

Content for the Web

event → Professional Business oriented event ☺

Zawenski ♥

Worksheet Content Discovery: Social Media Posts

<p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job? Promote hiring</p> <p>Why: What is the value to the <u>Fun</u> audience? Job opportunity</p>	<p>Business Name and Type (See the Canvas assignment page for ideas)</p> <p>AR WORKSHOP - CRAFT PARTY WORKSHOP</p> <p>Company Profile DIY WORKSHOP for home decor and other creative skills.</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>Promoting JOB EVENT. • In need of crafty INSTRUCTORS for DIY CLASSES VOLUNTEER DAY → JOB FAIR like?</p>
<p>Plan</p> <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>What information is on the event notice? (See the Canvas assignment page for ideas)</p> <p>Use Content Map on next page</p> <p>AR WORKSHOP AR WORKSHOP JOB FAIR!</p> <p>looking to hire part-time INSTRUCTORS, ASSISTANTS & RETAIL STAFF</p>	<p>Social Media Channels:</p> <p>a) Facebook event LOCATION b) Facebook post } c) Twitter post } promote w/ all details d) Instagram post } e) Linked In }</p> <p>MACOMB LOCATION</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>Use company logo & colors (Bayside teal Black Brown)</p> <ul style="list-style-type: none"> • Fun crafty feel • Inviting & exciting • Logo → simple @ images <p>macomb - ferndale Rochester - Northville</p>	<p>MACOMB LOCATION</p> <p>Creative Hiring event! insider look @ how we work</p>

Content

for the Web

EVENT: FRIDAY MAY 3RD 2019
6-8PM - SIGNUP EVENT

#PROJECT+ JOB OPPORTUNITY

Content Map

What information is on the event notice?

Learn as a group, demonstrations, volunteer opportunities

Instagram Event: Why you should come out:

EXPOSE TO Atmosphere within

FRIDAY MAY 3RD 2019

6-8PM

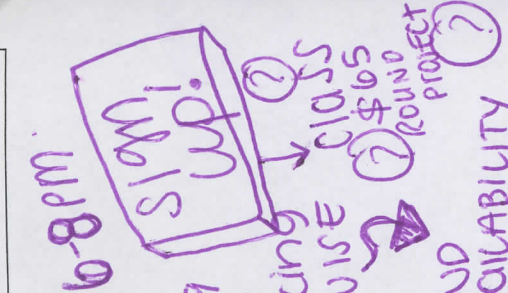
list what we're looking for job wise

REQUIRE WEEKEND AVAILABILITY

COME OUT FOR AN EVENT & APPLY TO WORK!

TALK TO US & FIGURE OUT HOW WE'RE A GOOD FIT

all details



EVENT IN SHORT DESCRIPTION

FACEBOOK POST

short & sweet

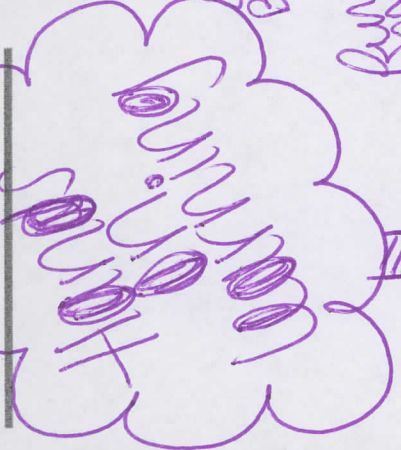
TWITTER POST

Event name, time, date, Tealabout Event

LINKED IN

list for accessing

workshop



STRUCTURERS NEED

JOB FAIR

passive

Worksheet Content Discovery:
Social Media Posts

Content

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Worksheet Content Discovery:

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
QUESTION?
Statement
Statement
Date & time
location
logo

Creative Living Event
DO YOU LOVE CREATING & HELPING OTHERS?
WE'RE LOOKING FOR FUN & ARTISTIC INSTRUCTORS.
GET AN INSIDE LOOK INTO
OUR CREATIVE ATMOSPHERE AND
APPLY WITHIN.
JOIN US! FIND YOUR PASSION
FRIDAY, MAY 3RD @ 6-8PM

Logo

AIR
WORKSHOP

crafty