

Content

for the Web

Worksheet Content Discovery: Social Media Posts

<p style="text-align: center;">Target</p> <hr/> <p>Who is the item for? (audience) <i>Young Entrepreneurs and alike</i></p> <p>Why: What is the item's job? <i>networking</i></p> <p>Why: What is the value to the audience? <i>Meet people and make connections to curate business ops.</i></p>	<p>Business Name and Type (See the Canvas assignment page for ideas) <i>The AD CLUB of New York (AD CLUB) ORGANIZATION</i></p> <p>Company Profile <i>AD CLUB IS a non-profit organization for corporate and individual members in the advertising, media, marketing, industries.</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 style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located? <i>Spark online</i></p> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline) <i>Time, date, location, fee, images, event descriptions, title</i></p> <p>What are the delivery specifications? examples: aspect ratio / dimensions <i>Social Media Channels</i></p> <p>How will you create the item? <i>Spark Templates</i></p>	<p>What information is on the event notice? (See the Canvas assignment page for ideas) <i>Use Content Map on next page</i></p>	<p>Social Media Channels:</p> <ul style="list-style-type: none"> a) Facebook event ✓ b) Facebook post ✓ c) Twitter post ✓ d) Instagram post ✓ e) Linked In ✓
<p style="text-align: center;">Design</p> <hr/> <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 	<ul style="list-style-type: none"> • Attention grabbing • Corporate colors (teal, black & white) • Logo, identifies with the "+" sign • San-serif fonts, bold • Corporate graphics, eye-catching, young generation 	

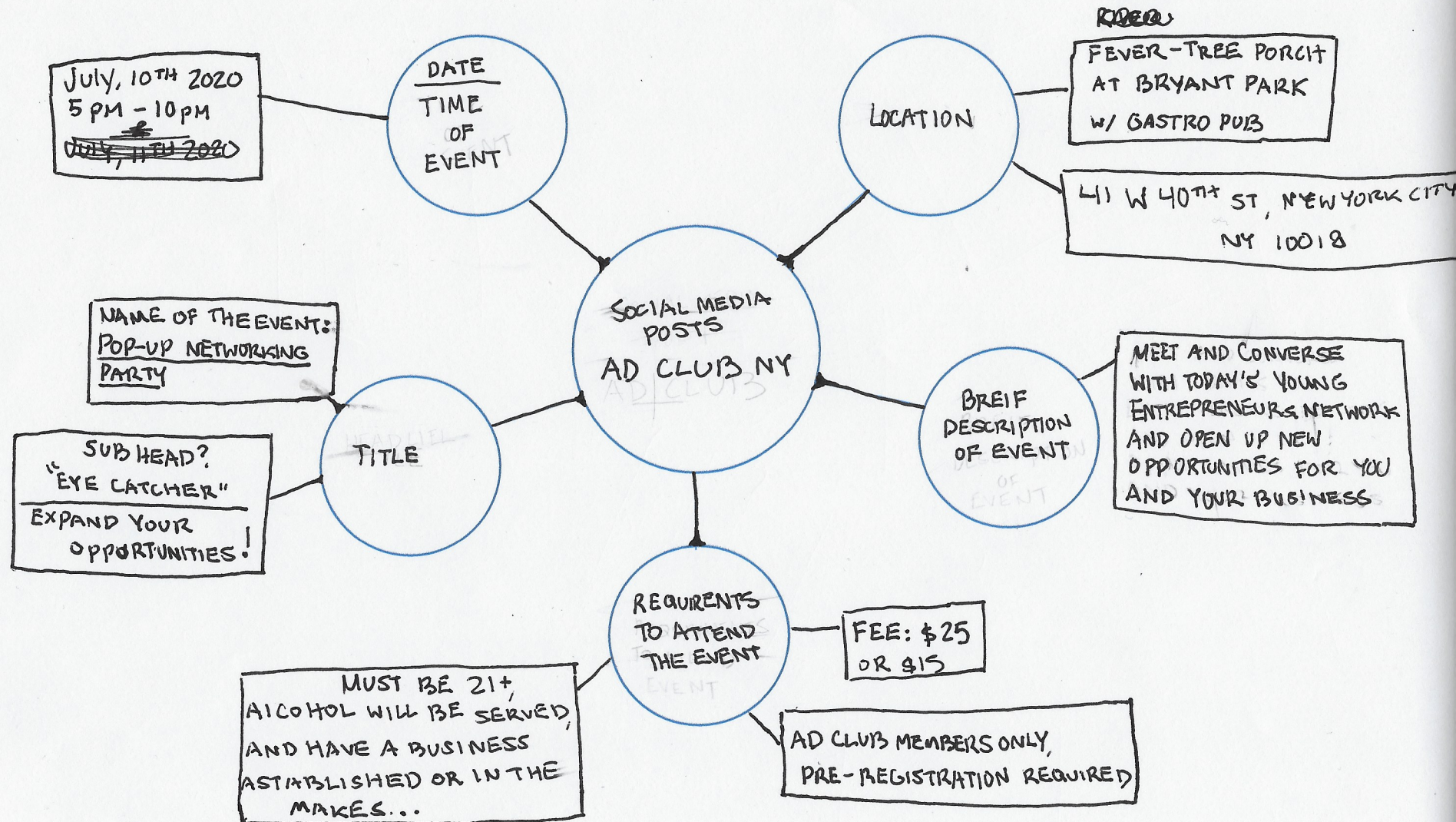
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Content Map

What information is on the event notice?



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Wireframe

W/OUT IMAGES

W/ IMAGES

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

List your blog items
DATE, TIME OF EVENT
LOCATION
BRIEF DESCRIPTION
EVENT REQUIREMENTS
TITLE, SUBTITLE
FEE
IMAGES TO BE ADDED

Hand-drawn wireframes for content items, numbered 1 through 10, illustrating various layouts for text and images.

1 (W/OUT IMAGES):

TITLE
DATE, TIME
LOCATION
BRIEF DES.
REQ. VIR.
FEE
SUB TITLE

2 (W/OUT IMAGES):

TITLE
SUBTITLE
DATE, TIME
LOCATION
BRIEF DESCRIPTION
REQUIREMENTS
FEE

3 (W/OUT IMAGES):

TITLE
SUBTITLE
BRIEF DES.
REQUR.
FEE
TIME, DATE, LOCATION

4 (W/OUT IMAGES):

TITLE, SUBTITLE
BRIEF DES.
TIME, DATE LOCATION
REQUIREMENTS, FEE

5 (W/OUT IMAGES):

TITLE
SUBTITLE
TIME DATE
LOCATION
REQUIR. FEE
BRIEF DES.

6 (W/OUT IMAGES):

TITLE
SUBTITLE
TIME DATE
LOCATION
BRIEF DES.
REQ. FEE

7 (W/OUT IMAGES):

TITLE
SUBTITLE
DES.
REQ. FEE,
TIME, DATE
LOCATION

8 (W/ IMAGES):

TITLE
SUBTITLE
BRIEF DES.
REQ. FEE
TIME, DATE, LOCATION
IMAGE

9 (W/ IMAGES):

IMAGE
TITLE
SUBTITLE
BRIEF DES.
REQ. & FEE
TIME, DATE, LOCATION

10 (W/ IMAGES):

IMAGE
TITLE / SUBT
BRIEF DES.
TIME DATE,
LOCATION
REQ. & FEE.