Attach file. Export to an Interactive PDF. (Open and check that it works correctly)

DUE > WHAT - WHEN - WHERE

This will be started in class on Tuesday, March 26. The final version, due by 8:00am on Thursday, March 28th to use in Social Media Workshop Day 2.

The completed form is DUE BY 8:00am on Tuesday, April 2.

GOOGLE:

Under SECTION 4: SOCIAL MEDIA, place the (correctly named) Interactive PDF you created in this folder:

RUBIC:

Place the (correctly named) Interactive PDF in thread on #4503_sec4_social-media asking for it.



4503_sec4_social-media

- Social Media FORMS
 - A SocialMedia_A.indd
 - B B-STUDENTS_TO READ LINKS.pdf
 - C SocialMedia_B.indd
- Social Media Circled.ttf
- SocialMedia_C FORM Folder
- SocialMedia_C_ReadMe_SPG24.pdf
- Using Instagram for...an, 2024 | Medium.pdf

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DUE > WHAT • WHEN • WHERE

These will be started in class on Tuesday, March 26.
 The first section, Usernames, is **DUE BY 8:00am on Thursday, March 28th** to use in Social Media Workshop Day 2.

The completed form is **DUE BY 8:00am on Tuesday, April 2.**

SOCIAL MEDIA PLAN - FORM A GRFX-4503 PROFESSIONAL PRACTICE

For all of the following, replace this text with your answer (use assigned Character Styles). To hyperlink text, see [BECT208](#) & project sheet for Interactive Plans project under Directions. Be sure text changes to and use the [SOURCES CHARACTER LINKS](#).

What's your full name?
 Replace this text with your answer.

What's your company name? If it's the same as your name, leave this blank.
 Replace this text with your answer or remove.

USERNAMES

Do any of the following social media platforms have accounts that share your @username/IGOR something that is very close to it? Replace "Answer" with Yes or No. If Yes, list the usernames.

- Instagram: Answer
- LinkedIn: Answer
- Behance: Answer
- Pinterest: Answer
- X: Answer
- Facebook: Answer
- TikTok: Answer

24	25	26	27	28	29	30
<ul style="list-style-type: none"> ■ 11:30am-4:00pm DUE - Base ■ 11:30am-4:00pm DUE - Four 		<ul style="list-style-type: none"> ■ 4503 DUE - Plan A, B, C, D ■ 4503 DUE - Professional Plan ■ 4503 Social Media Workshop 		<ul style="list-style-type: none"> ■ 4503 Social Media Workshop ■ 4503 DUE - Professional Plan 	<ul style="list-style-type: none"> ■ 11:30am-4:00pm DUE - BEC 	
<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer 	<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer 	<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer 	<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer 	<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer 	<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer 	<ul style="list-style-type: none"> ■ Instagram: Answer ■ LinkedIn: Answer ■ Behance: Answer ■ Pinterest: Answer ■ X: Answer ■ Facebook: Answer ■ TikTok: Answer
						<ul style="list-style-type: none"> ■ Post for 10 Days according to the calendar you make (and I approve)