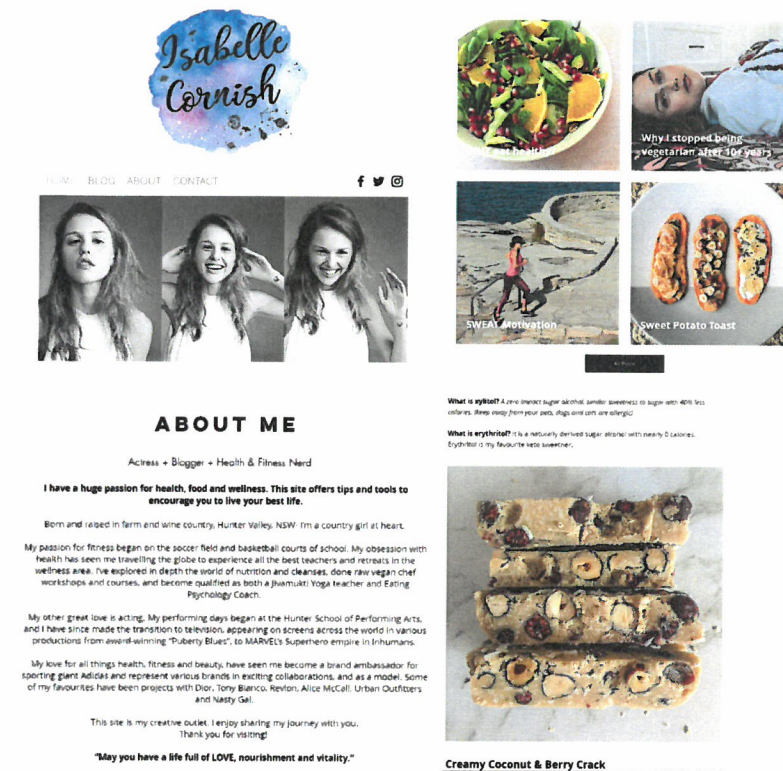What exploration and research you completed before starting your social media campaign. You need to show evidence of this. For example: include Instagram accounts, podcasts and or YouTube influencers to look in to.

Inspiration:

Blog:

ABOUT ME

Actress + Blogger + Health & Fitness Nerd

I have a huge passion for health, food and wellness. This site offers tips and tools to encourage you to live your best life.

Born and raised in farm and wine country, Hunter Valley, NSW. I'm a country girl at heart.

My passion for fitness began on the soccer field and basketball courts of school. My obsession with health has seen me travelling the globe to experience all the best teachers and retreats in the wellness area. I've explored in depth the world of nutrition and cleanses, done raw vegan chef workshops and courses, and become qualified as both a Jivamukti Yoga teacher and Eating Psychology Coach.

My other great love is acting. My performing days began at the Hunter School of Performing Arts, and I have since made the transition to television, appearing on screens across the world in various productions from award-winning "Puberty Blues", to MARVEL's Superhero empire in Inhumans.

My love for all things health, fitness and beauty, have seen me become a brand ambassador for sporting giant Adidas and represent various brands in exciting collaborations, and as a model. Some of my favourites have been projects with Dior, Tony Bianco, Revlon, Alice McCall, Urban Outfitters and Nasty Gal.

This site is my creative outlet. I enjoy sharing my journey with you. Thank you for visiting!

"May you have a life full of LOVE, nourishment and vitality."

Creamy Coconut & Berry Crack

Isabelle Cornish's blog is super helpful in so many ways as it helps people reach their goals of full health and wellbeing. She doesn't just theoretically write about how to lead a healthy life, but she actually lives it and I think that is what makes her blog really effective. Aside from the content, the layout is super clear and easy to follow and looks really inviting for all people. The purple blob at the top of the website is really eye catching and unlike many other websites.
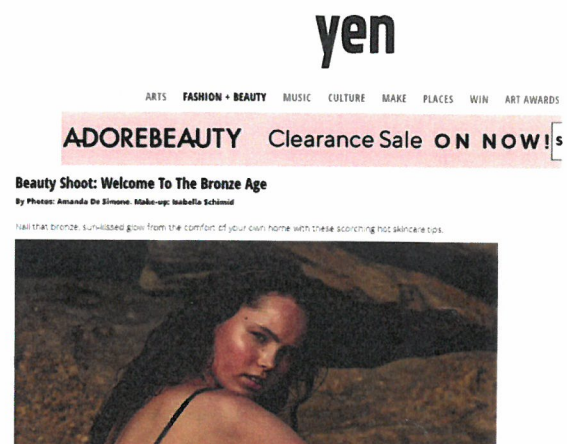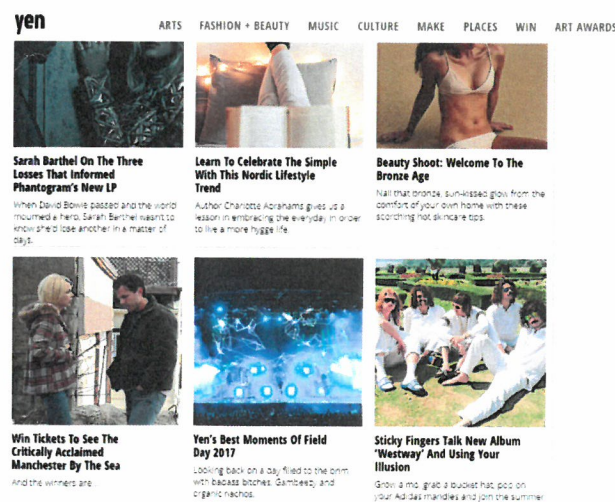
Yen magazine website is super funky – I love the titles and names of articles as they match well with eye catching images. The article 'welcome to the bronze age' uses a dark exposure in the cover image of the girl that promotes a 'bronzed look'. The use of negative space in both websites is really effective in bringing forth the strong font and text.

Instagram account:
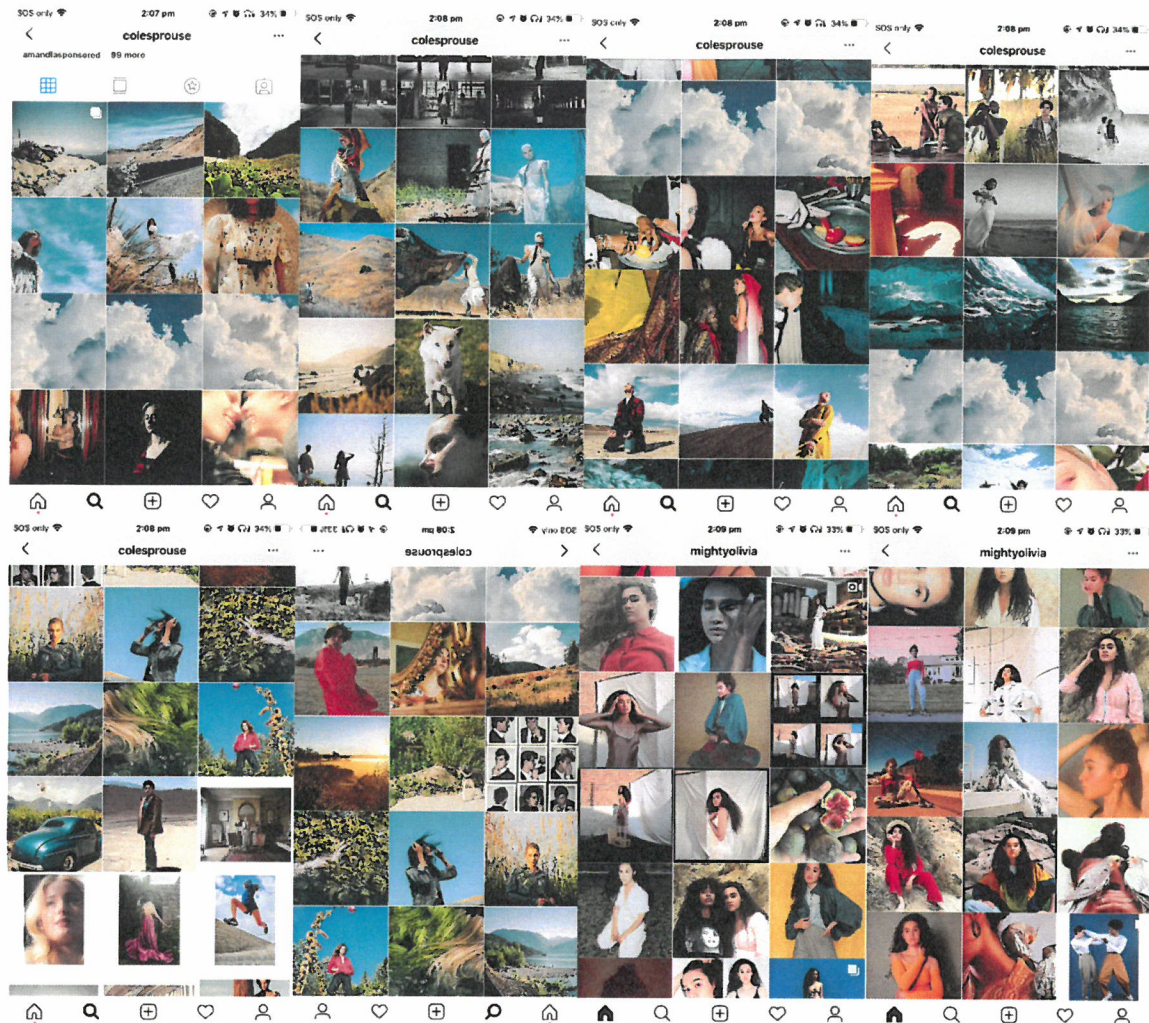
Cole Sprouse's Instagram accounts are really, really cool and I think his style of photography is one that I would love to mimic. His use of colours and positioning in his photography is quirky and stylish. I think his in-depth thoughts that he posts in the captions of his pictures occasionally gives a lot of depth to the image and leaves you in awe of his multiple talents. 'mightyolivia' has intriguing features and I love the colours and warm sort of tone to her photos. The 'girlgaze' Instagram account includes really raw, real images of girls that are creative and open, revealing to the world true, strong women. Their account mainly consists of body images and head shots of really deep images that look as though they have a lot of back story.
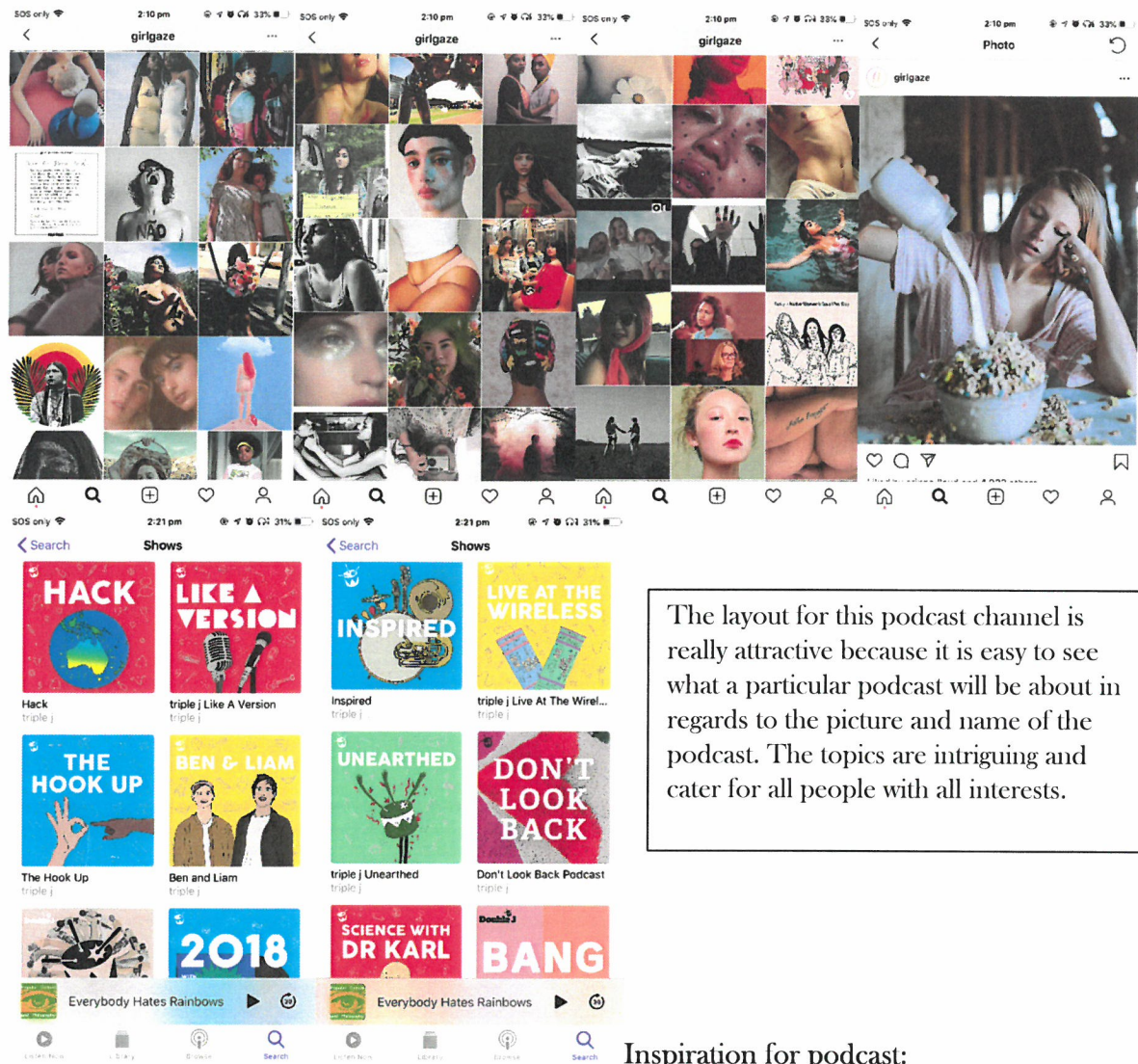
The layout for this podcast channel is really attractive because it is easy to see what a particular podcast will be about in regards to the picture and name of the podcast. The topics are intriguing and cater for all people with all interests.

Inspiration for podcast:

Who is your target audience?

➕ List their Demographics (age, gender, income)

My target audience are young, school/university aged people from 14-22, mostly girls as they may be more able to relate to the content and it is targeted at people from all income levels.

➕ List their Geographic's (where they hang and what they do)

Young people mainly based in Australia or all over the world who enjoy insightful conversations and philosophical ideals.

➕ List their Psychographics (personality, what they're into, likes and dislikes)

My target audience love looking and admiring the starts and intricacies of leaves. They hate global warming and negativity, but love positivity and having fun. My audience have mysterious personalities and are confusing to understand by most, only few really get them. They are sort of still finding themselves

Algorithms:

Isabelle Cornish has multiple social media accounts (facebook, Instagram, twitter) and all of them have a url that connects straight to her blog – making it super accessible. She has a background in acting, which would bring her more followers on her social media – leading to more people viewing her blog. Cole Sprouse's techniques for getting more followers would be that he has been a movie star for his whole life and also a very talented photographer that posts semi-regularly but keeps his followers keen. He doesn't use hashtags, but his comments can sometimes be really long and insightful, keeping people wanting more of his mind. 'Girlgaze' gets many followers because of the beauty in the rawness of the content. It is a really different kind of account because it doesn't promote beautiful, skinny models, but real life girls and boys that are all vastly different and interesting. I really like the image with the girl pouring milk into her cereal and it overflowing because it shows the freedom of her mind and I think this sort of photography attracts and intrigues people. The popularity of the podcast relies on the radio channel that people listen to in the car, so when people get out of the car, they can continue listening and binge on a whole lot of them as their access to this type of media is no longer restricted to their time in the car.