

GRFX-4503 - SPG25

SOCIAL MEDIA WORKSHOP 2

- ## SOCIAL MEDIA WORKSHOP DAY 2
- REVIEW SOCIAL MEDIA FORM A
 - BEGIN SOCIAL MEDIA FORM B
 - JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
 - PREVIEW: FORM C CONTENT CALENDAR
 - WRITING INTRO EXERCISES
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - WHAT'S DUE THURSDAY

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 - 3
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social media form A

This form takes a comprehensive look at your social media landscape. It asks for the research, **influencers** similar to yours on the main social media platforms in the U.S., **influencers on Instagram** who are connected with your career goals. Note if these are Business or Personal pages not to public.

Directions:

- Download the **SocialMedia_A_SPG25.zip** from Canvas and "unZIP" it.
- View the PDF and see any live hyperlinks for supplementary information. There are no linked images.
- Open the InDesign document. Replace the font with whatever you would like.
- File: Save As: **YourLastName_SocialMedia_A.INDD**.
- Fill out the form. Use [end adjust] if necessary; the assigned Character Style.
- For any of your URL links, select end **Type: Hyperlinks & Cross-References**.
- Check your spelling and grammar (see rubric).
- When finished, package your InDesign document for yourself.
- Also File: Export to an **Interactive PDF**. (Open and check that it works correctly).

DUE > WHAT • WHEN • WHERE

These will be started in class on **Thursday, March 20th**.
DUE BY 8:00am on Tuesday, April 1 to use in the next workshop.

Upload the completed form to Canvas.

SOCIAL MEDIA WORKSHOP DAY 2

6. For any of your URL links, select and Type: Hyperlinks & Cross-References: New Hyperlink.

7. Check your spelling and grammar (see rubric).

8. When finished, package your InDesign document for yourself.

9. Also File: Export to an Interactive PDF. (Open and check that it works correctly!)

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 - 2
 - 3
 - 4
 - 5
 - 6
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social media form B

This form is about you and your brand presence on the required platforms (Behance, Instagram, LinkedIn). It takes you step-by-step as you create/develop your profile and **read the article "Developing Your Social Media Brand Voice: A Beginner's Guide"**. This will help you as you develop your "brand voice" and your professional, career self. Be the adult version of you. But also be the human, approachable, colorful version of you. But also be the human, approachable, colorful version of you. But also be the human, approachable, colorful version of you. But also be the human, approachable, colorful version of you.

Directions:

- Download the **SocialMedia_B_SPG25.zip** from Canvas and "unZIP" it.
- View the PDF and see any live hyperlinks for supplementary information. There are no linked images.
- Open the InDesign document. Replace the font with whatever you would like.
- File: Save As: **YourLastName_SocialMedia_B.INDD**.
- Fill out the form. Use [end adjust] if necessary; the assigned Character Style.
- For any of your URL links, select end **Type: Hyperlinks & Cross-References**.
- Check your spelling and grammar (see rubric).
- When finished, package your InDesign document for yourself.
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social media form B

This form is about you and your brand presence on the required platforms (Behance, Instagram, LinkedIn). It takes you step-by-step as you create/develop your profile on each. **Read the article "Developing Your Social Media Brand Voice: A Beginner's Guide"** and use steps on SocialMedia B file. This will help you as you develop your "brand voice."

Directions:

- Download the **SocialMedia_B_SPG25.zip** from Canvas and "unZIP" it.
- View the PDF and see any live hyperlinks for supplementary information. There are no linked images.
- Open the InDesign document. Replace the font with whatever you would like.
- File: Save As: **YourLastName_SocialMedia_B.INDD**.
- Fill out the form. Use [end adjust] if necessary; the assigned Character Style.
- For any of your URL links, select end **Type: Hyperlinks & Cross-References**.
- Check your spelling and grammar (see rubric).
- When finished, package your InDesign document for yourself.
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SOCIAL MEDIA WORKSHOP DAY 2

BEHAVIOR:

- You are not required to purchase Behance Pro. They will free Behance.
- All profiles on Behance are public. However, make sure your page and all published projects are **public** (not private).
- Whether or not you are your followers.
- Enable notifications!
- Watch the video to create your best page → <https://www.youtube.com/watch?v=CD4d4m8L81k>
- REQUIRED: Use Behance's **Contentful** (to help you Instagram and upload to your page).
- REQUIRED: It is also required to include your results.

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CREATE PROFILES ON EACH

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CONTENT CALENDAR

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- 3
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WHAT'S DUE THURSDAY

Bē

There is only one kind of free page on Behance, so get on there.

Consider being like Instagram to reinforce your choice.
In other words:

- Use a logo if you're a Business.
- Use a very good headshot if you're a Creator.

<https://opensocial.com/insights/instagram-for-business/>

Bē

1. Optimize Your Behance Profile

Your Behance profile is your digital business card. To increase your visibility and views, make sure to:

- Use a Professional Profile Picture:** A high-quality and professional profile picture will make a great first impression.
- Write a Compelling Bio:** Your bio should succinctly describe your skills, expertise, and what you offer to potential clients or collaborators.
- Link to Your Website and Social Media:** Include links to your personal website, LinkedIn, Instagram, and other relevant platforms.
- Complete Your Profile:** Fill out all the sections, including skills, education, and work experience, to provide a comprehensive overview of your background.

<https://opensocial.com/insights/behance-view-and-set-your-profile-quickly/>
Your Behance Profile: A View of Professional Social Networks powered by openSocial.

Bē

Guide: Fill Out Your Profile

UPDATED 11 DAYS AGO

Basic Info

To set up or make changes to the information on your Profile:

- Go to **Profile** on the homepage
- Click on the blue **Edit Your Profile** button



<https://opensocial.com/insights/instagram-for-business/>

Bē

Profile Sections

Basic Information:

This includes your Name, Occupation, Company, Location, and Website URL.

If you're unable to select your city in Location:

- Make sure you first choose your country/region from the dropdown. Then, type the first few letters of your town/city and a list should appear that you can choose from.
- If your city is not appearing from the dropdown at all, please contact us [here!](#)

<https://opensocial.com/insights/instagram-for-business/>

Bē

On The Web:

This allows you to link out to other social and creative platforms such as Facebook, Instagram, Twitter, Flickr, and more. This is a great way to centralize all of your social accounts so that people can connect with you easily. You can also [verify your social accounts](#).

- REQUIRED:** Your website
- REQUIRED:** Your Instagram
- OPTIONAL:** Your LinkedIn

<https://opensocial.com/insights/instagram-for-business/>

Bē

About Me:

This section is commonly used to tell the world about yourself, your company, or your work. It's a great place to add an Artist's Statement or display additional contact information.

5. CRAFT A BIO

An important part of your Behance portfolio is your Behance profile. Fill in your profile's description with your story. Ask yourself, what's your point of view? What's your unique perspective on the creative world? What led you to develop this perspective? Answering these questions will help you zero in on your passion. Passion is infectious; putting it into words will make you shine.

Bē

Work Experience:

Work Experience on Behance works as your visible and downloadable resumé -- you should fill out as much information as you are comfortable sharing.

- REQUIRED:** Your (final) resumé

<https://opensocial.com/insights/instagram-for-business/>

Bē

- OPTIONAL

Web References:

Has your work been featured on a blog or elsewhere online? You can mention it in your Web References section by adding a description and a link to the webpage.

Custom Sections:

You may add customized sections to your Profile. For example, users have listed their awards, Profiles of their friends, or the gear they use. It's up to you!

<https://opensocial.com/ignite/instagram-for-business/>

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Credibility boost

If you look at the two Instagram profiles below, you'll notice a few key differences.

<https://opensocial.com/ignite/instagram-for-business/>

How to set up an Instagram Business Account

Currently, there's no option to directly set up a Business Account. You have to first create a personal account and then switch to a Business profile from there. Check out the steps below to learn how to create an Instagram Business profile.

<https://opensocial.com/ignite/instagram-for-business/>

BUSINESS ACCOUNT

<https://opensocial.com/ignite/instagram-for-business/>

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. [Learn more about connecting a Facebook Page to your Instagram professional account](#)

For example, if you choose not to connect to a Facebook Page at the time you create a business account on Instagram, an **unmanaged Facebook Page is automatically created** so that people can find your business more easily and check into your business. You can request to claim the Page and become its admin.

Claim unmanaged Facebook pages for your Instagram account

Though not required for this class, it wouldn't hurt to be present on both Instagram and Facebook. It certainly couldn't hurt and Instagram makes it ridiculously easy to be active on both.

<https://opensocial.com/ignite/instagram-for-business/>

- Go to your profile and tap on the "Edit profile" button below your profile picture.
- Tap on the option to "Switch to professional account."

<https://opensocial.com/ignite/instagram-for-business/>


- Tap on "Continue" and select the category that best describes your business.
- Choose whether to display the category on your profile and then hit "Done."

Suggested (supposed) hack: "Entrepreneur" to access royalty-free music as a Business. You don't have to display that on your profile, but it wouldn't hurt.

<https://opensocial.com/ignite/instagram-for-business/>


- On the next page, select "Business" instead of a "Creator" account and tap on "Next." Or choose **Creator** if you'd rather do this.
- Review your contact info. Make sure you include your official business email and contact info. If you have a physical location, including an address is a great way to add credibility to your profile. For businesses that want to enable a "Call" button, it's essential to include a phone number.

<https://opensocial.com/ignite/instagram-for-business/>




**SOCIAL MEDIA PLAN : FORM B
GRFX-4503 PROFESSIONAL PRACTICE**


INSTAGRAM:
You must create a Professional Account, which will create a Public Profile. [Read here to be ready to discuss Business or Creator with Prof. Nikk](#). (Remember that you must also ENABLE NOTIFICATIONS.)

WATCH THIS VIDEO TO CREATE YOUR BEST PAGE: <https://www.youtube.com/watch?v=sMyx-v5g-QY> 

URL of Your Instagram Profile Page: Replace with your answer - [Hyperlink](#) the URL Not your Feed. Your Username should be somewhere in the URL or it's not the correct page.




- **Profile photo:** It's best to use your company logo as your profile photo so people can easily identify your brand.
- **Name:** Make this your business name, identical to your brand's other social profiles.
- **Username:** This should also be your business name. Note that your username cannot have any spaces.
- **Pronouns:** Every profile has this option, but you'll only want to use it if you're the face of your business.



- **Links:** This is a space for up to five clickable URLs. Most businesses either use their website or links to their latest promotional pages. You can also use a **link in bio** tool to link more than five pages.


- **REQUIRED:** Your website
- **OPTIONAL:** Your Behance
- **OPTIONAL:** Your LinkedIn



- **Bio:** Your **Instagram bio** is where you will capture the attention of other users. You can either describe what your business does, hype up your website or slap your brand's slogan here (or all of the above, actually).

THIS IS WHERE THE MAGIC IS!!!


- Review the many videos available online, some of which I've linked on Slack.
- See what those you researched for Form A are doing.
- Remember you can edit this. You aren't going to go that viral that quickly to worry about mistakes.



- **Page:** Connect your Instagram business profile to your **Facebook business page**.


Supposedly this is optional.
That seems to change every year, so we'll see in class. Also...


Though not required for this class, it wouldn't hurt to be present on both Instagram and Facebook. It certainly couldn't hurt and Instagram makes it ridiculously easy to be active on both.




- **Instagram Story Highlights:** Create **Story Highlights** for people to easily find relevant info. Categorize your Highlights based on the types of Stories your brand typically creates.


This might take a bit to build, but be aware.
I don't require Stories for this class because I can't grade them; however, I suggest you do them!




**ULTIMATE
INSTAGRAM
BIO** 



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- There is only one kind of free page on LinkedIn, so get on there.
- Here it is better to **be you as a person** rather than you as a brand. If you start building a significant freelance business, you could do both.
- Use a **GOOD headshot** rather than your logo.
- Use **your name** rather than a name of a company.

REQUIRED:

- **ABOUT:** Your resumé must live here, though it might require you to fill in LinkedIn's forms instead of just uploading your PDF.
- **CONTACT INFORMATION:**
 - Your website
 - Your Behance
 - Your Instagram

https://opensocial.com/insight/instagram-for-business/

Basha Coleman | (She/Her) - 1st
 SEO Content Writer, Marketing Manager & Editor
 Greater Indianapolis - Contact info
 500+ connections
 48 mutual connections: Jana Rumberger, Amanda Eileen Sellers, and 44 others

Highlights
 You both work at HubSpot

Harrison Wheeler | (He/Him) - 1st
 Sr. Design Manager @ LinkedIn, Host of Technically Speaking Podcast
 Talks about #podcasts, #technology, #productdesign, and #designmanagement
 San Francisco Bay Area - Contact info
 Subscribe to podcast
 6,522 followers - 900+ connections
 219 mutual connections: Sara Tomonari Field, Sejal Nagori, and 217 others

Alex de Guzman | (She/Her) - 2nd
 Hello it's me dissecting social media and digital marketing trends, tips, and insights | Social Media Manager | Digital Marketing Specialist | Digital Marketing Consultant
 Talks about #socialmedia, #businesstips, #helloalexdg, #contentcreator, and #digitalmarketing
 New York City Metropolitan Area - Contact info
 Let's GROW
 2,150 followers - 500+ connections

Providing services
 Graphic Design, Content Marketing, Content Strategy, Digital Marketing, Marketing Consulting, Marketing Strate...
 See all details

The most fundamental step in growing your LinkedIn account as a graphic designer is to improve your profile.

That means leveraging three important sections when getting started on LinkedIn:

- Your LinkedIn **Headline**
- Your LinkedIn **Summary**
- Your LinkedIn **Banner**

https://opensocial.com/insight/instagram-for-business/

LinkedIn Headlines For Graphic Designers

Many LinkedIn users often make the mistake of overlooking their professional headlines. But in reality, a good LinkedIn headline can **attract more clients** and build your name.

Since you'll find your headline below your name, it needs to have the **right mix of keywords** to rank higher in the search results. For instance, putting "UX Designer" as your job title and adding in a few skills like "video editing" can do the job.

You can check out the sample below for a good LinkedIn headline:

Hello it's me dissecting social media and digital marketing trends, tips, and insights | Social Media Manager | Digital Marketing Specialist | Digital Marketing Consultant

Talks about #socialmedia, #businesstips, #helloalexdg, #contentcreator, and #digitalmarketing

https://opensocial.com/insight/instagram-for-business/

LinkedIn Summary For Graphic Designers

Another important section on your LinkedIn page to consider is your About Me section or your LinkedIn summary. You can add a **quick overview** of your background, experiences, skills, and many more.

Keep in mind the **2,000-character limit** for your LinkedIn summary. Besides this, make the **first three lines** of this section fun and engaging to grab your viewers' attention.

You can check out the sample below for a good LinkedIn summary:

About
 Hello,
 My name is Twisha and I am a Graphic designer with cumulative 3 years of industry graphic design experience with professional expertise in UI/UX design process, Package design, Company portfolio design, Branding, Product design, Social media branding, Logo design and 2D animation.

https://opensocial.com/insight/instagram-for-business/

LinkedIn Banner For Graphic Designers

Like your profile photo, your LinkedIn banner also plays a huge role in attracting potential clients. It's among the **first few things people will see** while visiting your account.

So to **create a lasting first impression**, a good LinkedIn banner must have your title, a vivid background or photo, and a call to action:

Learn more about the basics of a great LinkedIn banner in [The Ultimate Guide for LinkedIn Banners](#).

https://opensocial.com/insight/instagram-for-business/

4 TIPS TO STAND OUT

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA FORM A
- BEGIN
- JOIN CREATION
- BEHAVIOR
- INSTAGRAM
- LINKED IN

- PREVIEW: FORM C CONTENT CALENDAR

DUE > WHAT • WHEN • WHERE

These will be started in class on **Thursday, April 3rd**
DUE BY 8:00am on Tuesday, April 8th.

Upload the completed form to Canvas. **Social Media Form C + PDF**
Apr 8, 8:00am

They will be reviewed/approved in class, so students may begin their 10 days of posting.

- WHAT'S DUE THURSDAY

THURSDAY

SOCIAL MEDIA WORKSHOP DAY 3

- REVIEW: PROFESSIONAL
 - Business Info in Bio/Profile
- CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why (Free) Schedulers
- INSTAGRAM
 - Post (Single/Carousel)
 - Reels (+Captions)
 - Optional: Highlights
 - Not Allowed: Stories or Live
- LINKED IN
 - BEHAVIOR

- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - @Handle/Mentions
 - URLs > Shortened & When Possible
 - Know Your Audience > Track Your Results (Analytics)
 - ENGAGE!
- REVIEW: SOCIAL MEDIA FORMS A & B
- BEGIN: SOCIAL MEDIA FORM C
- WHAT'S DUE NEXT CLASS

social media form C

THIS IS THE BIG ONE! This final form is about **creating content** - not once, but **one** must have a consistent presence for social media to be a successful marketing strategy. It is informed by the workshop that explains how to use tools like Buffer and Hootsuite to grow your network. A free scheduling app is also introduced (but not required). Content presence on social media is almost impossible without a dashboard of some kind. The main steps are as follows:

- 1. First consider only content and setting up a framework within which to work.
- 2. **Daily, Weekly, Monthly.** These are overall, general post subject/formats.
- 3. Then dig in and consider how a week would look for content and how this relates to your platform you would use to post this. These are more specific plans, required for people can keep referring to your brand (and as a source of information for it).
- 4. **You MUST use @mentions, trending #hashtags, and URLs** where you can. "Instagram doesn't show URLs without some unhelpful workarounds, so sites are great on LinkedIn".
- 5. Also **cross-promote between platforms** if you can. More is recognized.
- 6. This is easy to do with Behance. It also makes sense for LinkedIn to cross-promote mentioning your Behance and/or Instagram pages.
- 7. Instagram is the least likely to cross-promote. It doesn't make sense in that it's not a platform you're required to do. **Posts** (single and/or carousel) and **Reels** but not ephemeral Stories for this project. Highlights are optional.
- 8. Next, put this into action posting manually.
- 9. Extra Credit: Use the Social Media Business Suite to schedule Instagram posts.
- 10. The final work will be these posts on Instagram and LinkedIn (and Behance) so you get 10 days straight **April 9th-18th** using content created that follows your content calendar 10 days of posting for the first 10 days of your content calendar in the next week.

DIRECTIONS - CONTENT CALENDAR

You will create a weekly content calendar as part of Social Media Form C that is precise enough for consistent content creation, but loose enough so that it could be used as a general path to follow consistently for months. This will be then used and then posted for 10 consecutive days.

DAILY WEEKLY CONTENT CALENDAR REQUIREMENTS

- **INSTAGRAM:**
 - **Mon-Fri:** Four content 2 times per day
 - **Check/Reply** account daily > 2 times per day
 - **Engage** on other accounts daily > 2 times per day
 - **Sat/Sun:** 1 time per day
 - **Check/Reply** on other accounts daily > 1 time per day
 - **Engage** on other accounts daily > 1 time per day
- **LINKED IN:**
 - **Mon-Fri:** Two 2 times total per week
 - **Check/Reply** account daily > 1 time per day
 - **Engage** on other accounts daily > 1 time per day
 - **Sat/Sun:** Not required, but highly encouraged!
 - Encouraged to Check/Reply account Sunday night or Monday morning
- **BEHAVIOR:**
 - **Weekly:** Consider posting new work often, but only if it is portfolio-quality
 - **Check/Reply** account and platform at least 1 time per week
 - **Engage** 3-4 other accounts > 1 time per week

This is minimum for this class. Obviously, you should consider creating activity to build your presence after the class is finished. You can also do Instagram Stories to build significant educational points as a series in LinkedIn, etc. after the class.

SOCIAL MEDIA PLAN - FORM C

GRFX-4503 PROFESSIONAL PRACTICE

INSTAGRAM CONTENT IDEAS:

Note: Avoid Stories for this project, as they are ephemeral content. You can use these in the future!

DAILY | WEEKLY | POST IDEAS (5 min): min. = minimum

1. Replace with answer. Consider #hashtags, consider @mentions, no URLs.
2. Replace with answer. Consider #hashtags, consider @mentions, no URLs.
3. Replace with answer. Consider #hashtags, consider @mentions, no URLs.
4. Replace with answer. Consider #hashtags, consider @mentions, no URLs.
5. Replace with answer. Consider #hashtags, consider @mentions, no URLs.

LINKEDIN CONTENT IDEAS:

DAILY | WEEKLY | BEHAVIOR

1. Replace with answer.
2. Replace with answer.
3. Replace with answer.
4. Replace with answer.
5. Replace with answer.

WEEKLY (5 min):

1. Replace with answer. Consider #hashtags, @mentions, URLs, and cross-promoting.
2. Replace with answer. Consider #hashtags, @mentions, URLs, and cross-promoting.
3. Replace with answer. Consider #hashtags, @mentions, URLs, and cross-promoting.
4. Replace with answer. Consider #hashtags, @mentions, URLs, and cross-promoting.
5. Replace with answer.

MONTHLY (2 min.):

1. POST or REEL? Replace with answer.
2. POST or REEL? Replace with answer.
3. POST or REEL? Replace with answer.

BEHAVIOR CONTENT IDEAS:

WEEKLY (1 min):

1. Anything planned beyond posting new work? Replace with answer.

MONTHLY (1 min):

1. Anything planned beyond posting new work? Replace with answer.

STEP 2:

Then create your calendar using Illustrator or InDesign to fit an 11 in. x 8.5 in. page. (See SocialMedia_C_ReadMe PDF) [File - Place the calendar on this page](#) and remove (or add) pages before it after you've filled out the (hopefully!) many pages of content ideas.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week. 	<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week. 	<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week. 	<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week. 	<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week. 	<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week. 	<p>Plan</p> <ul style="list-style-type: none"> 1. Plan content for the week. 2. Check content for the week.

Social Media Circled III
 socialMedia_SPO25.pdf
 SocialMedia_C_SPO25.indd
 SocialMedia_C_SPO25.pdf

STEP 1

SOCIAL MEDIA CONTENT CREATION

CONTENT IDEAS:

- 1. Plan content for the week.
- 2. Check content for the week.
- 3. Plan content for the week.
- 4. Check content for the week.
- 5. Plan content for the week.
- 6. Check content for the week.
- 7. Plan content for the week.
- 8. Check content for the week.
- 9. Plan content for the week.
- 10. Check content for the week.

BEHAVIOR:

- 1. Plan content for the week.
- 2. Check content for the week.
- 3. Plan content for the week.
- 4. Check content for the week.
- 5. Plan content for the week.
- 6. Check content for the week.
- 7. Plan content for the week.
- 8. Check content for the week.
- 9. Plan content for the week.
- 10. Check content for the week.

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Apr 8, 8:00am

They will be reviewed/approved in class, so students may begin their 10 days of posting.

- WHAT'S DUE THURSDAY

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA FORM A
- BEGIN
- JOIN CREATION
- BEHAVIOR
- INSTAGRAM
- LINKED IN

- PREVIEW: FORM C CONTENT CALENDAR

DUE > WHAT • WHEN • WHERE

These will be started in class on **Thursday, April 3rd**
DUE BY 8:00am on Tuesday, April 8th.

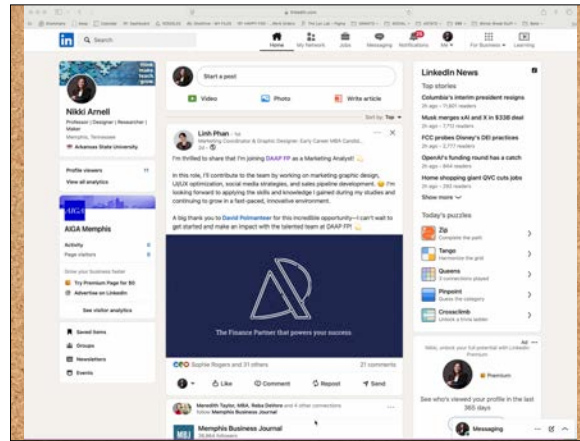
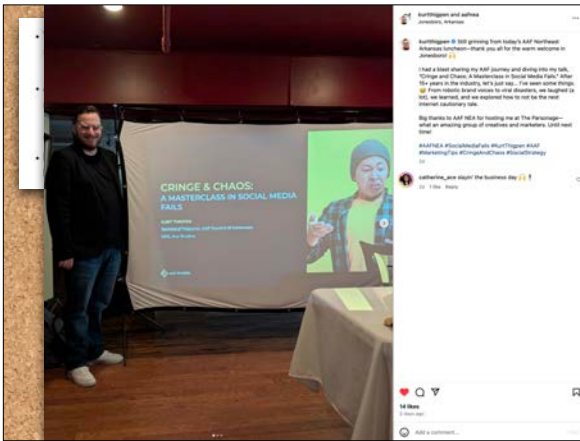
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- WHAT'S DUE THURSDAY

- You MUST use @mentions, trending #hashtags.
- Instagram doesn't allow URLs without some uni sites are great on LinkedIn!
- Also cross-promote between platforms at least
- This is easy to do with Behance. It also makes sense mentioning your Behance and/or Instagram page
- Instagram is the least likely to cross-promote. It is not a platform you're required to do. Posts (single and/or carousel) and Reels but not ephemeral Stories for this project. Highlights are optional.
- For Instagram, you are required to do Posts (single and/or carousel) and Reels but not ephemeral Stories for this project. Highlights are optional.

aineha Thank you to everyone who joined us for today's Lunch & Learn! And a huge thank you to @kurthiggin, CEO of Ace Studio, for sharing your insights and expertise. We laughed, we learned, and walked away with some solid tips on how to be just a little less cringey on social media.



- You MUST use @mentions, trending #hashtags, and URLs* where you can.
 - *Instagram doesn't allow URLs without some undependable workarounds, but hyperlinked sites are great on LinkedIn!
- Also cross-promote between platforms at least once. More is suggested.
 - This is easy to do with Behance. It also makes sense for LinkedIn to cross-promote by mentioning your Behance and/or Instagram pages.
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Exciting times at #JSTOR

How do hashtags categorise the specific topic, open the door

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Images that you find in everyday life, like a daily Street View. Throw in a picture of a dog...or a cat...or a flower...or something else. (But be careful about posting pictures of children on your feed.)

Have something that happens weekly on a certain day (e.g. #SundayFunday)

SUNDAY	MONDAY
11am Instagram Photo/Reel of #SundayFunday real life image	8am Instagram Reel of #MorningCoffee and funny caption. Post about the day's plans.

Instagram Photo/Reel of #SundayFunday real life image

Instagram Reel of #MorningCoffee and funny caption. Post about the day's plans.

Instagram Carousels

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The top six hashtags to follow now as the art world moves onto social media >> THIS: <https://lnkd.in/eAaghwB>

The museums of Modern art in New York and San Francisco are leading the way on promoting digital content on Instagram, Twitter and Facebook

3:19 March 2020 10:29 GMT

Give your opinion about something you see in the world

Look at blogs in the industry

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Share images and explanation of steps of your work.

Post pictures of events, behind the scenes, work in progress.

1pm
Instagram Carousel of my #WorkInProgress

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Share images and explanation of steps of your work.

Post pictures of events, behind the scenes, work in progress.

1pm
Instagram How-To Reel
Share Instagram post on LinkedIn feed

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Share any of your new work!

Share images and explanation of steps of your work.

Share things on Behance and cross-promote.

Many experts say only a novice posts the same thing on different social media platforms, as there are often similar followers. Don't take that too literally. Just don't continuously post the same thing on all of them over and over again. But DO cross-promote where possible. There is a difference between posting the same image/article link/etc. and using one to reference the other. For example, I will tweet an Instagram post with a further quick comment and link back to the feed.

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Promote a local event in which you are participating (especially if it's relative to the industry). Be careful of posts that have to do with religion or political views UNLESS you feel strongly about them to the point your job depends on it. The world has changed a lot since 2020 and activism has gone from a rarity on public business posts to almost expected. BUT be careful.

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA FORM A
- BEGIN SOCIAL MEDIA FORM B
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- PREVIEW: FORM C CONTENT CALENDAR
- WRITING INTRO EXERCISES
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
- WHAT'S DUE THURSDAY

