

Content for the Web

Matthew Hale

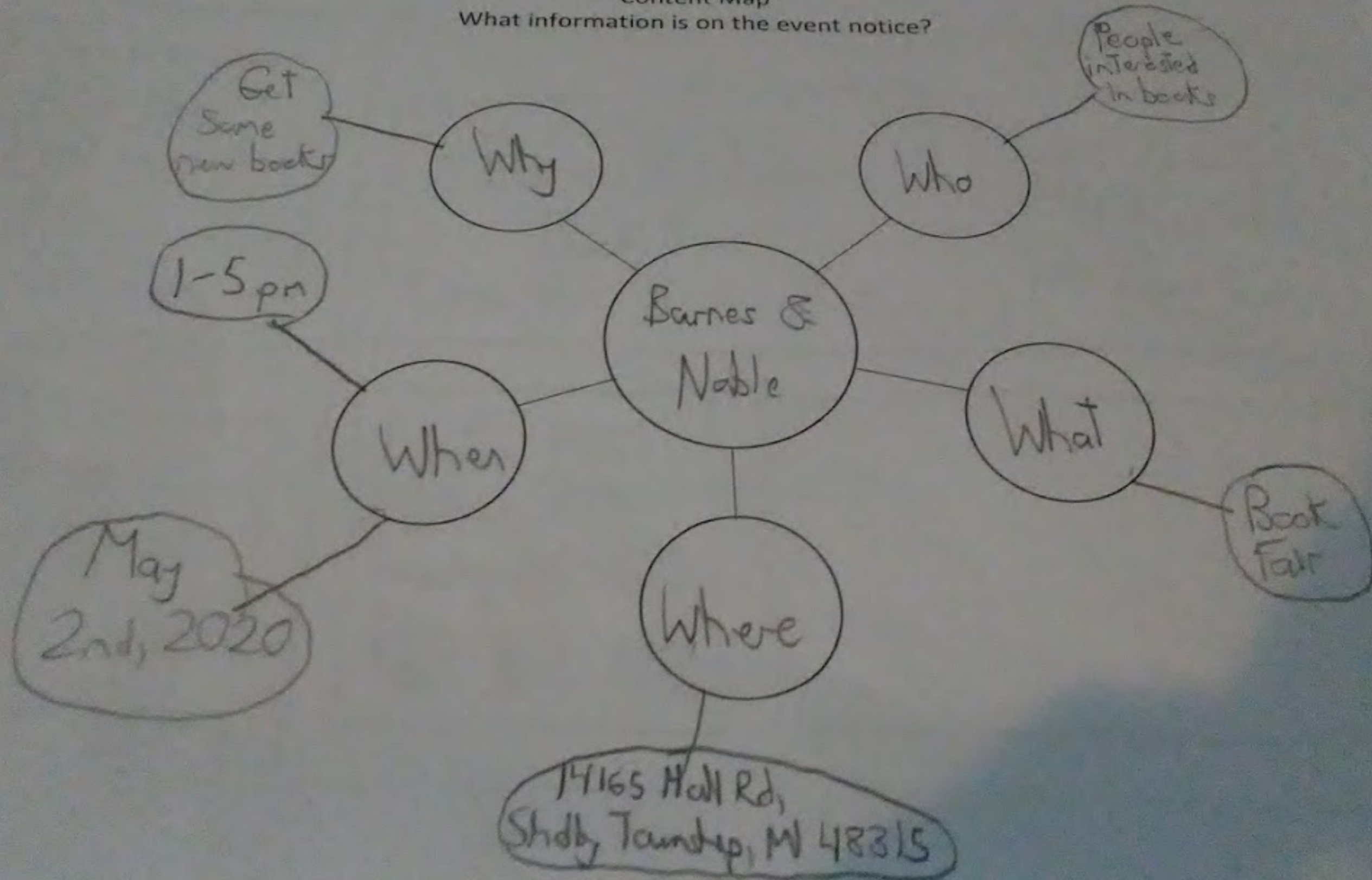
Worksheet Content Discovery:
Social Media Posts

<p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>Business Name and Type (See the Canvas assignment page for ideas)</p> <p>Barnes & Noble</p> <p>Company Profile</p> <p>Retail Bookseller</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>Barnes and Noble is doing a book fair</p>
<p>Plan</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>Use Content Map on next page</p>	<p>Social Media Channels:</p> <p>a) Facebook event b) Facebook post c) Twitter post d) Instagram post e) Linked In</p>
<p>Design</p> <p>Attach layout wireframes - simple squares design thumbnails - graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Event Name : Barnes and Noble Annual Book Fair</p> <p>Event Description (Why Attend)</p> <p>Date : May 2nd, 2020</p> <p>Time : 1 pm - 5 pm</p> <p>Location : B & N 14165 Hall Rd, Shelby Charter Twp, MI 48315</p> <p>Fee : \$2.00</p> <p>Image</p>	

Content for the Web

Worksheet Content Discovery:
Social Media Posts

Content Map
What information is on the event notice?



Content

for the Web

Worksheet Content Discovery
Social Media Posts

Wireframe

Create a simple wireframe with rectangle shapes for each content item in your blog. (This will vary by template selected)

Use your blog items

Event Name

Event Description

Date

Time

Location

Fee

Image

Who Attend

Barnes & Noble
Book Fair
Come for Books & Fun

Date: Saturday
May 2nd, 2020

Time: 1 pm - 5 pm

Location: 14165
Hall Road Shely
Township MI 48315

Fee: \$2.00