

Content

for the Web

Bayler Malale

Worksheet Content Discovery: Social Media Posts

<p>Target</p>	<p>Business Name and Type</p> <p>(See the Canvas assignment page for ideas)</p> <p><u>Lansing Symphony: Pops 03</u> -The magical music of Harry Potter</p>	<p>Create a social media blast for an event announcement across five social media apps. (See the Canvas assignment page for ideas)</p> <p>Concert + announcement Pops 03 The magical music of Harry Potter</p>
<p>Who is the item for? (audience)</p>	<p>Company Profile</p> <p>Lansing Symphony Orchestra Event / Concerts</p>	
<p>Why: What is the item's job?</p>		
<p>Why: What is the value to the audience?</p>		
<p>Plan</p>	<p>What information is on the event notice? (See the Canvas assignment page for ideas)</p> <p>Use Content Map on next page</p> <ul style="list-style-type: none"> • event title • description • date, time, location, etc • image - hogwarts • contact info 	<p>Social Media Channels:</p> <ul style="list-style-type: none"> a) Facebook event - b) Facebook post - c) Twitter post - d) Instagram post - e) Linked In -
<p>Where will the item be located?</p> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>		
<p>Design</p> <p>Attach layout wireframes - simple squares design thumbnails - graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Hogwarts in background w/ info written over top. color scheme gold, red.</p>	

Content

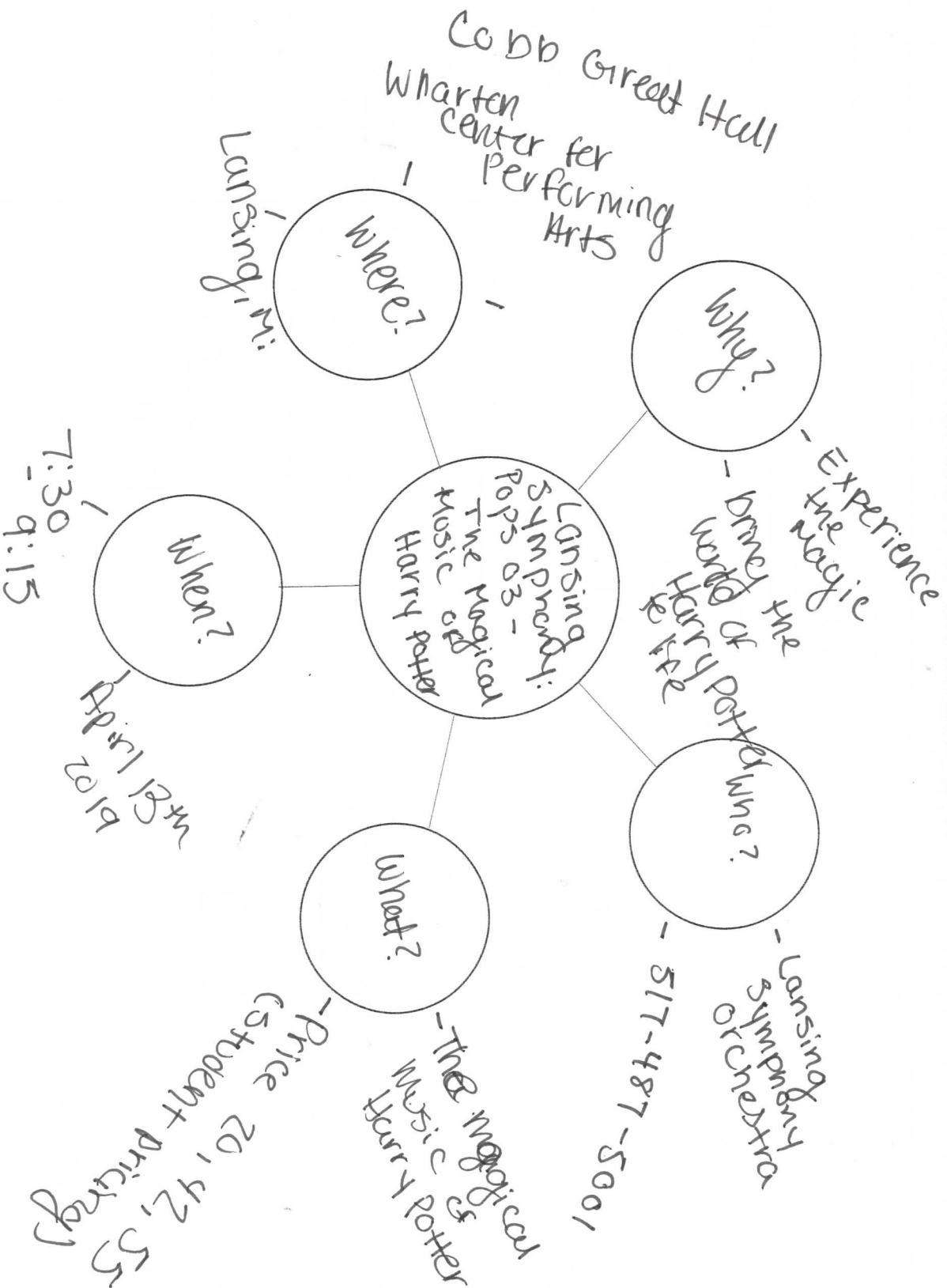
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Content Map

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)

List your blog items
address ; phone #
date , time
prices
tag line (why)
launching S.O. logo
Picture of noquarts
heading (what)

