

Content for the Web

Canon Lense event (sale) Justin Baker
social media Posts

Worksheet Content Discovery: Social Media Posts

<p>Target</p> <hr/> <p>Who is the item for? (audience) <i>camera enthusiasts</i></p> <hr/> <p>Why: What is the item's job? <i>sell lenses for canon camera</i></p> <hr/> <p>Why: What is the value to the audience? <i>sale of product & value for customer</i></p>	<p>Business Name and Type (See the Canvas assignment page for ideas) <i>Canon/camera & lense company</i></p> <hr/> <p>Company Profile <i>photograph</i></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>Plan</p> <hr/> <p>Where will the item be located? <i>instore</i></p> <hr/> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <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><i>sale 30% of everything</i></p> <p><i>Prime lenses</i></p> <p><i>zoom lenses</i></p>	<p>Social Media Channels:</p> <p>a) Facebook event</p> <p>b) Facebook post</p> <p>c) Twitter post</p> <p>d) Instagram post</p> <p>e) Linked In</p> <p>- Pinterest post</p> <p>- youtube/tumblr</p>
<p>Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 		

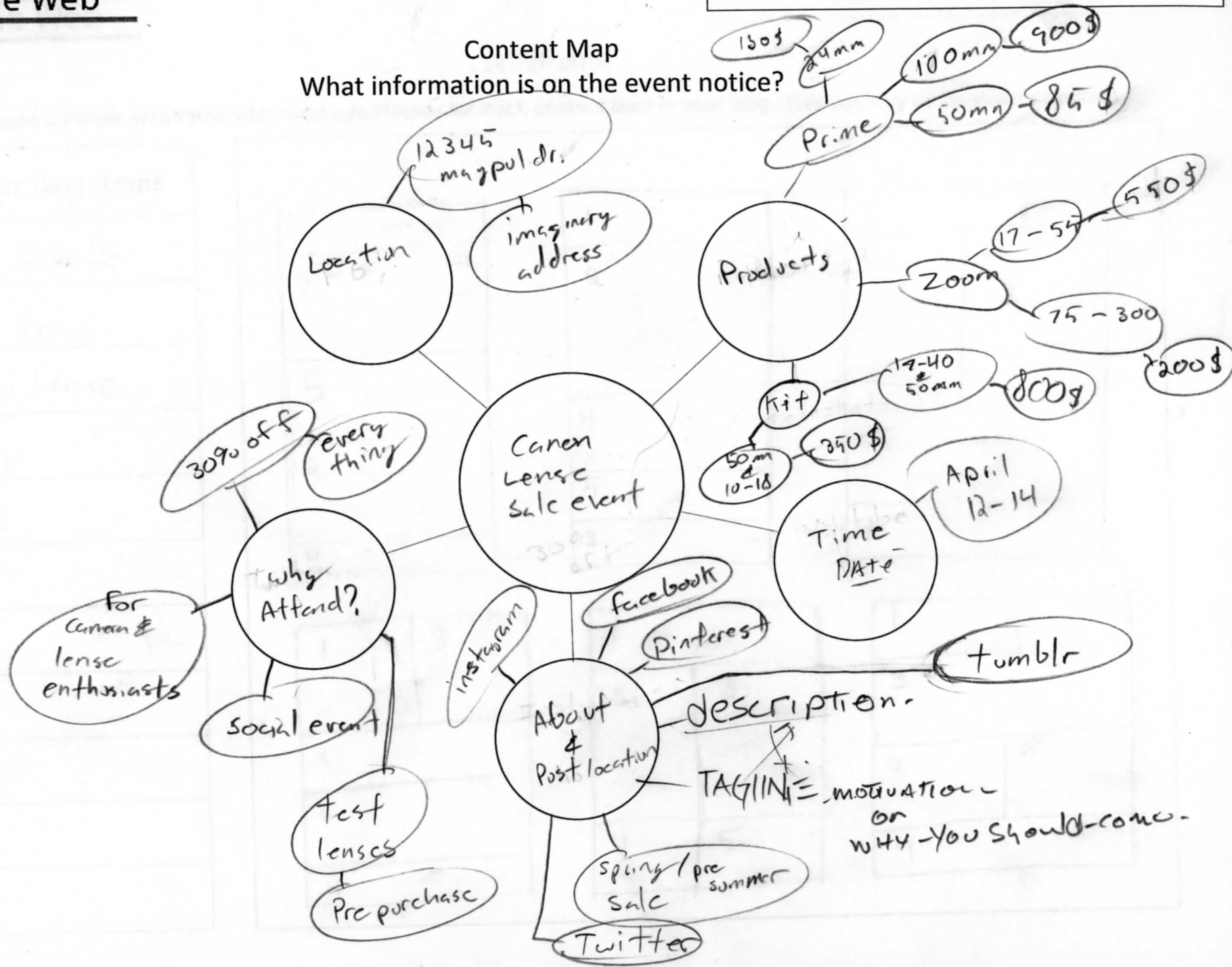
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Content Map

What information is on the event notice?



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Justin

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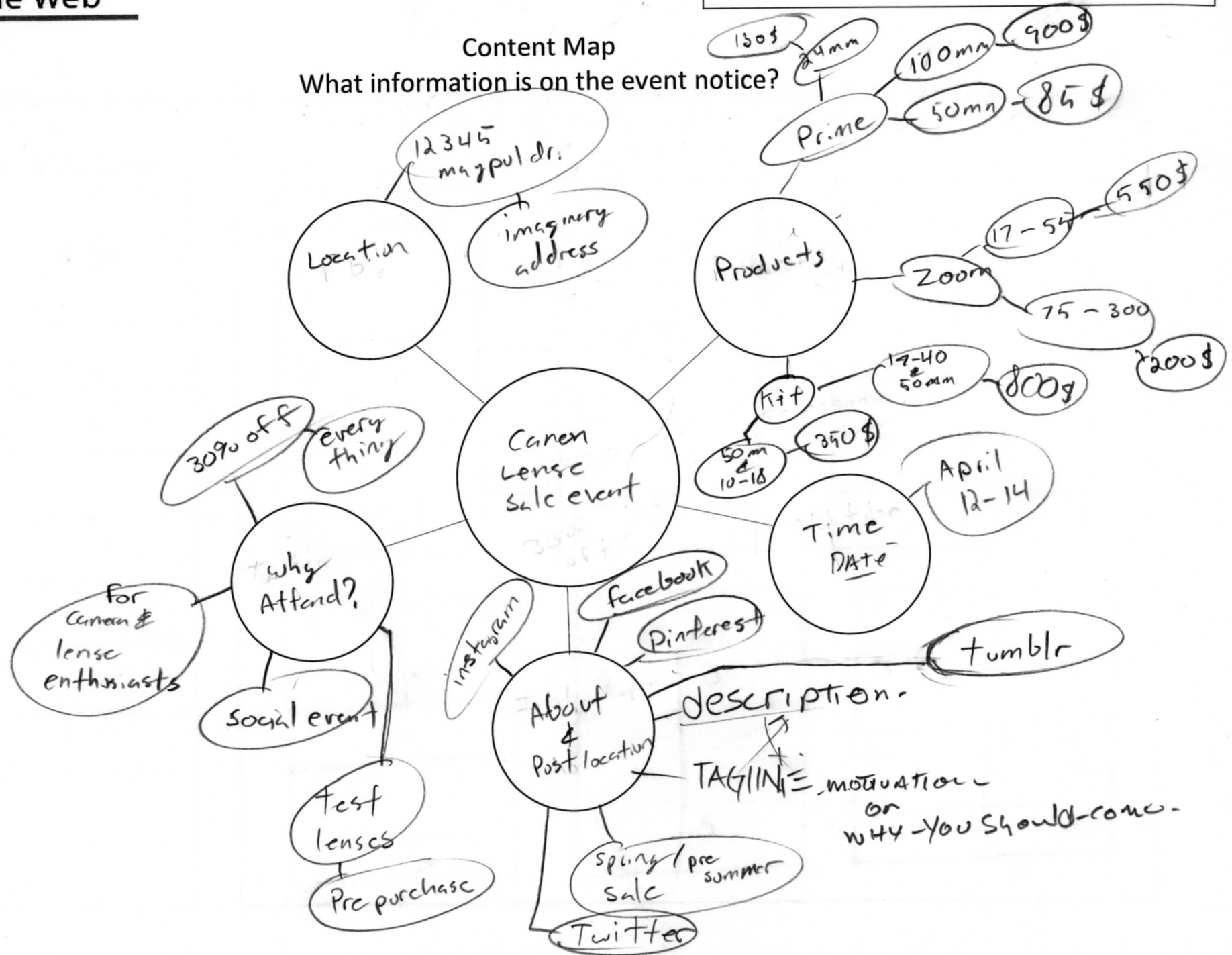
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Content

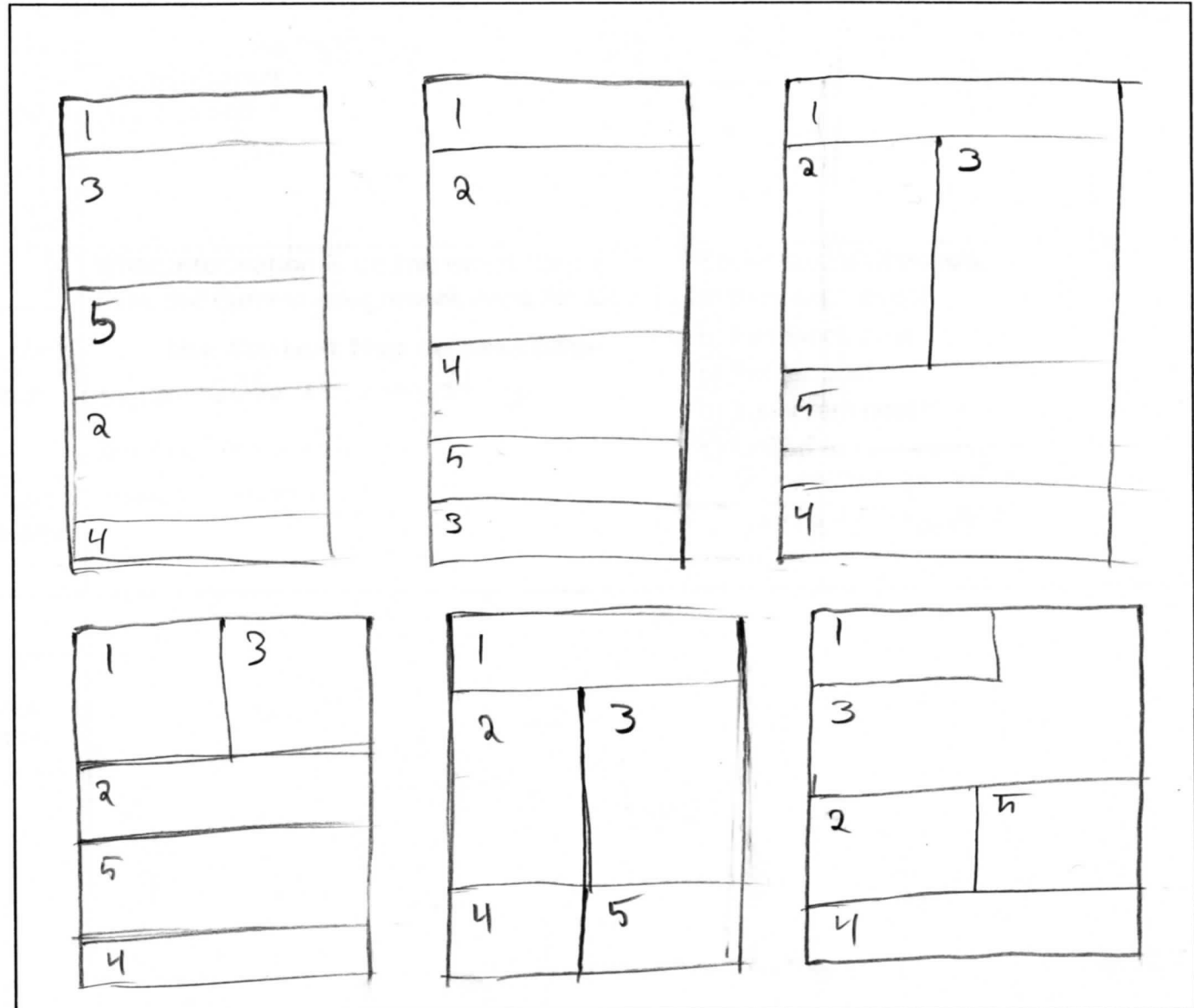
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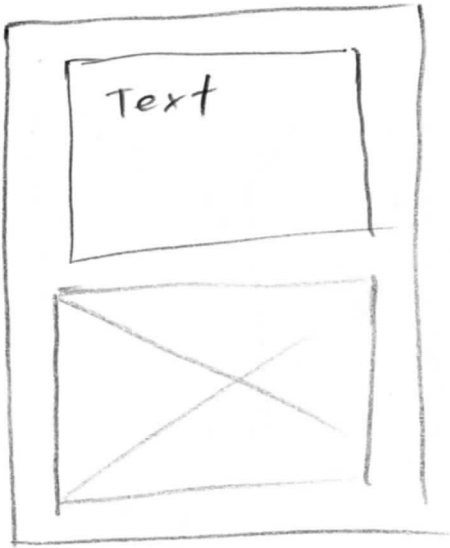
Wireframe

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

List your blog items
1 event sale %
2 Prime lense
3 zoom lense
4 body
5 kits
6
7
8
9
10
11



v1



v2

