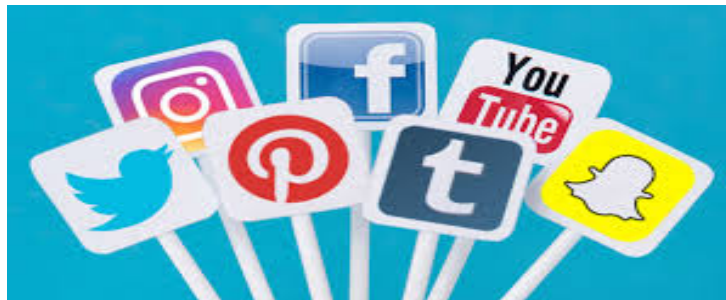


Social Media Campaign



Your job will be to create your own Social Media Campaign. Today we see people making their own career paths by using Social Media to create public awareness and interest. Brands are utilising these creative people to sell and promote their products and services.

Steps to follow:

Step 1:

Research social media campaigns

Be sure to get at least 6 different Media Research Ideas. Ensure you get a variety of media forms for this component of the assessment task. Examples include; Blogs, Instagram, Podcasts, YouTube, Pinterest etc.

Consider what campaign you will like to create (use your strengths). For example, moving image, photography, online blogging, online print publications etc. Find a platform you know well – like YouTube, Instagram, Twitter, Pinterest, Facebook, WIX website, Wordpress Blog etc...

Step 2:

Target Audience Break Down

List the Demographics
List the Geographics
List the Psychographics

Step 3:

Algorithms

Have a look at the examples on my website on how to layout this section. Essentially you need to show examples of other Influencers work and annotate the algorithms they have employed to engage their audience. This could be in the form of; #Hastags, Colour grading, Subscriptions, Follows, Likes etc.

Step 4:

Create your campaign

Display your campaign the way it should be viewed by your audience. Have a look at student examples on the website. You DO NOT have to make this live online.