

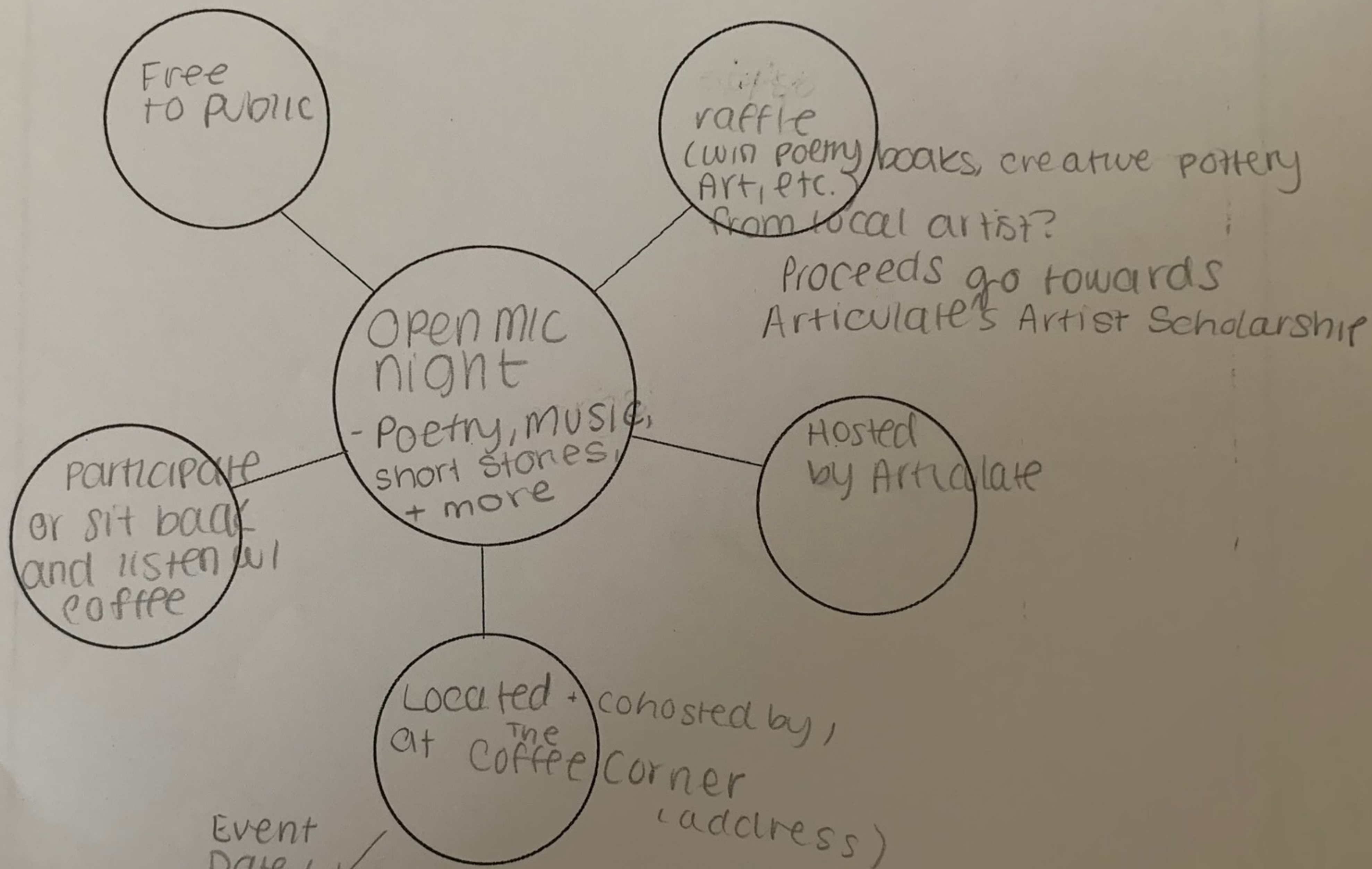
Content for the Web

Worksheet Content Discovery: Social Media Posts

<p align="center">Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Name and Type (See the Canvas assignment page for ideas)</p> <p>Articulate</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 align="center">Plan</p> <hr/> <p>Where will the item be located?</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>Company Profile</p> <p>A local group where writers and artist can come together as a community, attend workshops classes and participate in events</p>	
<p align="center">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 		

Content Map

What information is on the event notice?



Event Date + time

(Sat or Thursday)

7pm, April 9th 2020