

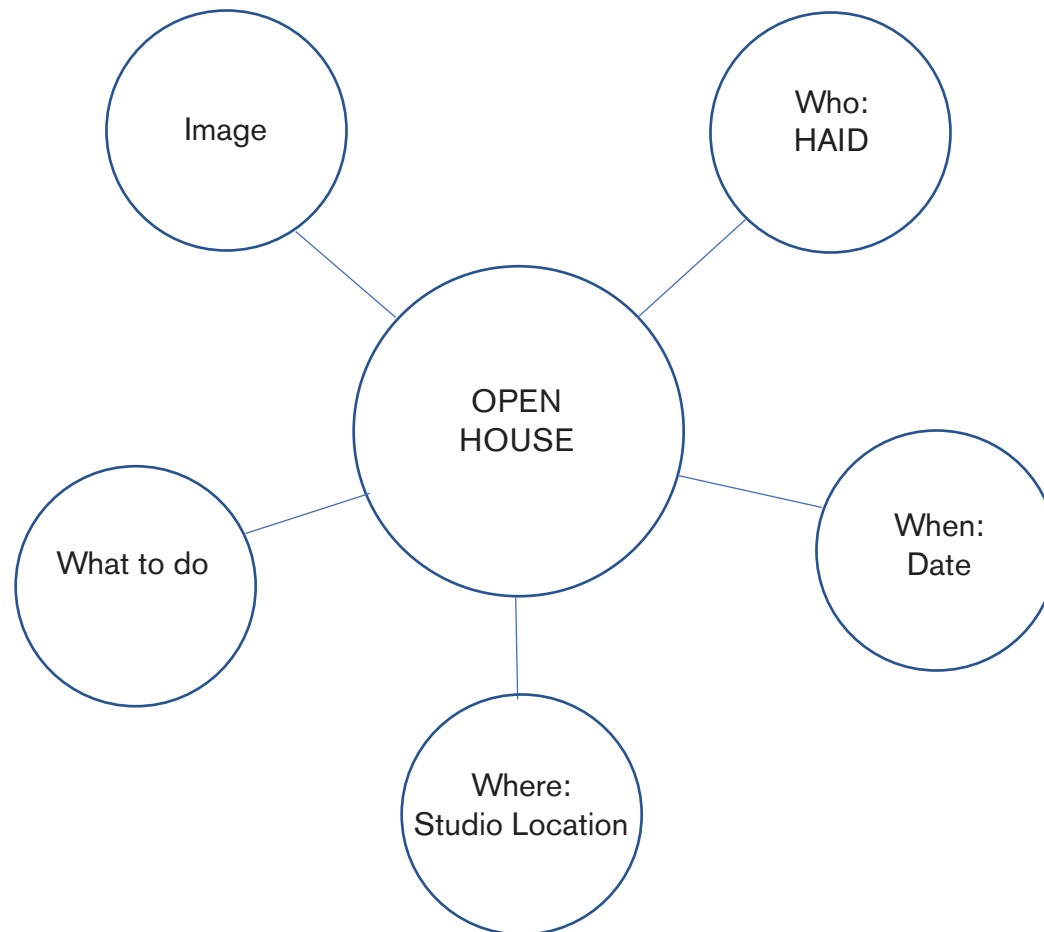
Content

for the Web

Worksheet Content Discovery: Social Media Posts

<p style="text-align: center;">Target</p> <hr/> <p>Who is the item for? (audience) People interested in Irish Dance.</p> <hr/> <p>Why: What is the item's job? To inform people of open house.</p> <p>Why: What is the value to the audience? They can share and join.</p>	<p>Business Name and Type (See the Canvas assignment page for ideas) Hagerty Academy of Irish Dance</p> <hr/> <p>Company Profile Irish Dance academy that is performance based and offers instruction for kids and adults.</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 style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <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 style="text-align: center;">Use Content Map on next page</p>	<p>Social Media Channels:</p> <ul style="list-style-type: none"> a) Facebook event b) Facebook post c) Twitter post d) Instagram post e) Linked In
<p style="text-align: center;">Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>hex teal - #00949a Irish dance images HAID logo</p>	

Content Map
What information is on the event notice?



Wireframe

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

List your blog items

The wireframe diagram illustrates three different content item layouts:

- Vertical List:** A column of 14 rectangular boxes, with the top one labeled "List your blog items".
- Single Item Detail:** A vertical stack of three boxes labeled "Logo", "Text", and "Image".
- Grid Layout 1:** A horizontal row of three boxes labeled "Logo", "Text", and "Image".
- Grid Layout 2:** A 2x2 grid where the top-left cell is "Logo", the bottom-left cell is "Image", and the right column is a single large cell labeled "Text".