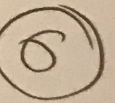


Content for the Web

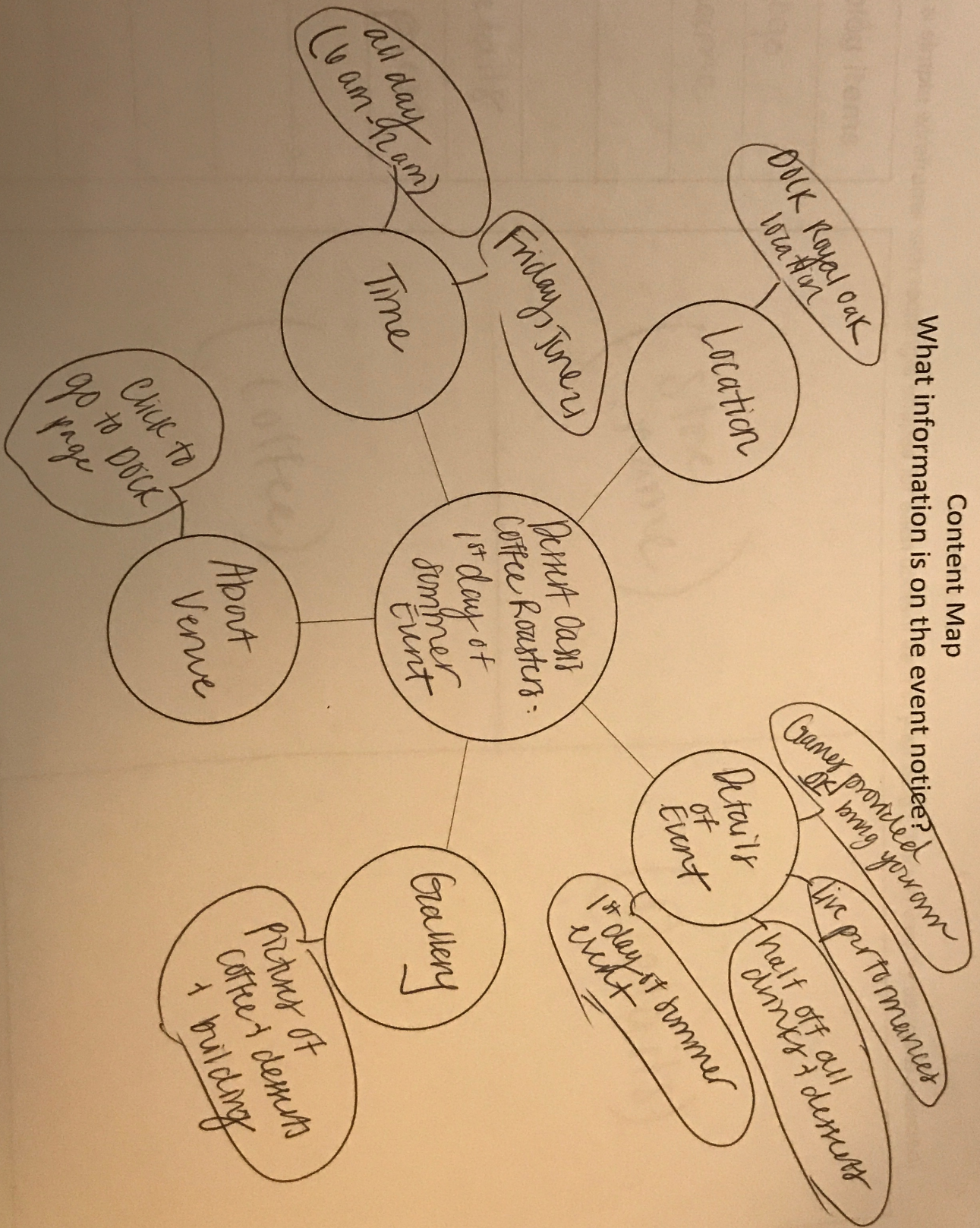
Breanna Simmons



Worksheet Content Discovery:
Social Media Posts

<p>Target</p> <p>Who is the item for? (audience)</p>	<p>Business Name and Type (See the Canvas assignment page for ideas)</p> <p>Detroit Oak's Coffee Roastery</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>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>Company Profile Roasting coffee. Their mission: "we strive to deliver an unrivaled coffee, dessert, & entertainment experience through close attention to detail..."</p>	<p>- Facebook - Instagram - Twitter - Pinterest - YouTube</p> <p>Event: 1st day of summer!</p>
<p>Plan</p> <p>Where will the item be located?</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"> Location in Royal Oak - all day First day of summer - Friday, June 21 Half off all drinks & desserts Live performance Games provided - or bring your own! 	<p>Social Media Channels:</p> <ol style="list-style-type: none"> Facebook event Facebook post Twitter post Instagram post Linked In
<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>- about the venue - gallery</p> <p>Black's Whites / neutral colors</p> <ul style="list-style-type: none"> Black logo pictures of their coffee & desserts 	
<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 		

Content Map
What information is on the event notice?



COLLECTION

for the Web

Wireframe

Discovery:
Social Media Posts

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

List your blog items
Title / Logo
Event name
Where
When
Event details
A couple pics

