

Content for the Web

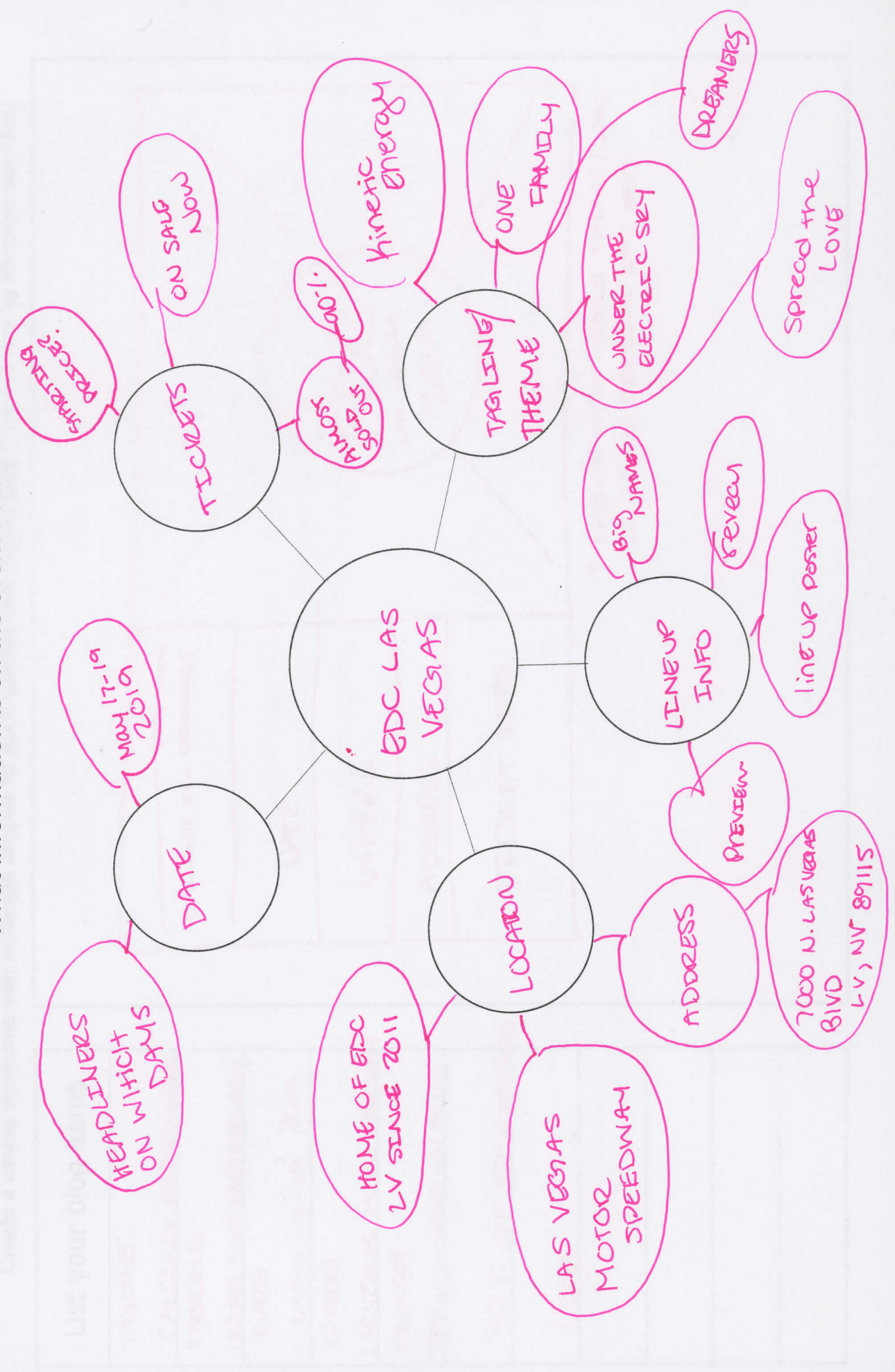
Worksheet Content Discovery: Social Media Posts

SAMANTHA #MINNIEBY
THU 11-2pm

<p>Target</p> <p>Who is the item for? (audience) PEOPLE WHO ENJOY THAT STYLE MUSIC</p> <p>Why: What is the item's job? INFORM ABOUT FESTIVAL</p> <p>Why: What is the value to the audience? UPCOMING EVENT INFO</p>	<p>Business Name and Type (See the Canvas assignment page for ideas) EDC LAS VEGAS 2019</p>	<p>Create a social media blast for an event announcement across five social media apps. (See the Canvas assignment page for ideas) EDC LAS VEGAS 2019 MUSIC FESTIVAL</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>Company Profile ELECTRONIC MUSIC FESTIVAL PUT ON BY THE COMPANY ISOMIAC</p> <p>What information is on the event notice? (See the Canvas assignment page for ideas) Use Content Map on next page → ADOBE SPARK DATE, LOGO, WHERE TICKETS ON SALE NOW → POST FOR FACEBOOK, TWITTER, INSTAGRAM ETC.</p>	<p>Social Media Channels:</p> <p>a) Facebook event 19 20 x 1080 b) Facebook post 1200 x 630 c) Twitter post 440 x 220 d) Instagram post 1128 x 376 ↩ e) Linked In 161 x 161 - 1080-1080</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>• COLORFUL - Purple, orange, pines, blue - logo - EDC LOGO picture w/ YEAR - simple content/text - Maybe imgs - Text - stylized</p>	

Content Map

What information is on the event notice?



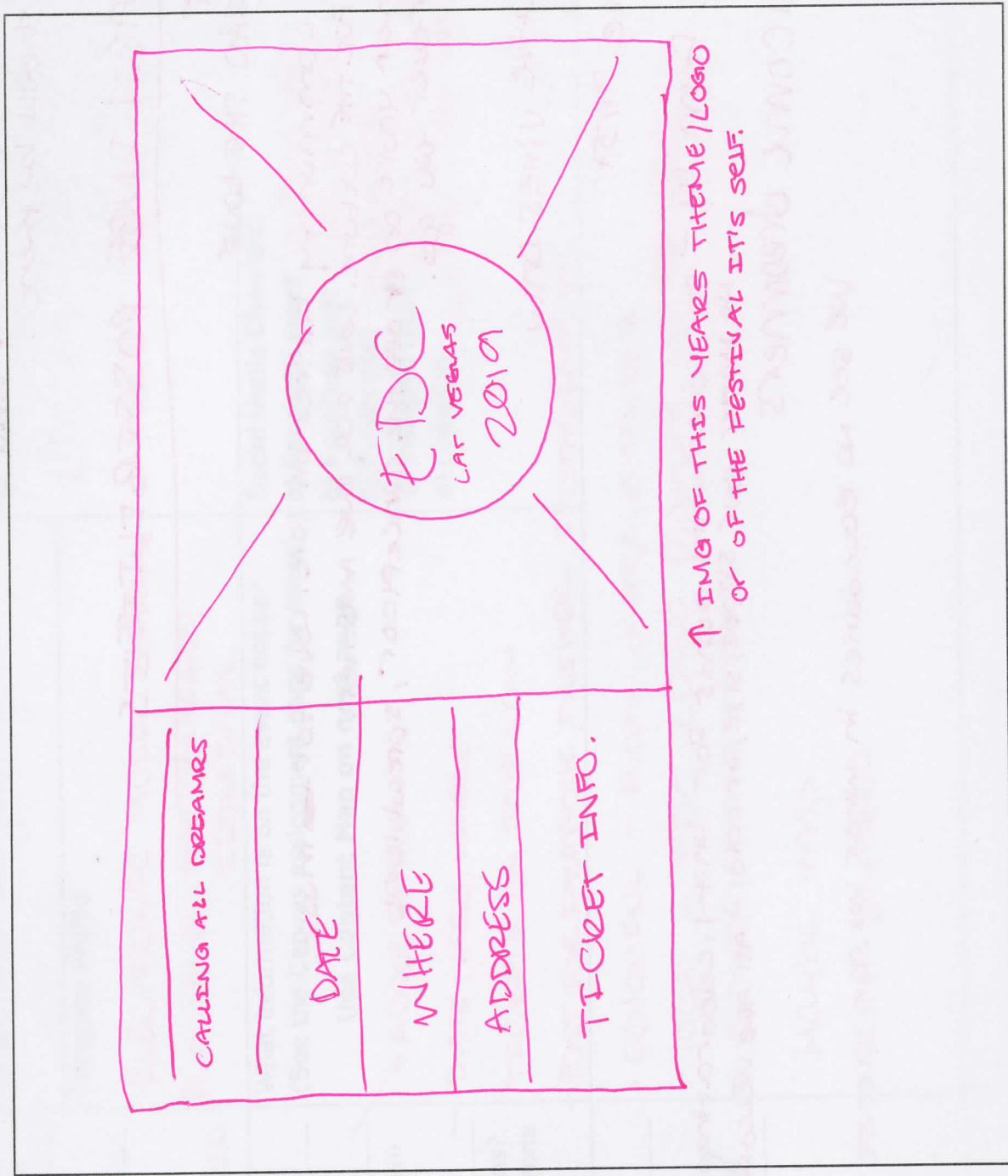
Content for the Web

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
TAGLINE:
CALLING ALL DREAMERS
TAGLINE:
UNDER THE ELECTRIC SKY
DATE
MAY 17-19 2019
WHERE
LAS VEGAS MOTOR SPEEDWAY
ADDRESS
7000 N. LV BLVD, NV 89115
90% OF TICKETS SOLD
Logo



WHY DO YOU WANTA BE THERE/WHY DO YOU WANNA

COME - TAGLINE

- What exactly it is in the form
- OF a short description & why
- you should be there

TAGLINE POSSIBILITIES

COME
SPREAD THE LOVE

This community thrives on love. Love for ~~the~~ music.
LOVE FOR THE CULTURE. LOVE FOR ONE ANOTHER.
Whenever you're on ~~or~~ off the dance floor, spread love
wherever you go.

Positive vibes only
love first

one family - our community stands for unity, celebrating and welcoming everyone.
No matter your shape, size, or color - ALL ARE WELCOME HERE
Welcome dreamers

We see no boundaries in what we can create - neither should you.