

YEAR 10 MEDIA

SOCIAL MEDIA CAMPAIGN



NAME: _____

ASSESSMENT TASK:

This is an individual task. All students will create a mini folio (design brief) and then complete a Social Media Campaign.

Your job will be to create your own Social Media Campaign.

Note: You do not have to put this online when you are finished.

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.

Your Social Media Campaign can do one of the following:

- **Entertain**
- **Call to Action**
- **Educational**
- **Informative**

Examples of Social Media Campaigns can include but are not limited to:

- Instagram accounts
- Podcasts
- Blog / Vlogs
- Tik Toks
- Pinterest Boards
- You Tube Channel
- Website

It will be printed and placed in an A4 Folder. Then the final campaign should be placed on the USB in the Media Room.

Below are the steps you will need to complete in order. There are also Social Media Examples in the Media Room for you to look through.

I have also attached a student example to look through.

Steps to follow:

Step 1:

Research social media campaigns and place these in your folio.

Be sure to get at least SIX different Media Research Ideas.

Get screen shots of your researched campaigns so you can annotate them.

Ensure you get a variety of media forms for this component of the assessment task.

Annotation should include:

- What code and conventions have they used to engage the audience?
- What message is being delivered and what elements might you consider in your campaign
- Is the campaign: Call to action, Entertainment or educational?
- Any algorithms employed that would be beneficial for your campaign?

You must demonstrate a variety of campaigns. For example, have examples of Websites, Blogs, Podcasts, Youtube and Instagram accounts.

Step 2:

Target Audience Break Down.

Demographics:

Gender, Age, Income, Family.

Geographics:

Location based profiling - Where they live, How they live, Where they holiday, Where they hang out, Where they buy things – online/in-store.

Psychographics:

Personality Profile - Audience likes, Dislikes, Hobbies, their thoughts on things, How much Social media they use, What type of social media platforms are they drawn too, Who they hang out with, Their Buying trends, Do you follow others, Are you a leader, Introverted, Extroverted, How important social media is to them. Behaviours, Positive or negative mindset, Out Spoken, Political, Activist etc.

Step 3:

Algorithms:

Here you are to list all the algorithms you will be using to engage and keep your audience attracted to your Social Media platform.

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:

#Hashtags, Colour grading, Subscriptions, Follows, Likes etc.

Step 4:

Create your campaign:

This is the part where you create your campaign.

Display your campaign the way it should be viewed by your audience. You DO NOT have to make this live online.

However if you want to send the campaign via a link you can. Or place the final on the USB.

STUDENT EXAMPLE