

# Content

for the Web

Worksheet Content Discovery:  
Social Media Posts

<p><b>Target</b></p> <p>Who is the item for? (audience) <i>people looking for job.</i></p> <p>Why: What is the item's job? <i>inform</i></p> <p>Why: What is the value to the audience? <i>you could inquire for you</i></p>	<p>Business Name and Type (See the Canvas assignment page for ideas)</p> <p><i>Starbucks</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><i>Hiring Fair Saturday 4/4/20 2pm - 5pm</i></p>
<p><b>Plan</b></p> <p>Where will the item be located?</p> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>What information is on the event notice? (See the Canvas assignment page for ideas)</p> <p><b>Use Content Map on next page</b></p>	<p>Social Media Channels:</p> <p>a) Facebook event 1920 x 1080 b) Facebook post 1200 x 630 c) Twitter post 440 x 220 d) Instagram post 1080 x 1080 e) Linked In</p> <p><i>created in SPARK POST</i></p>
<p><b>Design</b></p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>		

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## Content Map

What information is on the event notice?



