

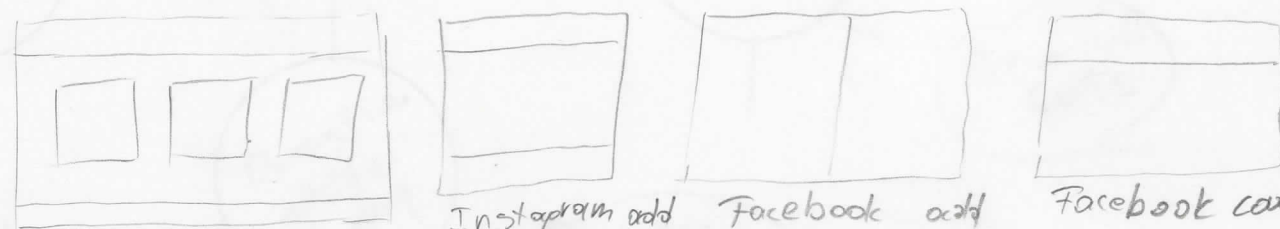
Content

for the Web

Valmiera Ibi

Worksheet Content Discovery:

Social Media Posts

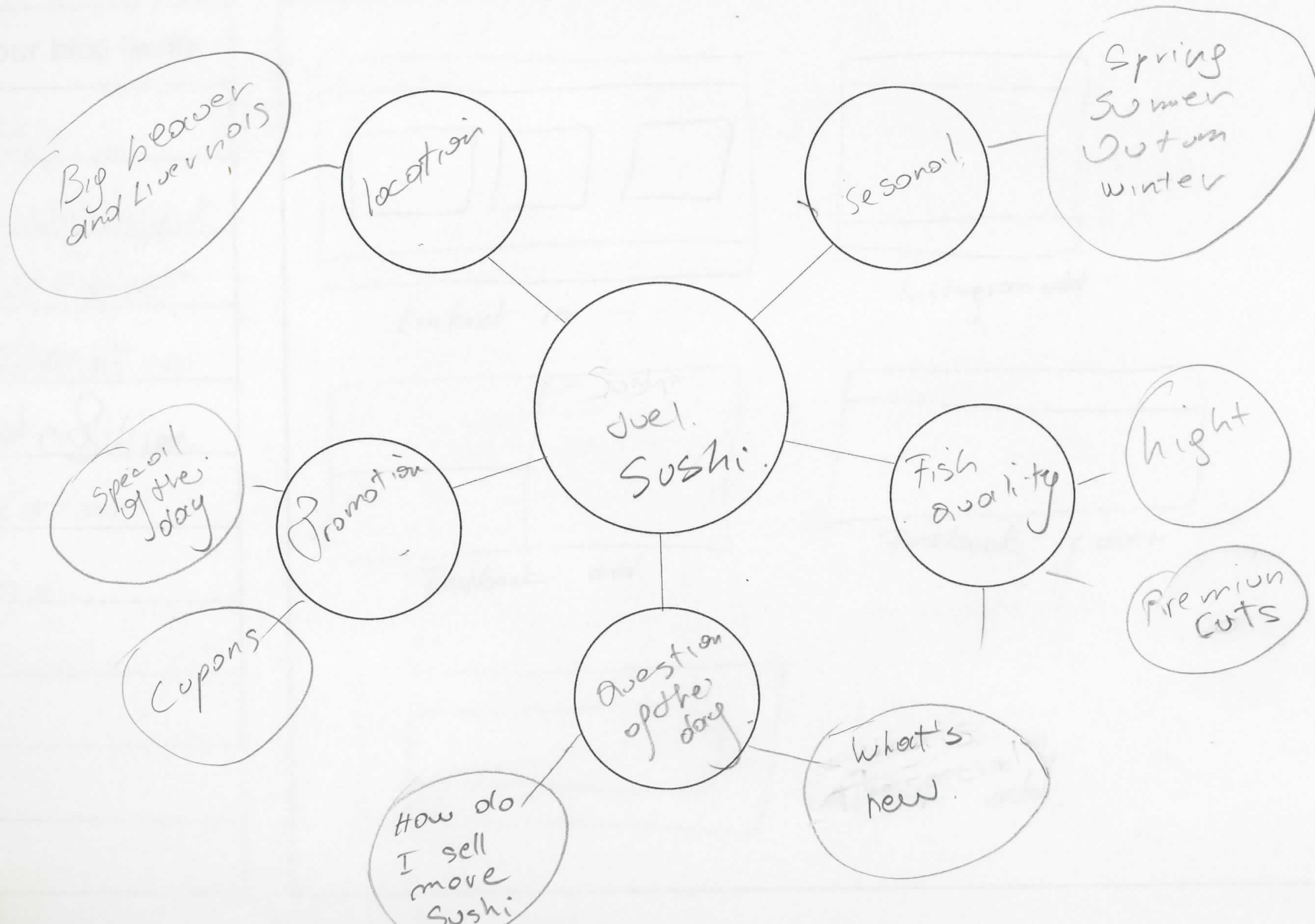
<p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>Business Name and Type (See the Canvas assignment page for ideas)</p> <p>Sushi JOEL Sushi</p>	<p>Create a social media blast for an event announcement across five social media apps. (See the Canvas assignment page for ideas)</p> <p>Facebook cover Facebook poster Instagram post Twitter post LinkedIn</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>address and email and hours open or close "The best sushi ever" Big beer and Luernois. joelsushi.com</p>	<p>Social Media Channels:</p> <ol style="list-style-type: none"> Facebook event Facebook post Twitter post Instagram post LinkedIn
<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>LinkedIn in Instagram ad Facebook ad Facebook cover Twitter ad</p>	

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Worksheet Content Discovery. Social Media Posts

Content Map

What information is on the event notice?



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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
Title in
Image(s)?
Statement
Statement over
Date & time
Location
Logo
Sort by date/time
Title

The wireframe area contains four hand-drawn diagrams representing social media post layouts:

- LinkedIn:** A large rectangle with a horizontal line near the top. Below the line are three smaller, roughly square boxes arranged horizontally. Another horizontal line is near the bottom.
- Instagram:** A vertical rectangle with a horizontal line near the top and another near the bottom.
- Facebook:** A horizontal rectangle divided into two vertical columns by a vertical line. There are horizontal lines near the top and bottom.
- Twitter:** A horizontal rectangle with a smaller, centered horizontal rectangle inside it.

Each diagram is labeled with its corresponding platform name in handwritten text below it: "LinkedIn", "Instagram", "Facebook", and "Twitter".