

SOCIAL MEDIA PLAN : FORM A

GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2021

For all of the following, replace this text with your answer (see assigned Character Styles). To hyperlink text, see project sheet for Interactive Files under Directions and use the Hyperlink New Style.

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 other social media profiles on Instagram, LinkedIn, Twitter, or Facebook share your @username(s)?

Replace with your answer. Hopefully it's No, but it's probably Yes.

If so, what is the @username? Which social media platform(s)?

Replace with your answer.

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: Adha Firdaus

Username: @ MisterDoodle

Hyperlink to Instagram Page: <https://www.instagram.com/misterdoodle/>

1.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

2.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

3.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

4.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

5.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

6.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

7.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

8.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

9.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

10.

Name of Person: Replace with your answer

Username: @ Replace with your answer

Hyperlink to Instagram Page: Replace with your answer - [Hyperlink](#) the URL

COMPANIES/GROUPS ON LINKED IN

Find at least 5 companies or groups on LinkedIn that would benefit you to follow. Start with Googling or searching for companies you researched for your Job Hunt Journal. Try to list only those that seem to have an active presence on LinkedIn.

EXAMPLE:

Name of Company/Group: BBDO Atlanta

Username: @ bbdo_atlanta

Hyperlink to LinkedIn Page: https://www.linkedin.com/company/bbdo_atlanta/

1.

Name of Company/Group: Replace with your answer

Username: @ Replace with your answer

Hyperlink to LinkedIn Page: Replace with your answer - [Hyperlink](#) the URL

2.

Name of Company/Group: Replace with your answer

Username: @ Replace with your answer

Hyperlink to LinkedIn Page: Replace with your answer - [Hyperlink](#) the URL

3.

Name of Company/Group: Replace with your answer

Username: @ Replace with your answer

Hyperlink to LinkedIn Page: Replace with your answer - [Hyperlink](#) the URL

4.

Name of Company/Group: Replace with your answer

Username: @ Replace with your answer

Hyperlink to LinkedIn Page: Replace with your answer - [Hyperlink](#) the URL

5.

Name of Company/Group: Replace with your answer

Username: @ Replace with your answer

Hyperlink to LinkedIn Page: Replace with your answer - [Hyperlink](#) the URL

ONLINE COMMUNITIES (OR MEETUPS)

Find at least 3 social communities (not just social media platforms) that relate to your career. A link to a social platform is ok, but be sure it is truly an online community vs. just a social networking site. The first one is done for you so it is understood, thought 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 COMMUNITY

- **Name of Group:** Just Us Collective
- **Home Page Link:** <https://justuscollective.com/>
- **How would being part of this group benefit you?** As an illustrator, this connects me with other practicing illustrators across the globe. This allows me to gain insight by others who are specialists (vs. just anyone who thinks they can judge illustration) and grow my network. It will also help me feel less lonely. Instead, it will keep me excited

about my future and how large and diverse the world and its design styles are!

- **How would you benefit this group?** I believe my presence in the group will be one of support and encouragement. I am positive and feel strongly about the importance of illustration to make the world a better place.

COMMUNITY 1

Name of Group: Replace with your answer.

Home Page Link: Replace with your answer - [Hyperlink](#) the URL

How would being part of this group benefit you? Replace with your answer. Use 2-3 complete sentences at a minimum.

How would you benefit this group? Replace with your answer. Use 2-3 complete sentences at a minimum.

COMMUNITY 2

Name of Group: Replace with your answer.

Home Page Link: Replace with your answer - [Hyperlink](#) the URL

How would being part of this group benefit you? Replace with your answer. Use 2-3 complete sentences at a minimum.

How would you benefit this group? Replace with your answer. Use 2-3 complete sentences at a minimum.

COMMUNITY 3

Name of Group: Replace with your answer.

Home Page Link: Replace with your answer - [Hyperlink](#) the URL

How would being part of this group benefit you? Replace with your answer. Use 2-3 complete sentences at a minimum.

How would you benefit this group? Replace with your answer. Use 2-3 complete sentences at a minimum.

Any other relevant information about your specific career goals and social media? Explain.

Replace with your answer. If you do not have anything else, remove this and all of the following text.

Remove any unused pages. Remove this text while you're at it.

