Social Media Campaign Project

By Matthew Colyer

Who is my target audience?

For this project I will be creating social media platforms to promote and advertise my online portfolio. By doing this it will create generate more interest and help me promote my brand as well as the content and work that I produce. My target audience is client and business that are interested in find a graphic designer. This project is very important as it will help me for my third year of university.

For this project I will need to research the different social media platforms and the ones which are more suitable for my online portfolio. I will need to understand how search engine optimization works and the importance of hash tags and how it can generate more interest.

Theses are the different demographic groups of the target audiences. As this social media Campaign is based on my website I will be Targeting the B middle class as its relevant to job employment and the professional working world. I will need to make sure that the work that I produced represents the demographic.
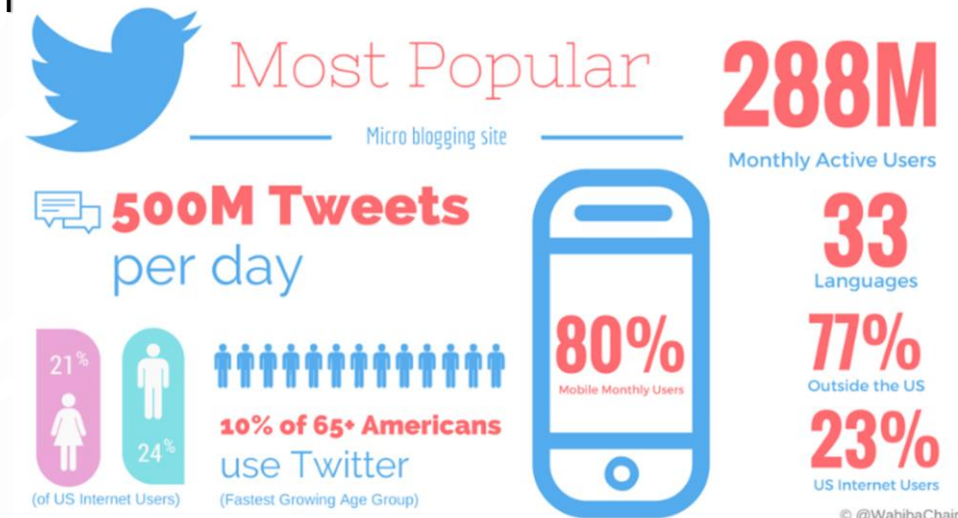
A	Upper Middle Class	Higher managerial, administrative or professional job employment
B	Middle Class	Intermediate managerial, administrative or professional job employment
C1	Lower Middle Class	Supervisory or clerical and junior managerial, administrative or professional job employment
C2	Skilled Working Class	Skilled manual workers
D	Working Class	Unskilled manual workers
E	Casual/Lowest Grade Workers	Pensioners and others who depend on the welfare state for their income

Research on different social media platforms

Twitter: Its important to understand the demographics for Twitter and if it is suitable for my website portfolio. This source is from http://keywordsuggest.org/gallery/848840.html. From the demographic information presented it shows that Twitter is aimed more at Men when compared to Women. This is because Men have a percentage of 24% and Women have a percentage of 21%. This means this social media platform is the right social media platform and the companies target audience is aimed at Men who are 38 to 55 year olds. This means Twitter will be very good at targeting Men who are in this age range.

From the information above it also shows that people from all around the world will be interested in the companies social media account. This is because Twitter can provide information in 33 different languages. This means Twitter will be very beneficial as it will encourage people from all around the world to view the companies social media page. Twitter is also a very popular social media platform. This is because Twitter receives 500 million tweets every day. This means its very important that the company has a social media account as they can target a large number of people. It can also help drive the company in the right direction. Twitter is also very popular on mobile phones. This is because 80% of mouthy users use Twitter on their phone. This can help improve the companies target audience as its aimed at people who are from 22 to 30 years old.

Most Popular
Micro blogging site

288M
Monthly Active Users

500M Tweets per day

33 Languages

21% (of US Internet Users)
24% (Fastest Growing Age Group)

80% Mobile Monthly Users

77% Outside the US

23% US Internet Users

10% of 65+ Americans use Twitter

© @WahibaChair

Twitter

Research on different social media platforms

Facebook: Its important to understand the demographics for Facebook and if it is suitable for my website portfolio. This source is from https://www.journalism.org/2013/10/24/who-uses-facebook-for-news/. From the demographic information presented it shows that Females use Facebook more than Men do with a result of 58%. Facebook is also aimed at an older demographic compared to Instagram. For example the majority of people that use Facebook at between 30-49 years old. This shows that more older people are using Facebook than the younger generation. This social media platform would be suitable for business that have been set up for a number of years.

Facebook also has a larger number of amount of money this is generated of more than 75,000 dollars. This shows the amount of income and money that Facebook at many. From the data it also shows that the higher school graduate or bellow is the highest result. This shows that the demographic from this social media platform is aimed at more wealthy people when compared to other social media sites like Instagram. Facebook has also been around for a long time when compared to Instagram. This is why people from the age range of 30-49 still use Facebook as they are unclear on the developing social media platform of Instagram.

Profile of the Facebook News Consumer

	Facebook News Consumers %	Other Facebook Users %
Male	42	46
Female	58	54
> $30,000	22	22
$30,000-$74,999	37	37
$75,000<	41	42
18-29	34	20
30-49	39	35
50-64	20	29
65+	7	16
High school graduate or less	39	39
Some college	31	29
Bachelor's or more	30	33
White, Non-Hispanic	63	71
Non-white	37	29
Republican	26	27
Democrat	38	35
Independent	30	32
	N=1,429	N=1,839

Facebook News Survey Aug. 21-Sept. 2, 2013.
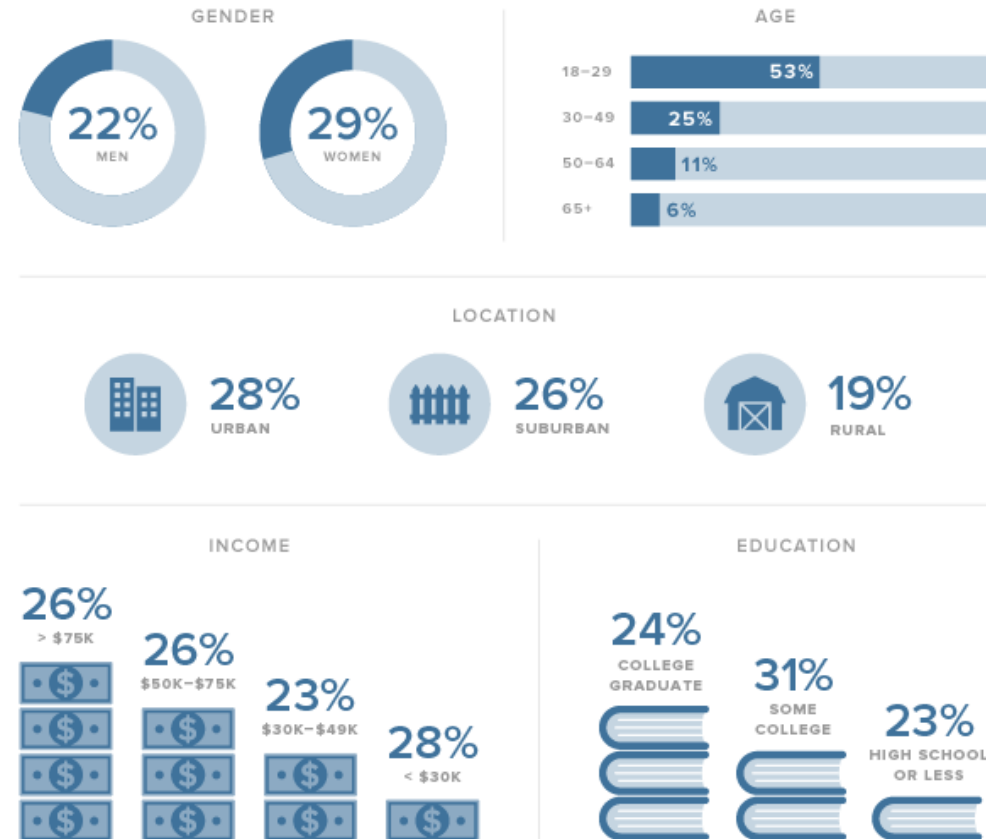
PEW RESEARCH CENTER

Facebook

Research on different social media platforms

Instagram: Its important to understand the demographics for Instagram and if it is suitable for my website portfolio. This source is from https://sproutsocial.com/insights/twitter-vs-instagram/. From the demographic information presented it shows that Instagram is used more by women then men. This is because 29% Women use Instagram when compared to 22% of Men.

When comparing this to Twitter it shows that Instagram is more popular for Women and Twitter is more popular for Men. Instagram is also aimed at a younger demographic of 18-29 years old covering 53% of the age group population. This is a great social media platform that is suitable for my age range and getting interest from younger business opportunities. The location information is also interesting with a very close result of 28% Urban and 26% Suburban for the locations of where people use Instagram. This means this platform is suitable for targeting both independent business that are in the countryside as well as business that are in the city.

Instagram Usage Among Key Demographics

GENDER
22% MEN
29% WOMEN

AGE
18-29 53%
30-49 25%
50-64 11%
65+ 6%

LOCATION
28% URBAN
26% SUBURBAN
19% RURAL

INCOME
26% > $75K
26% $50K-$75K
23% $30K-$49K
28% < $30K

EDUCATION
24% COLLEGE GRADUATE
31% SOME COLLEGE
23% HIGH SCHOOL OR LESS

sproutsocial   http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf

Instagram

Research on different social media platforms

LinkedIn: Its important to understand the demographics for LinkedIn and if it is suitable for my website portfolio. This source is from https://www.soravjain.com/linkedin-stats-facts-infographic
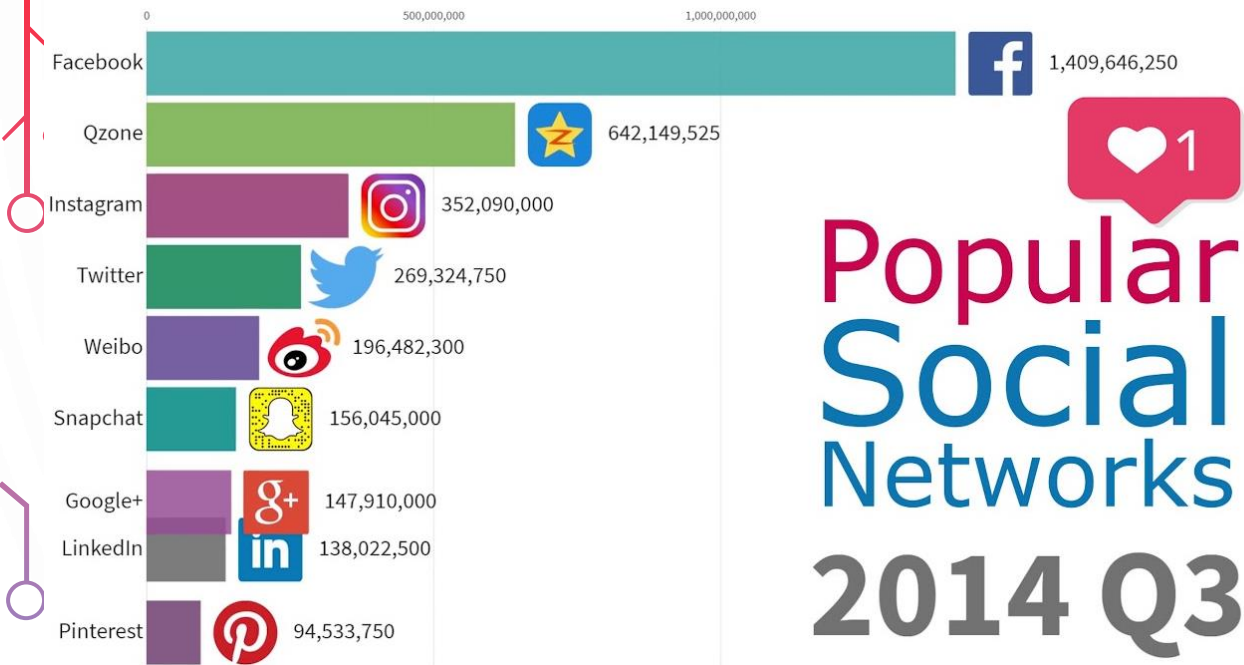
From the demographic information displayed on the right hand side it shows that LinkedIn has over 590 million users. When comparing it to Twitter there is a big difference with how much interest they get. For example Twitter receives around 280 million user every mouth. The information also shows that LinkedIn has 260 million users every mouth which is very similar to Twitter.

When looking at the amount of mouthily users that LinkedIn it only receives 40% monthly active users. This shows that LinkedIn have a different demographic that is more focused on business. This is because 92% of B2B Marketers include LinkedIn to their digital marketing plan. This shows that they are a professional social media.
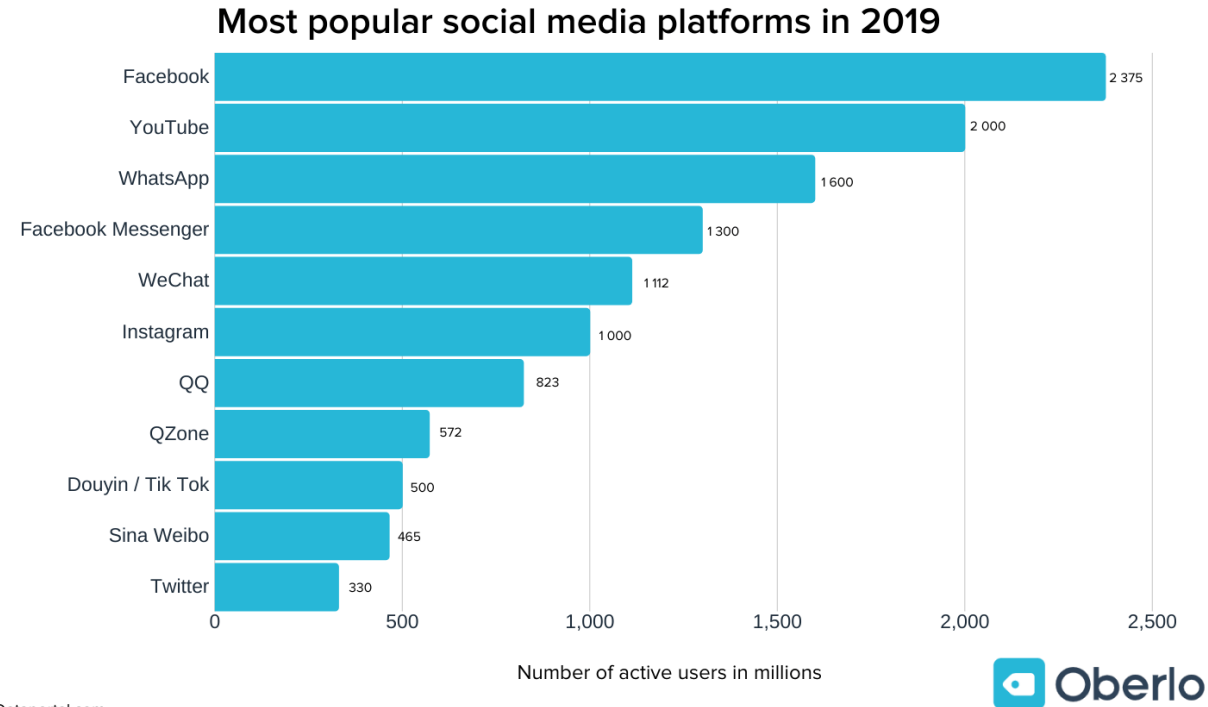

TOTAL LINKEDIN USERS (2019)

WORLDWIDE, LINKEDIN HAS OVER **590** MILLION USERS

LINKEDIN CONTRIBUTES **0.07%** IN THE OVERALL SOCIAL MEDIA MARKET SHARE

LINKEDIN SLIDESHARE HAS **18** MILLION PIECES OF CONTENT UPLOADED

92% OF B2B MARKETERS INCLUDE LINKEDIN TO THEIR DIGITAL MARKETING PLAN

OVER **260** MILLION USERS ACCESS LINKEDIN ON MONTHLY BASIS

40% OF MONTHLY ACTIVE USERS USE LINKEDIN EVERY DAY

IT IS THE TOP PLATFORM FOR B2B MARKETERS FOR DISTRIBUTING CONTENT AT THE RATE OF **94%**

LINKEDIN GENERATES **2.74%** VISITOR-TO-LEAD CONVERSATION RATE, WHILE FACEBOOK GENERATES **0.77%**

LINKEDIN REPORTS **63** MILLION UNIQUE MOBILE USERS MONTHLY

50% OF ALL SOCIAL TRAFFIC TO B2B WEBSITES AND BLOGS COMES FROM LINKEDIN

SOURCE
ommicoreagency.com/ - brandwatch.com/ - adespresso.com/ - foundationinc.co/

soravjain.com

LinkedIn

Why social media platforms have changed

Most popular social media platforms in 2019

Platform	Number of active users in millions
Facebook	2 375
YouTube	2 000
WhatsApp	1 600
Facebook Messenger	1 300
WeChat	1 112
Instagram	1 000
QQ	823
QZone	572
Douyin / Tik Tok	500
Sina Weibo	465
Twitter	330

2014 Q3 (left image)

Platform	Users
Facebook	1,409,646,250
Qzone	642,149,525
Instagram	352,090,000
Twitter	269,324,750
Weibo	196,482,300
Snapchat	156,045,000
Google+	147,910,000
LinkedIn	138,022,500
Pinterest	94,533,750

Popular Social Networks 2014 Q3

Source: Dataportal.com

Oberlo

The image on the left is taken from the year 2014 and it shows the process of each of the social media platforms. This image is from https://www.youtube.com/watch?v=aOymOiQdNaE and it shows that Facebook was the most used social media platform with Qzone in second place. However when you look at the image on the right which is from https://www.oberlo.com/statistics/most-popular-social-media-platforms . Both Instagram and Twitter have had massive falls since 2014 compared to 2019. Instagram has gone from the third best platform to the sixth most used social media platform. However, Twitter has had the biggest fall it has gone from 4th to 10th. This shows that social media platforms are changing all of the time. For example from the two image you can see that both YouTube and WhatsApp have made massive jumps in the social media platform ladder.

Choosing my social media platforms

The two social media platforms that I will be using to promote my portfolio are Instagram and LinkedIn. I believe that these social media platforms will help build my online portfolio and interest. Instagram will allow me to upload progress to my story as well as videos of the file product. I will also be able to post progress of my work on Instagram and hope to receive likes and interest from my work. I will also need to link my portfolio on my Instagram account so that it can gain more interest. Despite Instagram having a fall of interest other the years its still a very popular social media site that gains a lot of interest. Instagram is aimed at a younger demographic compared to LinkedIn. This is why I have decided to use two social media platforms. My target audience who people from the age range of 20 – 35 years old that are around the middle class demographic.

This allows me to target different demographic groups that will help me gain interest for my online portfolio. LinkedIn is a social media platform that I have not used before. However, its more suitable for business that are looking for job chances. LinkedIn will allow me to present my work in a more professional way.

TASK

POST TWO DIFFERENT THINGS ON THE SAME PLATFORM AT DIFFERENT TIMES AND COMPARE THEM

FIND TWO SOCIAL MEDIA INFLUENCERS THAT WOULD GIVE ME A JOB

I decided to do two different Facebook stories at different times and then compare how much interest they received in a pacific time set.

The first post that I decided to do is a University of Winchester image collection. I decided to do this story as I knew that it would get interest from people that are in the local area. I posted this at 11:00am to see how much people view stories in the morning. In 5 hours the post received 30 views. The results for both of these are taken from a 5 hour time frame. The second image was posted at 6:00pm and received 14 views. This is half the results that the first post got early in the morning.

GARETH BROUGH (THIRDFLOORDESIGN.CO.UK)
Creative Director
He has over 20 years experience in the industry, Gareth leads the design team at Third Floor. He loves the diversity of the work we do, from bespoke illustrations to engaging visual identities.

John Aylott
(Fourleaf.co.uk)
Director
If you want to optimise click rates, strategize a marketing campaign or need help on how to proceed with anything John is your man in the know.

A timeline plan

Activity	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	Week9	Week10	Week11	Week12
Research	██	██	██									
Create content				██	██	██	██	██	██	██	██	
Aims and objectives			██									
Post Content						██	██	██	██	██	██	
Choose Social Media Sites				██								
Plan for detailed Action Plan				██	██							
Deadline for Action Plan						██						
Review feedback								██	██	██	██	
Promote work												██

SEO (Search Engine Optimization)

Search Engine Optimization is a range of strategies which aims to move your website to the top so that it receives more searches. The higher up your are on the page the more interest you are going to get. This is because most people look on the first page of results as they are the most useful to your search. The more pages you click through the less popular that search is going to be for you. This is because the most relevant information is at the top of the page. This example is a search which is focused on record companies. Google also presents websites which are most useful for the search which you have typed in.

This is why its very important to include keywords when posting information about my company. This is because when people search information you want it to come up with keywords which your company uses. This is because the website will receive more interested as its high up on the search engine. The more popular key words your company uses the more search engines it will appear in. This means people would be more likely to view your website as the key word which you have used is top of the search engine on a website page like Google. If your company has a high profile and popular social media page it will appear in search engine results. This is because the companies social media platform has used popular key words in their social media page. This means they are also popular on website searches. This is why its important for social media companies to use key words as they can generate interest on different website searches. Search Engine Optimization also takes into account locations, street names, posts codes and advertisement which is basted on your search. This means when people search for information it includes where the company is and more information which might help the person find what they are looking for.

What makes a successful post

Adidas has used this key word so that this post appears on different searches.

They have made the post personal by using the word "Together" which means the post is directed at you.

Adidas has decided to use a video for this post as it allows the post to have peoples experiences in one short video.

The post is confining people join the journey which is why they have include a short video of people going through the journey so people know what to expect.
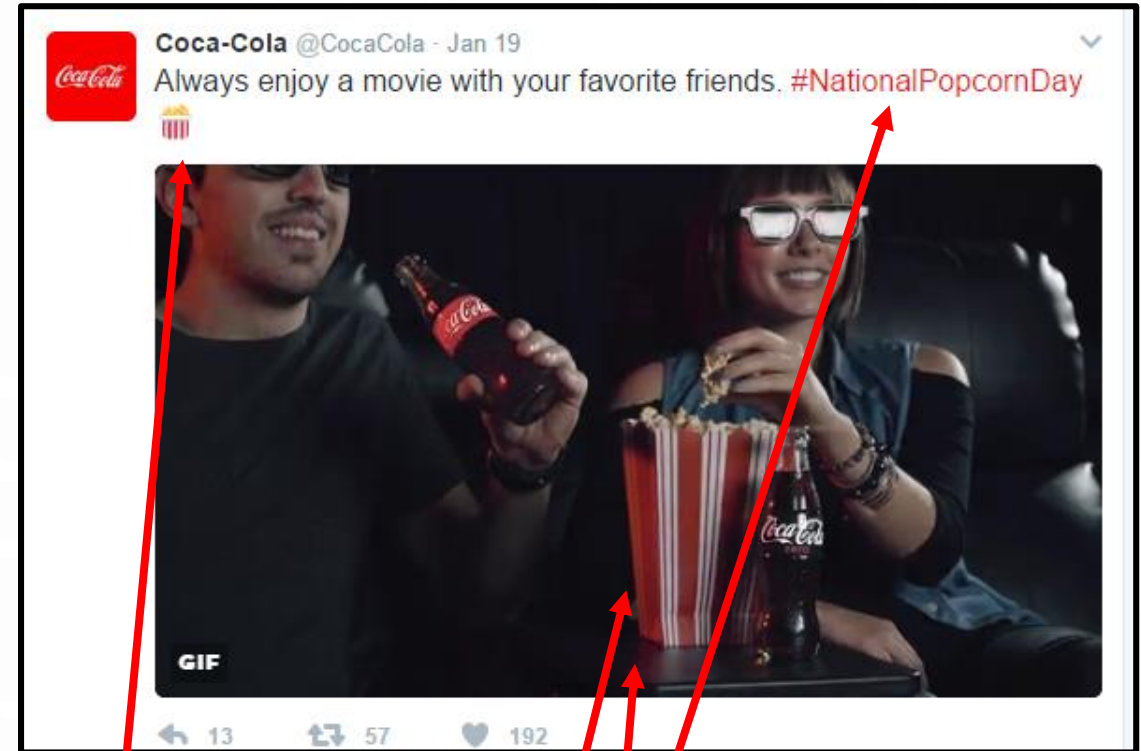
They have included the emoji popcorn symbol so that people looking at this post straight away know what its about.

Coco Cola has used this key word so that this post appears on different searches.

The purpose of this post is to celebrate the day of national Popcorn Day. Coco Cola have done this by include an image of two people drinking their product with popcorn on the table.

Coco Cola has decided to include a still image of two people having pop corn and a drink of coco cola is its very clear what the image is about.

Comparing Adidas and Coco Cola

These are examples of successful posts which are from Adidas and Coco Cola. When posting something online there are many things which you need to consider. For example are you using any questions in your post to make people respond to what you have produce, have you use a suitable and eye catching image which draws the target audience in and are you using keywords to help share the post on different search engines and web pages. There are many reasons why I have chosen these posts as successful. This is because they are very good at making the target audience interested in the post and convincing them to comment like and share the post. This is because they have both used keywords which people can share and spread around on social media. The images and videos are relevant to the text which helps the person understand what the post is about without having to read massive paragraphs of text.

Adidas: They have focused their post on getting people together and being more active. They have promoted the journey by including people in Adidas clothes and shoes going through the experience of the journey. The length of the text is suitable as its not to long which means people will read what the company has posted as it wont take them a lot time to read it. You don't want to see massive paragraphs of text when looking at posts. The topic which they have decided to talk about is pacific as it focused on running and joining the journey. Another reason why this is a successful post is because its convincing people to do more running and to join the journey which is advertised as an event which people should do by including the video. They have also used a key word which means more people will be aware of this post when search on different pages.

Coco Cola: They have focused their post on event which they are celebrating. This is because they are prompting their drink as well as celebrating national popcorn day in the image. They have also used a suitable length of text as it means the target audience can understand what the post is about with out having to read a large amount of text. They have focused one topic which means the post is very effective at bringing the message across to the target audience. The image which they have chosen links to the text which means the target audience can clearly understand what the image is about and the message its trying to being across to the target audience. Coco Cola have not only used a key word they have also used an emoji. This is effective as it encouragers more people to comment about national popcorn day and to use popcorn emoji's means posting.
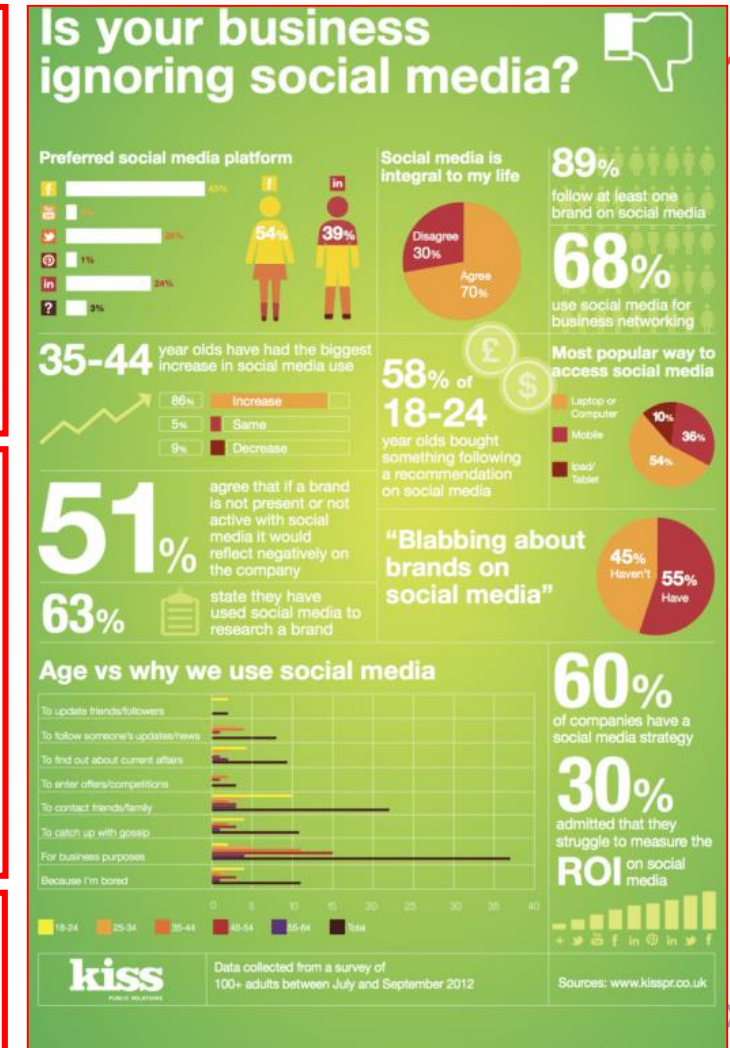
The risks and issues of posting online

SSONTech @SynthEyesHQ · May 30
@firefox you burn my cpu time and now crash several x/day. I've stood by you forever... but I think I must say good bye. :-(
Details
Reply Retweet Favorite Buffer ··· More

Firefox ✔
@firefox
⚙ Follow

@SynthEyesHQ Hi! Follow these tips & they might help: mzl.la/1eyo9XR.

Reply Retweet Favorite Buffer ··· More

October Jones
@OctoberJones
29 May 12

Dear Sainsbury's. The chicken in my sandwich tastes like it was beaten to death by Hulk Hogan. Was it?

Sainsbury's News ✔
@SainsburysNews
Follow

@OctoberJones really sorry it wasn't up to scratch. We will replace Mr. Hogan with Ultimate Warrior on our production line immediately.

2:58 PM - 29 May 2012

142   74

This is an example of a comment which someone has posted online. One reason why its important that the company they are complaining to responses as quickly as possible is because it's a large company. This means a large number of people can see what the person has commented.

Firefox have responded in a friendly way by starting the contestation with the world "Hi." The company has also responded by include links and tips which they might find useful. The company is also responding to them in a nice way and not provoking an argument.

A customer has complained about the chicken in their sandwich and said it takes like it had been beaten to death. The person brought the sandwich from Sainsbury's and they have responded making changes to the chicken which they include in their sandwiches.

Is your business ignoring social media?

The risks and issues of posting online

There are many risks which I need to consider when posting information online. From the images above it shows the risks which I need to consider when posting and how I should reply to completes which I receive. Using the information above I have learnt that I need to reply to peoples comments and questions in a friendly way. I will do this by creating them with the word "Hi" so that the customer understands that they are being greeted by a friendly person. Its also important to respond quickly when posting information on social media. This is because the customer wants to get a response as quickly as possible. This means when I post information on Twitter I will need a group of people who are constantly checking for any question and comments. I will also need to respond by giving the person websites and useful tips which they might find useful.

Demographic Research on risks and issues on social media: The source above is from https://blog.bufferapp.com/choosing-a-social-media-niche. Its very important to responded to peoples comments and understand the importance of doing so. 51% agree that if a brand is not present or not active with social media it would reflect negatively on the company. This means when I set up on the social media platforms I need to make sure that I am responding to peoples comments. This is because if I don't it will have a bad influence on the company and will reduce the amount of customers. When setting up a Social Media its important that the company has a Social Media strategy on how to real with comments and questions. 60% of companies have a social media strategy. For the company which I am advertising on social media its very important that I have a Social Media strategy as its will help me plan when I post information and respond to comments in a effective way. The percentage is only more that half which means some companies don't have a Social Media Strategy and are not benefiting from it. This is because it allows the company to plan what they need to produce by meeting deadlines and having a clear structure of what they need to achieve.

The risks that I need to consider

This is an example of a risk which I need to consider when posting information on Twitter. This is because I need to be able to deal with situations like the one above. When posting information on Twitter people will disagree with information which you have posted.

This means when something like this does happen its important to respond as quickly as possible and when appropriate move the confiscation onto a Customer Service support. This means the conversation can be discussed without everyone following the company knowing about it. This tweet is about how the companies deck plans are hard to read. The company has responded to them on the same day which shows its important to put customers first.

The risks that I need to consider

When setting up a social media account its important to understand the risks which you might need to deal with. This is because people will disagree with information that you post and you also need to make sure that the company is safe. The information above shows statistics on the issues of risks. These sources are from http://www.ioebusiness.com/why-social-media-poses-risks-to-your-corporation-infographic/ and http://www.smartinsights.com/marketplace-analysis/digital-marketing-laws/managing-social-media-risks-infographic/. The area many areas which companies need to consider when posting. Its also important that I consider these risks I am posting information which will be seen all around the world.

Confidential information: When posting information on Twitter its important to consider if you are posting any confidential information which you don't want over people to see. For example the owner of a massive company might want to contact members of staff about the increasing sales of rival companies. Its important that the owner and the members of staff have private accounts as they are sharing very important information which they want to keep private. This means when communicating to members of staff online you need to think about how confidential the information is and who can see it. If a company is very completive with another company then they need to make sure the other company does not know the information they are sharing. From the information above it says 76% of UK companies consider confidential information as a very high risk. This is the highest risk from the source above and its important that I don't include any information that is confidential as people could view the information which I don't want other people to see.

Copyright and Infringement and misuse of trademarks: When posting information online its important that I don't use other peoples logos, images and videos as they are copyright protected. If I did copy other peoples ideas then I would be fined a large amount of money and even sent to prison. This is why the business owner has included a folder of images which the company is allowed to use and that does not brake any copyright rules. When posting on Twitter I need to make sure that I only selected images which are from the folder and no where else as using other peoples logos, images and videos is copyright. From the information above it says 65% of UK companies consider copyright infringement and misuse of trademarks as a very high risks. This means I need to be very careful of the information which I post online. This is because lots of things are copyright protected.
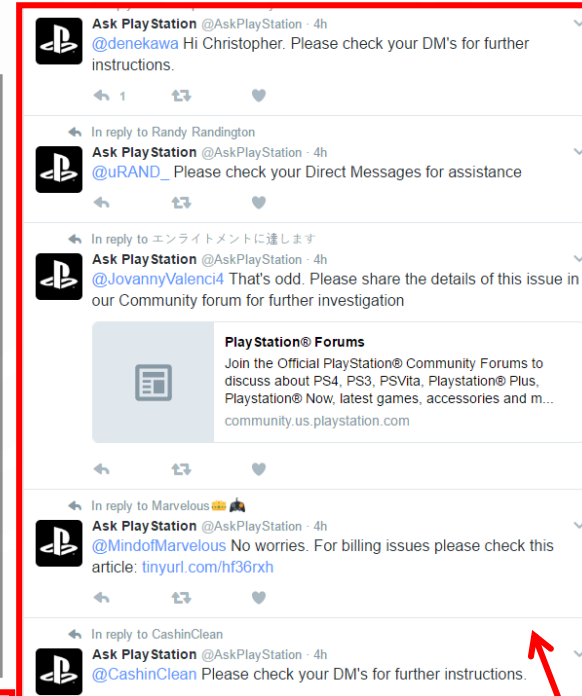
Customer Service

Ask PlayStation ✓
@AskPlayStation
Official twitter support for PlayStation, PSN, PS4, PS3, and PS Vita from Sony Interactive Entertainment America (SIEA)
🔗 support.us.playstation.com

TWEETS	FOLLOWING	FOLLOWERS	LIKES
636K	3,120	1.18M	1

Tweets | Tweets & replies | Media

Ask PlayStation @AskPlayStation · 7h
Learn how to get service or repair on your PlayStation System. Info here: bit.ly/2kCPxh2

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

Ask PlayStation @AskPlayStation · 4h
@denekawa Hi Christopher. Please check your DM's for further instructions.

In reply to Randy Randington
Ask PlayStation @AskPlayStation · 4h
@uRAND_ Please check your Direct Messages for assistance

In reply to エンライトメントに達します
Ask PlayStation @AskPlayStation · 4h
@JovannyValenci4 That's odd. Please share the details of this issue in our Community forum for further investigation

PlayStation® Forums
Join the Official PlayStation® Community Forums to discuss about PS4, PS3, PSVita, Playstation® Plus, Playstation® Now, latest games, accessories and m...
community.us.playstation.com

In reply to Marvelous
Ask PlayStation @AskPlayStation · 4h
@MindofMarvelous No worries. For billing issues please check this article: tinyurl.com/hf36rxh

In reply to CashinClean
Ask PlayStation @AskPlayStation · 4h
@CashinClean Please check your DM's for further instructions.

PlayStation has their own separate support website which is called Ask PlayStation. The name of the support system is simple to remember.

They have decided to use a different banner so that people don't get confused when searching.

They company has used this banner to show that the support Twitter page is relevant to the company and that it is different from their other twitter accounts.

This shows the company is directly sending messages to their DM's so that if the person the confiscation can be discussed in a different place. This is very important as it means everyone does not see the confiscation they are having and if they are arguing or not. They have also responded as quickly as possible to the customer. This shows the company has included articles and links to help solve the persons problem.

Ask PlayStation UK ✓

TWEETS	FOLLOWING	FOLLOWERS	LIKES
68.8K	20	32.3K	1

Tweets | Tweets & replies | Media

Who to follow · Refresh · View all

PlayStation has another support system which focuses on people in the Uk. This is why they have less followers when compared to the other support system.
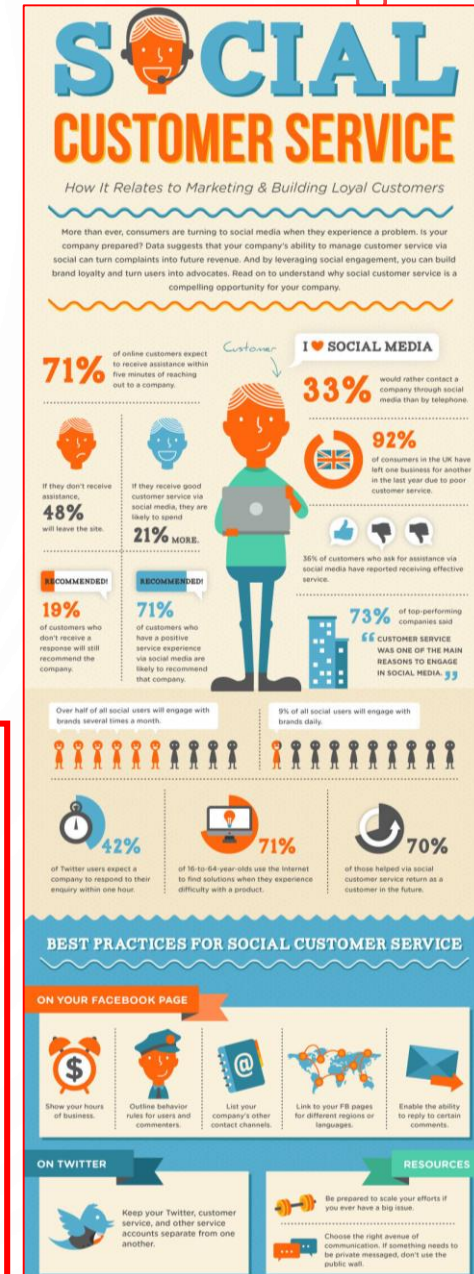
Customer Service

Its very important to consider customer service when setting up a business on social media. This is because the company is going to receive negative comments which can help improve the company. This is why its important to have a separate group of people who work on replying to peoples comments. The group of people needs to have a plan of how and when they are able to respond. This is because Twitter can be accessed all around the world. This means anyone can post a question at any time. Therefore the Customer Service Support System people should make sure that someone is able to respond to a post at any time. This means they would need to do shifts so that someone does not work the full 24 hours.

The Benefits of having Customer service: Despite receiving lots of negative comments about the company there are many positives of having a Customer Service Support System. This is because the facts and figures above support this. The source is from https://www.getambassador.com/blog/social-customer-service-infographic. For example if someone receives good customer service then they are likely to spend 21% more. This shows the benefit of having a Customer Service Support System. This is because the company can increase the number of sales if they are good at solving Customers questions and problems. This is beneficial for a company as they can use the interest which they receive to help improve their social media page and their customer service.

Comparison of a good and bad post

Its important to understand what makes a successful post and what makes a un successful post. This is because I want to get as many likes and comments as possible. This is because it will help improve the company and its important that I meet the business owners target of 200-300 followers in the first six mouths. Over wise I will have not done the company justice and achieved the targets which the company wants to achieve. Its also important that I understand how I can get more people to be interested in my posts. This means I need to select images which are relevant to the post and include questions and keywords to encourage people to comment and like what I post. It important to analyse these two images so that I know what makes a successful post.

Subway: I have chosen this post as a successful post. This is because the image has used a range of different methods to make this image applying. For example the post has used a rhetorical questions to make the person comment about what is being posted. The effect of including a question which you post information online is it generates more responses. This is because people are more likely to reply to the question as it directed at them. The image and post is also very powerful. This is because the image is convincing people to always achieve their goal and discover a new flavour of subway when you have achieved your goal. The image which they have used is also very clever as there is a message behind the image. This is because they have included a mountain which has Subway paper all over it. The image is basted on the feme of keep discovering. This means the post has a pacific purpose of what its trying to achieve. They have also kept the amount of text as the image is the first thing people look at when flicking through Twitter on their phone. The image which they have used also links to the text which gives them more information about what the post is about. Despite this post not using any hashtags the post is still very effective as it's the image and text which makes it stand out.

Sony Electronics: I have chosen this post as a un successful post. This is because the post does not represent the company in any way. This is because the post is basted on the theme of Valentines Day and they have demonstrated this by the hashtag and the video clip. Sony is supposed to be advertising their products so and convince people to spend money on their products. However they have decided to post information about Valentines Day and include a video of some putting chocolate into a pan. You could argue that this post is celebrating Valentines Day however the post does not represent the company. The post also has not used a question which means people are less likely to comment on the post. This means when I post on Twitter I need to make sure that the post is relevant to the company as well as the text which I include above the image. They have also used symbols in the post which suggests that this type of post is aimed at a younger target audience. Despite this post being focused on a different topic it has still received a lot of interest. This is because the post is focused on a positive topic which people will be interested in and they have used a keyword to make people more aware of the post.

Week	Day	Time	Type of Post	Platform	Reasons for Content	Hashtags
1	Monday	7:00pm	Images	Instagram	The images will promote my brand for my online portfolio.	NA
1	Friday	7:00pm	Images	LinkedIn	Images will promote my brand for my online portfolio.	NA
2	Monday	11:30 + 3:00 + 6:00	Images	Instagram story of work x3 +final outcome	Images of process of a project work as an Instagram story as well as the final outcome.	#instagram #photooftheday #graphic #digitalart #picoftheday
2	Sunday	11:30am	Share posts and work	LinkedIn	Share some work and improve interest.	NA
3	Monday	11:30am	Final Image of a previous project	Instagram	Post the promoting an event poster design for the London 2020 task.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator
3	Thursday	11:30am	Post of work (same one from the Instagram story)	LinkedIn	To present the work that I have produced on the LinkedIn account.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator
4	Monday	11:30am	Voting Pole on Instagram Story	Instagram	Allows the public to choose what design I would like to do next.	NA
4	Sunday	11:30am	Job and opportunities Research	LinkedIn	This will allow me to follow more people on social media to hopefully gain interest.	NA
5	Monday	11:30am	Create image based on the votes	Instagram	Using the votes from the poll to create wanted they wanted to be designed.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator
5	Thursday	11:30am	Create Post on LinkedIn	LinkedIn	This will allow me to promote my work on LinkedIn and gain interest.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator
6	Monday	11:30am	A before and after post on Instagram story	Instagram	This will allow me to show the ideas and the design process that I have been through to create my image.	NA
6	Sunday	11:30am	Share business and work that inspires me	LinkedIn	This will allow my audience to understand that work that I am interest and hopefully receive interest from the companies that I have followed.	NA

Action Plan (Plan of how to run the business) — **By Matthew Colyer** — **6 Week Action Plan 1 - 6**

Week	Day	Time	Images	Explaining what the post is about	Hashtags
1	Monday	11:30 + 3:00 + 6:00		The images will be posted on my story to show the development of the three ideas. I will then post the final outcome on my page.	#Winchester #Design #Interactive #VR #Instagram #graphic #digital #digitalalart #earth #world
2	Monday	11:30am		I will post an image that will promote my design of the London 2020 night race on my Instagram page.	#Instagram #graphic #digital #digitalalart #futuristic #city #streetracing #London #f1 #racing #nightrace #editing #uk #sunset #speed
3	Monday	11:30am		This will be a voting poll on my Instagram story asking the viewers which poster they would like me to develop. I will then post the final image in a few days.	#Instagram #graphic #digital #digitalalart #futuristic
4	Monday	11:30am		This post will show development of a logo that I have created and the stages that I took to produce the final outcome.	#Instagram #graphic #digital #digitalalart #futuristic #navigation #orange #compass #design #logo
5	Monday	11:30am		This post will be of my main image that I am using for my social media platforms. I will also show some of the development stages that I had to take.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator #paint #banner #navigation #tubelines #profile
6	Monday	11:30am		This post will be from my client project St Vincent. I will show the development stages that I had to take as well as a final outcome of what it looks like.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator #map #sea #stvicnet #land #project

Content Plan (Posts that I will be using) **By Matthew Colyer** **6 Week Content Plan 1 - 6**

(Plan of aims and objectives that I want to achieve)

The types of content that I will be producing for the social media campaign:
For this Social Media Campaign I will need to create content that is relevant to my skill set as a Designer. I will need to show the design process of my work and include software steps that I have made to get to the final outcome.

What the target audience is that I am targeting: My target audience is mainly focused on 20 – 35 year olds. Its important that I am able to target people that want to learn more about the digital design work as well as potential companies that I can work with. Its also important that its suitable for a professional business that independent or that's a large organisation.

How many likes and interest I am hoping to achieve: It will be a challenge to set myself a pacific target of how many likes and views and would like to get. However, what I would like to see if a progressive improvement of likes, views and interest from people. If I'm able to double my views and likes every mouth then that will show progress has been made.

What demographic will you be using for the two different social media sites: The demographic that I will be focusing on is the upper middle class of B. This is because I need to make sure that my work is suitable for the industry that I want to go in and that it looks professional.

Any software and companies that will help support your social media campaign: There are some companies that would help support my work. For example I would need to work with a client or company and get them to post my work.

Keyword Research

This is an example of a keyword strategy that I can use for my social media project. I have used the keyword graphic designing to get searches that I could use for my online social media campaign. I can the use these for my social media posts. These are some examples that I can use when I post content on Instagram and LinkedIn.

#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator

I searched on Google some hashtags that I could use for my social media posts. Hashtags are a great way of getting more traffic to your posts. It means that your posts come up in different searches.

Keyword Research Part 2

I decided to research more keywords for my social media campaigns as I could only think of 10 hashtags to use. This is why I decided to do some research on other hashtags that I could use. I discovered best hashtags that allows you to search for a keywords. It would then show you 30+ hashtags that are related to what you have searched.

Hashtags for #design

home / hashtags / design

BEST #DESIGN HASHTAGS

Most popular instagram design hashtags

Copy

#design #art #interiordesign #architecture #designer #interior #fashion #graphicdesign #homedecor #style #home #decor #handmade #love #o #illustration #artist #photography #instagood #artwork #d #dise #creative #drawing #inspiration #furn

KPIs and Project Pie Chart

KPI: This stand for key performance indicator

S.M.A.R.T Goals

Specific

Measurable

Attainable

Relevant

Time-bound

The images show examples of peoples work

That I could use as inspiration for my campaign.

Show progress of my work on Instagram I would like to get more than 30 views for every post.

I would like to get a comment on every post that I do on Instagram.

I would like to gain 5 followers every month on Instagram.

If I'm able to double my views and likes every mouth then that will show progress has been made.

I will use Instagram to show progress of my work.

Shaper Design 3D software builder

Examples of Industry related content

This is a project pie chart that brakes down important topics that I need to focus on for my social media campaign. The most important aspect of the project plan is to post content for the campaign. This will hopefully gain more interest to my portfolio.

Project Plan
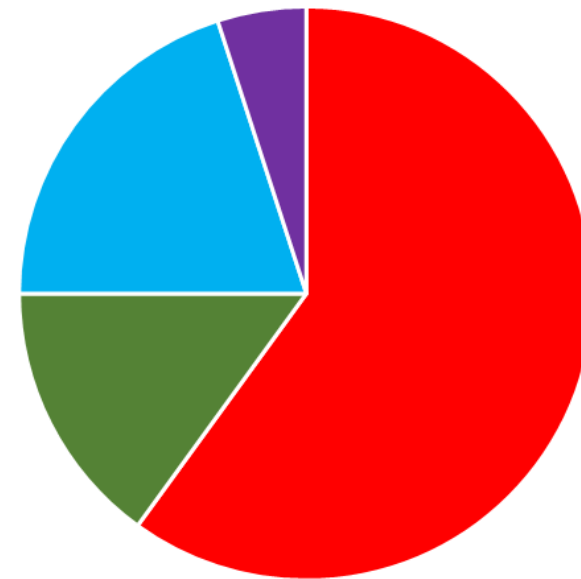
- Posting Content
- Sharing Post
- Target Audience engagement
- Feedback

Setting up my social media campaigns

Instagram

matt.colyer.uni   Edit Profile ⚙

0 posts   19 followers   3 following

matt.colyer.uni
Hello my name is Matthew and I'm studying Digital Media Design at Winchester University.
matthewcolyer.winchesterdigital.co.uk

When creating social media platforms its important to include a description about who you are. I decided to go for a simple user name that clear explains who I am and what this Instagram account is about. For example it has my name and username and the uni word. I have also included my online portfolio which will allow people to view my website from my Instagram account.

Edit public profile & URL

Add profile in another language ⑦

Your dream job is closer than you think

See jobs

Add profile section ▾   More...   ✎

University of Winchester

Matthew Colyer
Student at University of Winchester
Southampton, United Kingdom · Contact info

Show recruiters you're open to job opportunities—you control who sees this.
Get started   ✕

Add new skills with these course

The Creative Spark: Alberto

For my LinkedIn account I needed to make sure that there was a simple theme with both of my platforms. This is why I have included the sample image for Instagram and LinkedIn. I have also made sure to include where I am studying at University.

Google Analytics
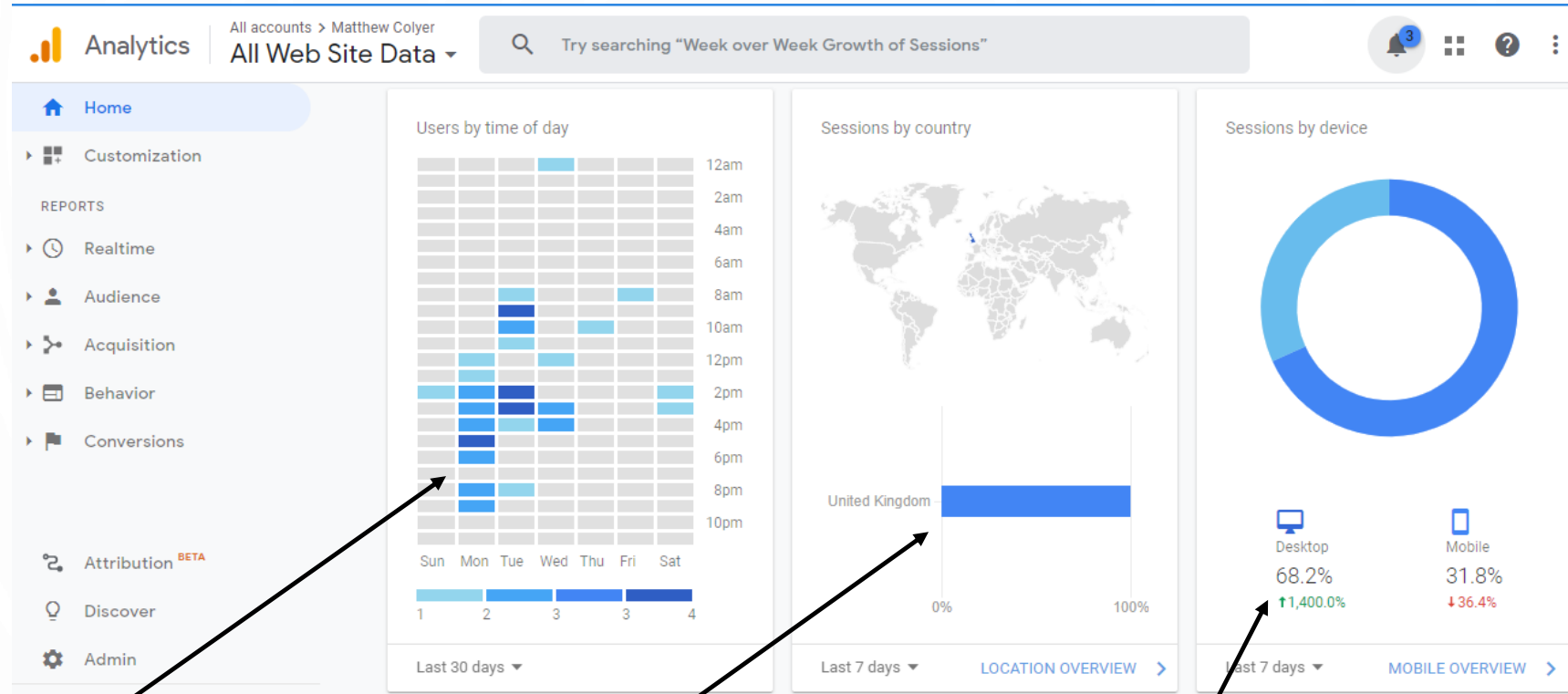
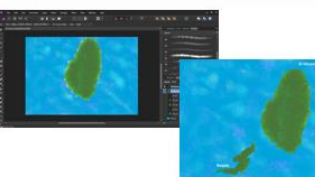The amount of user time that I have received is mainly on a Monday. However, I also received interest on Tuesday. These are the best times that I received.
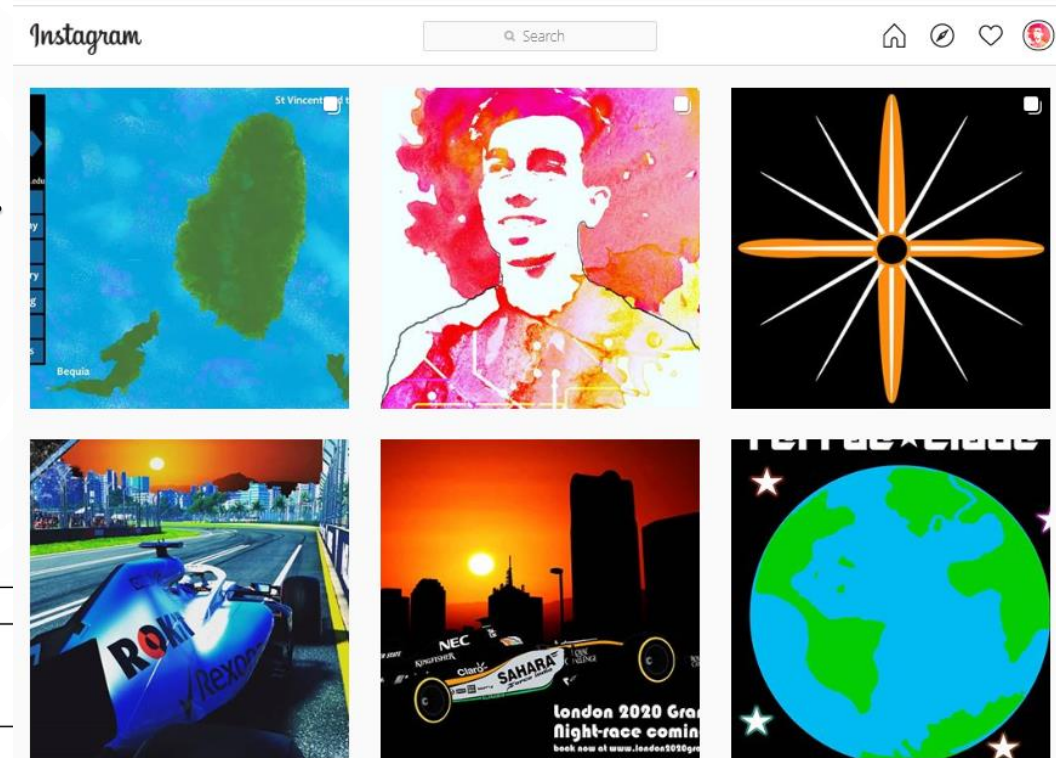
This shows the locations of where people have viewed my website. As you can see from the data I have only got views from the United Kingdom.

This data shows how many people are viewing my online portfolio on desktop and mobile. As you can see from the data it shows that I am receiving a lot more interest on the Desktop platform. A reason for this might because my website is semi responsive. However, it is more responsible on my desktop.
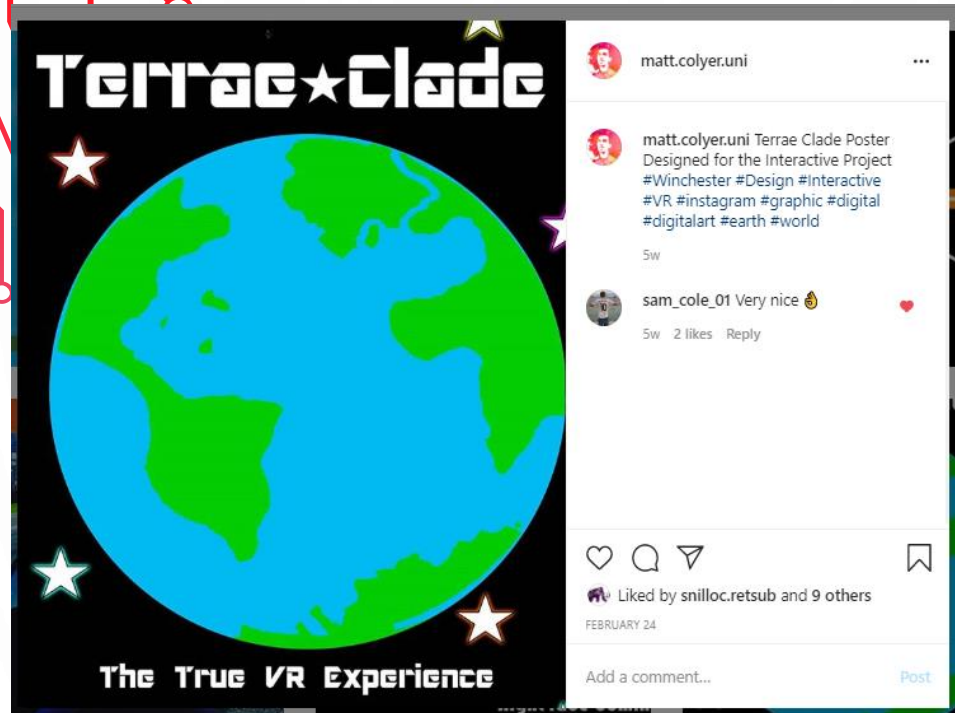
Reviewing my Posts

Theses are the posts and content that I posted over a 6 week period. I also did Instagram stories of development of my work as well as social engagement with voting polls. During the 6 weeks I made sure to stick with my content plan and action plan. I also used a range of different hashtags to get more comments and likes. During the 6 week period I noticed the positive effects of having hashtags as it increased my following.

Week	Day	Time	Images	Explaining what the post is about	Hashtags
1	Monday	11:30 + 3:00 + 6:00		The images will be posted on my story to show the development of the three ideas. I will then post the final outcome on my page.	#Winchester #Design #Interactive #VR #Instagram #graphic #digital #digitalalart #earth #world
2	Monday	11:30am		I will post an image that will promote my design of the London 2020 night race on my Instagram page.	#Instagram #graphic #digital #digitalalart #futuristic #city #streetracing #London #f1 #racing #nightrace #editing #uk #sunset #speed
3	Monday	11:30am		This will be a voting poll on my Instagram story asking the viewers which poster they would like me to develop. I will then post the final image in a few days.	#Instagram #graphic #digital #digitalalart #futuristic
4	Monday	11:30am		This post will show development of a logo that I have created and the stages that I took to produce the final outcome.	#Instagram #graphic #digital #digitalalart #futuristic #navigation #orange #compass #design #logo
5	Monday	11:30am		This post will be of my main image that I am using for my social media platforms. I will also show some of the development stages that I had to take.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator #paint #banner #navigation #tubelines #profile
6	Monday	11:30am		This post will be from my client project St Vincent. I will show the development stages that I had to take as well as a final outcome of what it looks like.	#instagram #photooftheday #graphic #digitalart #picoftheday #photoshop #modern #illustrator #map #sea #stvicnet #land #project

Content Plan (Posts that I will be using)   **By Matthew Colyer**   **6 Week Content Plan 1 - 6**
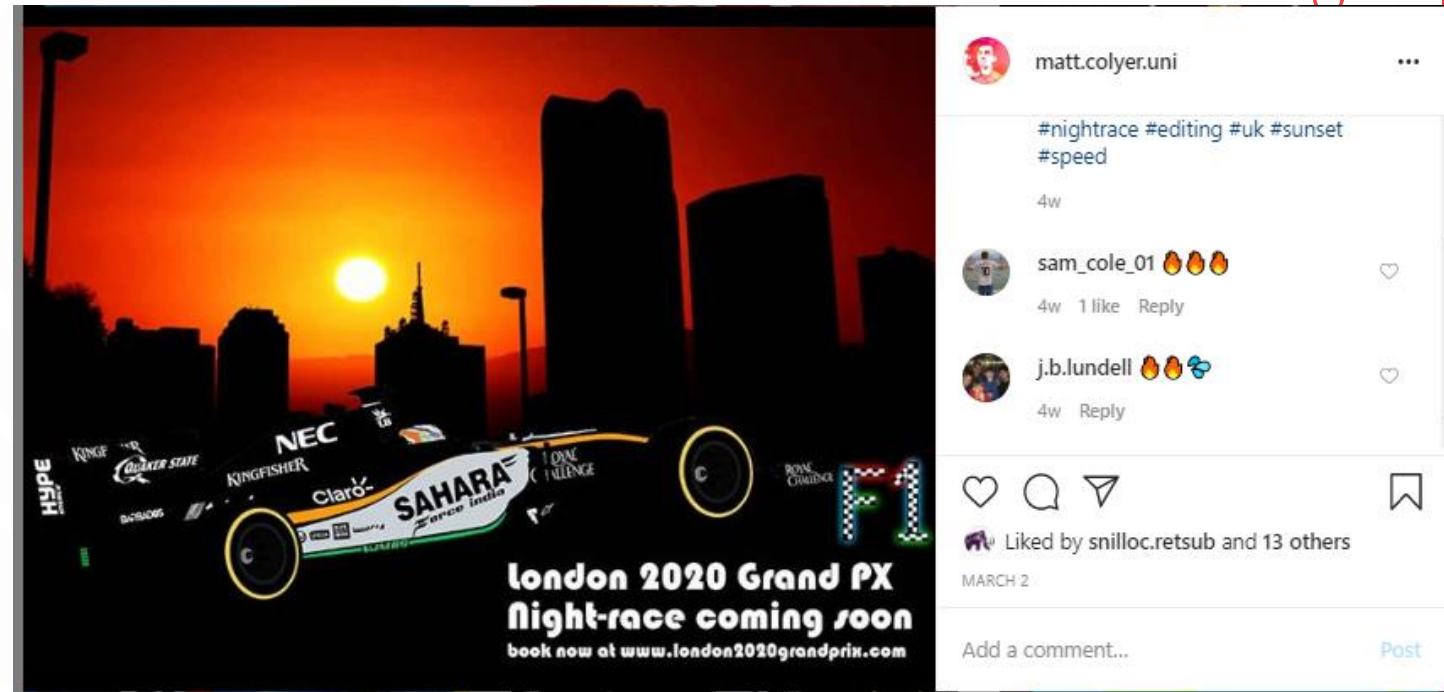
Reviewing my Posts

This was the first post that used as part of my social media campaign. To begin with I showed images on my Instagram story every 3 hours to show the design process. I then posted the final outcome.

This was my most successful post relating to comments along with my map post. This post was promoting a poster that I created for a London 2020 Grand Prix race. I received two comments for this post as well as 14 likes. I included 15 different hashtags for this post to try and receive as much interest as possible. This content was part of a design task that I had to complete relating to an event.
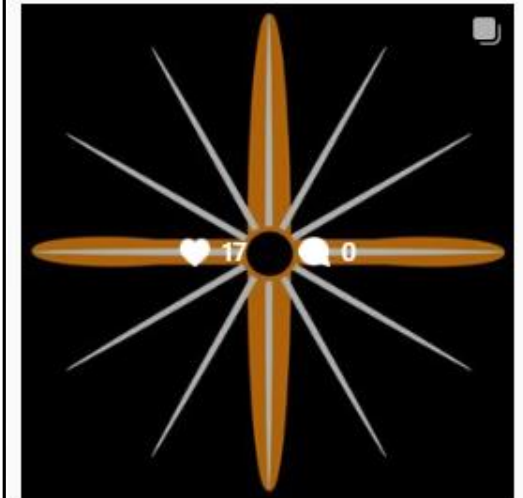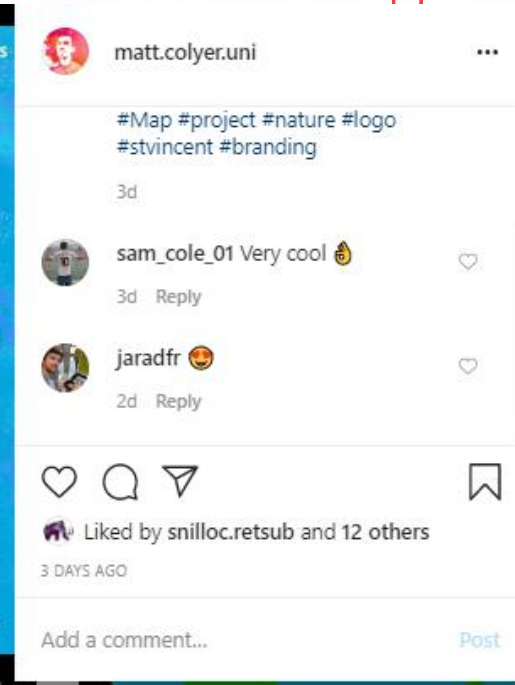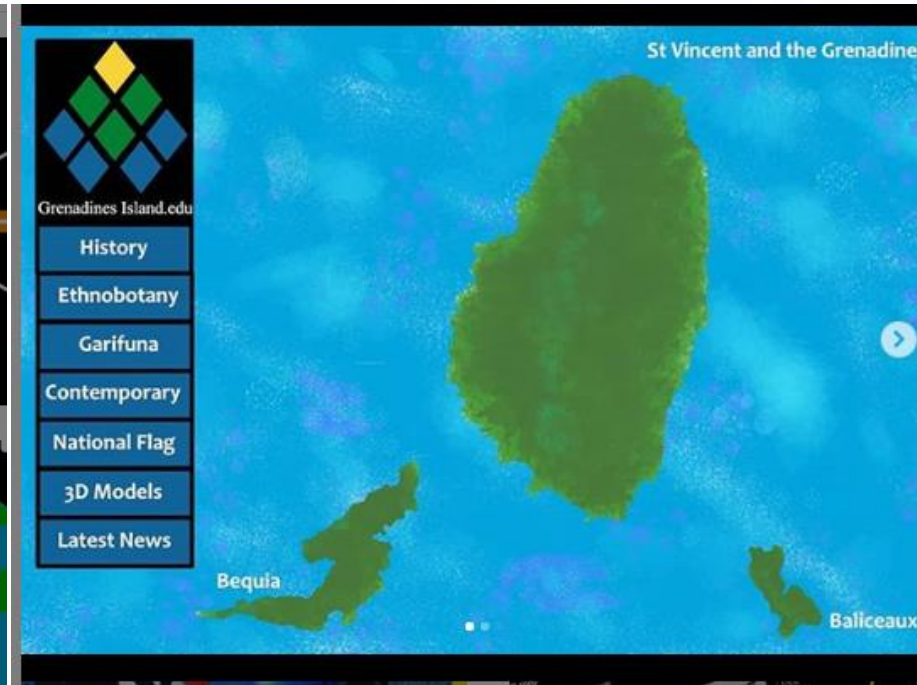
Reviewing my Posts
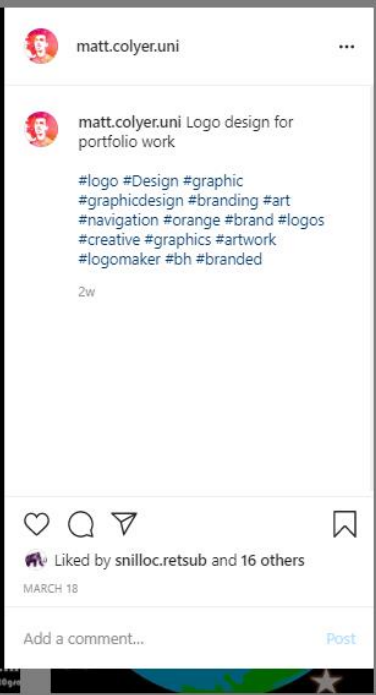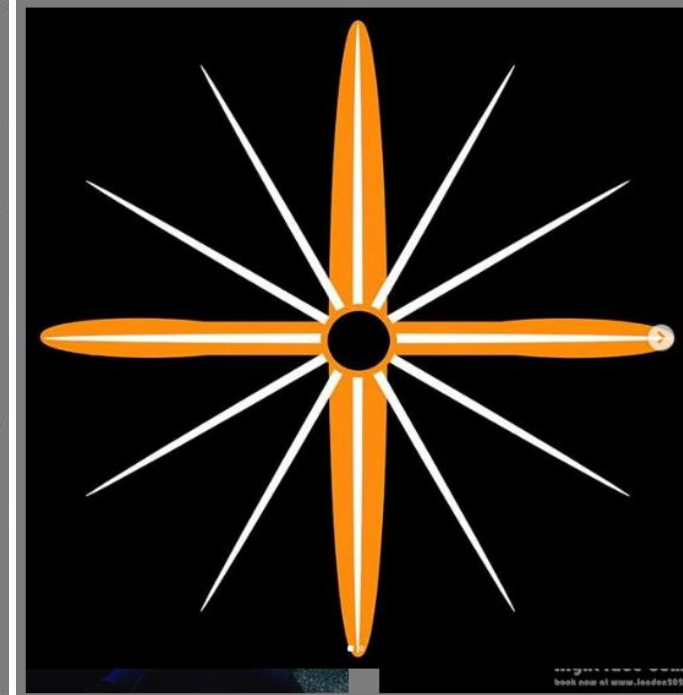
For this post I first decided to create a poll on my Instagram asking my audience what image they wanted me to develop. I then edited the image and posted online. This post received 12 likes.

For this post I also to post development of my logo on my Instagram story to show my design process. I then posted it with two different designs. For this post I also included 16 hashtags to generate more interest. This post received 4 more likes when compared to the poll final design. This shows that showing the design development of my work as well as suitable hashtags can make a difference.

Reviewing my Posts

matt.colyer.uni

matt.colyer.uni Hero Image Development
#heroimage #designer #design #profile #art #graphicdesign #illustration #photography #artwork #create #inspiration #drawing #logo #branding #paint

1w

Liked by snilloc.retsub and 16 others

MARCH 23

Add a comment...   Post

St Vincent and the Grenadines

Grenadines Island.edu

History
Ethnobotany
Garifuna
Contemporary
National Flag
3D Models
Latest News

Bequia   Baliceaux

matt.colyer.uni

#Map #project #nature #logo #stvincent #branding

3d

sam_cole_01 Very cool 👌
3d Reply

jaradfr 😍
2d Reply

Liked by snilloc.retsub and 12 others

3 DAYS AGO

Add a comment...   Post

For this post I decided to show the design process alongside the post of what the original image looked like. This post did well receiving the joint most amount of likes with 17.

♡ 17   💬 0

This was the final post of my content plan. I decided to include a lot more hashtags for this post. This post was created for the interactive map for the St Vincent Project. I decided to include two different posts alongside to show the design stages. This post received 13 likes and two comments. The first post showed just the map without the logo and buttons on the side.

St Vincent

♡ 13   💬 2

Bequia

Reviewing my Posts Conclusion

During the 6 week period I have posted content, stories, voting polls and development of my work. I was able to follow my action plan and content plan that I created. I had to research other hashtags to use. This is because during the third week of posting I noticed that some of the same hashtags were propping up again. This is why it was really helpful when the class recommended to use best hashtags. This allowed me to include new hashtags as well as increase the amount of hashtags that I was using for every post. To begin with I was only using ten hashtags as that was all that I could think of for the post. However, because of best hashtags I was able to improve the amount of hashtags that I was using from 10 hashtags to 15 and 20.

Regarding the posts and content that I decided to produce I felt like I shouldn't have posted two posts that were similar. These were the events poster and the poll voting poster. I should have posted something not related to F1 and its something that I will make note of for next time.

I did so an improvement with the amount of likes and comments I was getting for my posts. I also saw an increase in followers and was able to reach a total of 41 followers. The use of hashtags really helped me get new people liking my work. When I posted the content I saw that in a few minutes new design accounts were liking my work. This demonstrates the power of hashtags and how it can grow a business. At the start of my social media campaign I wanted to get more interests regarding my work and generate more traffic to my website. From the Google Analytics slide it shows that I have gained interest to my website from my social media platforms.