

# Content for the Web

Brianna Twyman

## Worksheet Content Discovery: Social Media Posts

<p><b>Target</b></p> <hr/> <p><b>Who</b> is the item for? (audience)</p> <hr/> <p><b>Why:</b> What is the item's job?</p> <hr/> <p><b>Why:</b> What is the value to the audience?</p> <hr/>	<p>Business Name and Type (See the Canvas assignment page for ideas) Food truck rally @ <del>Food Truck Rally</del> Toledo, OH</p> <hr/> <p>Company Profile Zoo in <del>Logansport, IN</del> Toledo, OH</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><b>Plan</b></p> <hr/> <p><b>Where</b> will the item be located?</p> <hr/> <p><b>What</b> elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p><b>How</b> will you create the item?</p>	<p>What information is on the event notice? (See the Canvas assignment page for ideas)</p> <p><b>Use Content Map on next page</b></p> <ul style="list-style-type: none"> <li>• May 18, 2019 4pm - 6pm</li> <li>• admission \$3 for adults / \$2 for kids under 10</li> <li>• admission goes toward animal conservation</li> <li>• 2 Hippo way Toledo, OH 43609</li> <li>• Delicious different types of food</li> </ul>	<p>Social Media Channels:</p> <ol style="list-style-type: none"> <li>a) Facebook event</li> <li>b) Facebook post</li> <li>c) Twitter post</li> <li>d) Instagram post</li> <li>e) Linked In</li> </ol>
<p><b>Design</b></p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>		

# Content

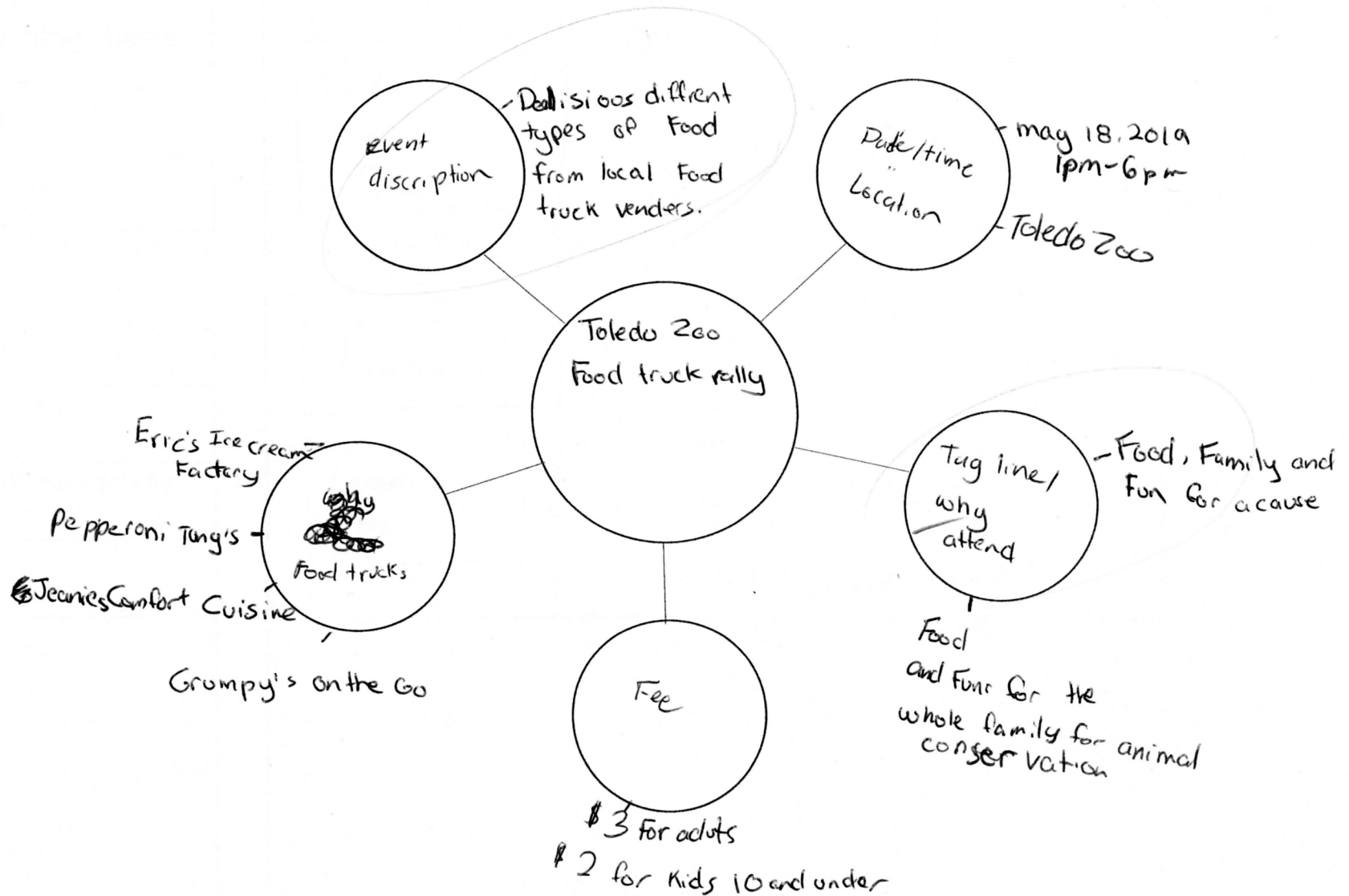
for the Web

Worksheet Content Discovery.

Social Media Posts

## Content Map

What information is on the event notice?



# Content

## for the Web

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Social Media Posts

### 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
Title (H1)
Tag line (H2)
Description (H2)
Date/Time
Admission / Fee
<del>Fee</del> List of food trucks

