

Social Media Campaign – Action Plan

Introduction:

Throughout the next six weeks, I will be running a social media campaign, which will showcase different pieces of work produced by myself. The proposal will detail the various research undertaken to justify the decisions made throughout the planning of the social media campaign. Research in different social media platforms would allow me to make the right informed decision on the platforms selected to run the social media campaign. Leading on from that; the action plan also will go over the steps for the rest of the semester and how I plan to conduct the campaign and what I would like to gain from it ultimately.

Chosen company to promote:

Between the choice of promoting a business and myself, I felt I could better represent myself than a business. Although, it would be good to get experience on how to use social media to promote a business/ website because then I could use the experience to gain knowledge on the social media side of companies. With no experience or knowledge, it made the most sense, to begin with, me and then move on bigger social media campaigns. By promoting myself, I can learn new techniques and ways in which I can attract people to view my work and take an interest in me; I would be made to use what I have learnt in this campaign and apply when I am in the industry. If the social media campaign does not go well, I can use it to learn from and not make the same mistakes in the future. Furthermore, in promoting myself, I can potentially create new opportunities in the way of having people wanting people to do work for them. I may gain clients and contacts from the social media campaign, which is another incentive for promoting my portfolio.

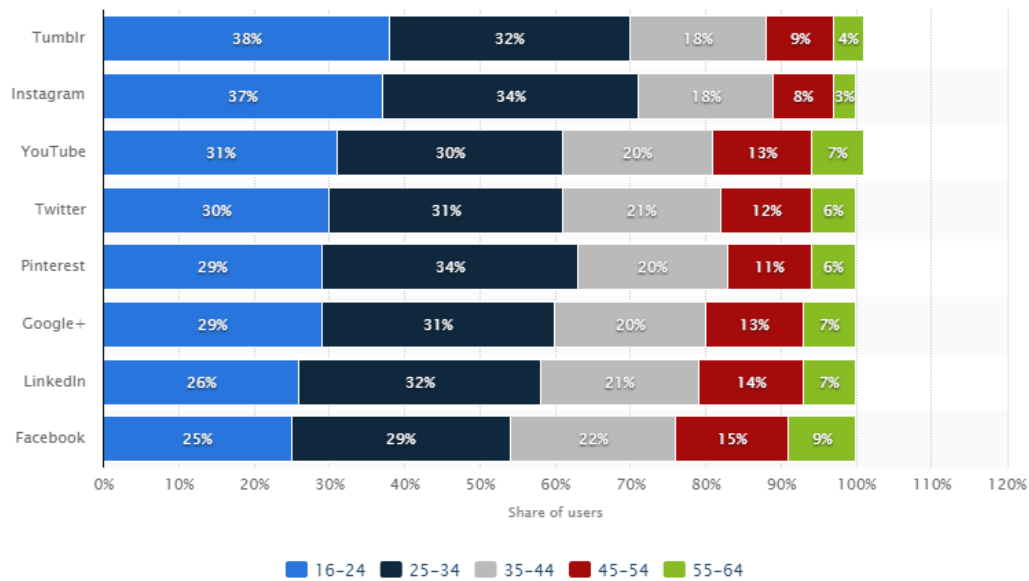
I am planning to promote my portfolio website; I want to gain traffic to the site and see people reacting to the work I have made. I want to generate traffic to the portfolio through the use of social media platforms, as they are great tools for promoting if done correctly.

Research

Before making the choice of running a social media campaign for myself, I felt it would be good to research into potential businesses/websites I could do it for, but I could not find any which I hundred percentage felt I would be able to promote well. It was good that I looked in acknowledged the business as a possible path to go down but in the end, I thought it was not best.

After deciding the basis of the social media campaign, I wanted to conduct research into social media platforms and then use the information to take a decision on the best platforms suited to the campaign I will run. The research will also look into other social media campaigns, and this would allow me to see the strong points in the campaign and the negatives ones; I can then hopefully implement the successful ones and avoid the bad points.

Age distribution of active social media users worldwide as of 3rd quarter 2014, by platform



“These days, Facebook users tend to be an older demographic. It is also the platform where most adult users spend their time, particularly those who could be your prospective employers or clients.” (Blake, 2016). After finding out that older demographic are most on Facebook, I felt this was a social media platform would need to include in the campaign because it could be used to target clients, as I feel they would be most likely be using Facebook. Another reason is that Facebook is the biggest social media platform, so it means there is more of a chance of people viewing my campaign and work.

As shown in the graph above, younger people (16 – 24) are on Instagram more, and this is one of group ranges which I would like to target, as I feel it age group would most enjoy my content and interactive with it the most.

“If you’re a designer primary interested in attracting local clients or local companies, then taking advantage of geo-tagging your post is critical. If there are specific individuals or brands that you want to gain the attention of, commenting their post and tagging them is a good way to grab their attention and build rapport.” (Blake, 2016) Although my primary intentions are not to attract businesses and clients, there still is a chance they can view my work and campaign.

Objectives

For my objectives, I am going to use them as milestones to show that my campaign is on track and its making progress. My objectives need to be SMART if they are not then they probably not achievable and I would not be able to meet the objective. The objectives give me purpose and motivation to do well in the social media campaign.

- **To increase traffic on social media/ portfolio website**
- **Start to getting likes on design work**
- **Post new content frequently**

- **To track data traffic on portfolio website and if low, finds new ways to increase numbers**
- **Gain 100 followers on Instagram and 30 likes on Facebook page**

Target Market

For the social media campaign, I am aiming to target two different audiences but hopefully, the way I have planned the social media campaign, I can target and engage with both of the audiences in a right way.

First Target Audience:

Age: 16-24

Gender: Both

Geographic location: UK

What they do: Most likely in school/College/Uni

Second Target Audience:

Age: 20+

Gender: Both

Geographic Location: UK

What they do: Digital Media Industry

Facebook and Instagram are great social media channels to reach the target audiences, I have selected. They cater for my needs and those of the audiences. What I would like to gain from the campaign is to interest my viewers and keep them wanting to find out more, this is where would want them to visit my portfolio website.

Social Media Platforms

For social media platforms, I looked at alternative platforms as each one does a different job and can be used to target different kinds of people, which could lead to more exposure of my content. I feel Facebook and Instagram are the best for what my campaign is about and both of the platforms work well together, as Instagram posts can be shared directly on Facebook without me needing to post again.

Schedule

This is just a rough schedule for the coming weeks. For some of the posts I cannot put in detail as I have not done the 3D models, and I will be using the off days to be creating these models. I want to post on Monday, Wednesday and Friday, I feel three days a week with content is good, but on the other days, I am going to be posting about my portfolio and hopes people will visit. Also, I am going to be posting other content I have created which is not 3D because I feel it will show my audience I have other skills and interests.

Social Media Channel	Content	Action Date/s	Detail	Links
Facebook & Instagram	Pic of 3D model	27 th Feb	Character	

Facebook & Instagram	Pic of 3D model	1st March	First Medieval House	
Facebook & Instagram	Pic of 3D model	3rd March	Second Medieval House	
Facebook & Instagram	Video of 3D model	6th March	Video of my character walking	
Facebook & Instagram	Pic of 3D model	8th March	Fitness belt	
Facebook & Instagram	Animation of 3D model	11th March		
Facebook & Instagram	Pic of 3D model	13th March		

Hook

The way I am planning to hook in my audience and keep them interested is by posting my 3D model work, as I saw on Instagram, there is not much content on 3D models, so I feel it is a bit of niche market which I can go in. By frequently posting content on the social media pages and maybe even engaging with the viewers to get them interested and wanting to stay.

Conclusion

In conclusion, the action plan goes over the steps needed to be taken for me to be able to start my social media campaign and how I am going about it over the coming weeks. I have set objectives I would like to achieve by the end of the campaign, and I would track the progress to make sure it is running correctly.

Reference

Blake, R. (2016) 6 Creative Social Media Strategies for Designers. Available at: <http://www.howdesign.com/design-business/self-promotion/6-creative-social-media-strategies-for-designers/>.