

Content

for the Web

Amber
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Worksheet Content Discovery:
Social Media Posts

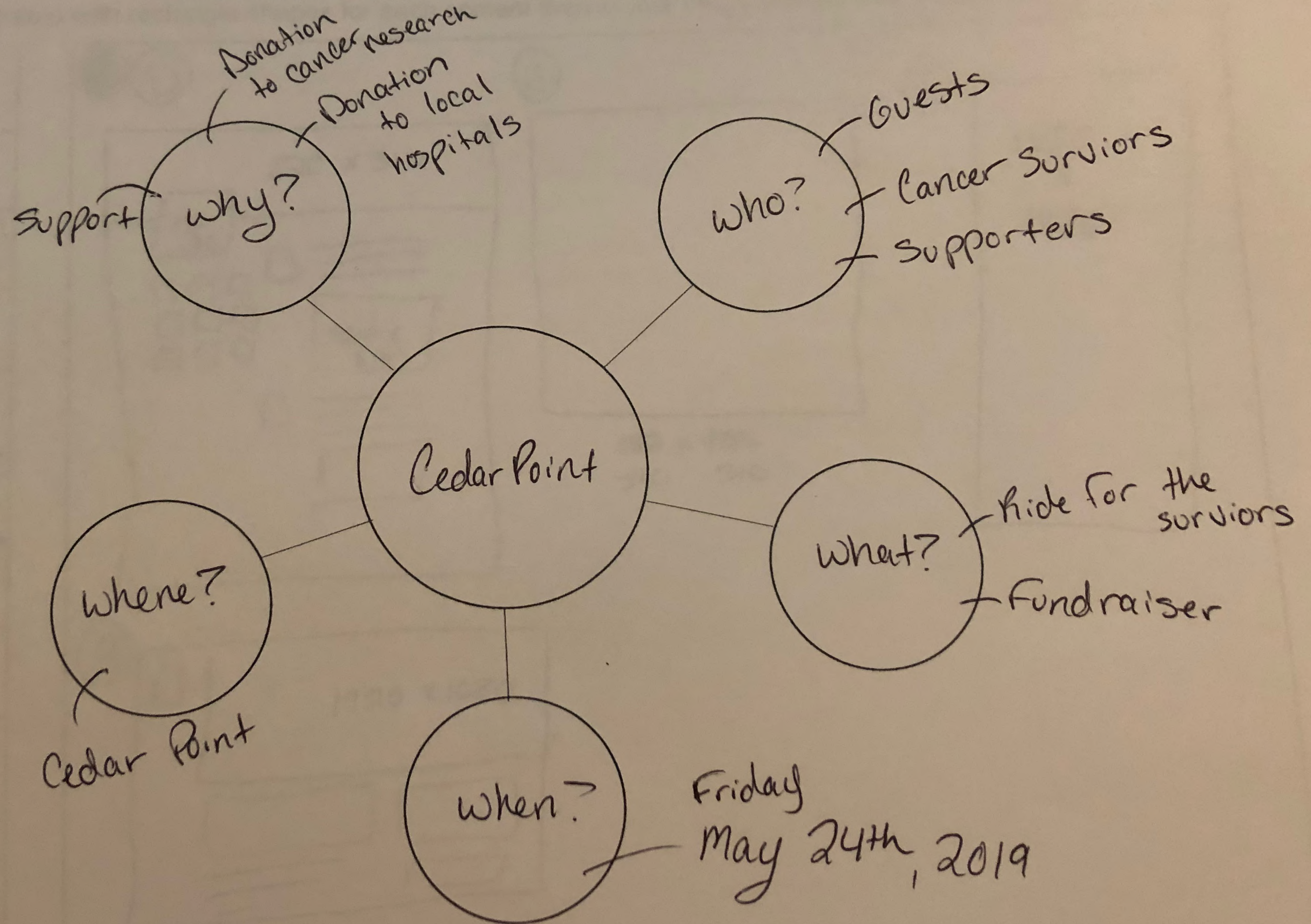
Target	Business Name and Type (See the Canvas assignment page for ideas)	Create a social media blast for an event announcement across five social media apps. (See the Canvas assignment page for ideas)
Who is the item for? (audience)	Cedar Point	
Why: What is the item's job?	Company Profile	Cedar Point
Why: What is the value to the audience?	Business Amusement	Ride for the Survivors Fundraisers
Plan	What information is on the event notice? (See the Canvas assignment page for ideas)	Social Media Channels:
Where will the item be located?	Use Content Map on next page	a) Facebook event
What elements will the content item have? (ex: title, image, date, description, etc. / outline)		b) Facebook post
What are the delivery specifications? examples: aspect ratio / dimensions		c) Twitter post
How will you create the item?		d) Instagram post
		e) Linked In
Design	Tone/Personality: Happy / Fun	
Attach layout wireframes – simple squares design thumbnails – graphic detail	Brand items: Logo / images	
<ul style="list-style-type: none">• tone / personality• existing brand items• color scheme• typography• graphics• images	Color Scheme: Green / blue	

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Content Map

What information is on the event notice?



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Wireframe

Create a simple wireframe with rectangle shapes for each content item in your blog (This will vary by template selected)

types

List your blog items
Facebook Event (A)
Instagram Post (B)
Twitter Post (C)
Facebook Post Page (D)
SnapChat Ad (E)
Logo (A)
header (B)
Info (C)
Location/Time (D)
Price (E)

