Content for the Web

Target	Business Name and Type	Create a social media blast for an event announcement across five social media apps. (See the Canvas assignment page for ideas)
Who is the item for? (audience) People interested in Irish Dance.	(See the Canvas assignment page for ideas) Hagerty Academy of Irish Dance	
Why: What is the item's job? To inform people of open house. **Why:** What is the value to the audience? They can share and join.	Company Profile Irish Dance academy that is performance based and offers instruction for kids and adults.	
Plan	What information is on the event notice? (See the Canvas assignment page for ideas) **Use Content Map on next page**	Social Media Channels: a) Facebook event b) Facebook post c) Twitter post d) Instagram post e) Linked In
Where will the item be located? **What** elements will the content item have? (ex: title, image, date, description, etc. / outline) **What** are the delivery specifications? examples: aspect ratio / dimensions **How** will you create the item?		
Design	hex teal - #00949a Irish dance images HAID logo	
Attach layout wireframes – simple squares design thumbnails – graphic detail • tone / personality • existing brand items • color scheme • typography • graphics • images		

Content Map
What information is on the event notice?

Image

Who:
HAID

OPEN
HOUSE

When:
Date

What to do

Where:
Studio Location
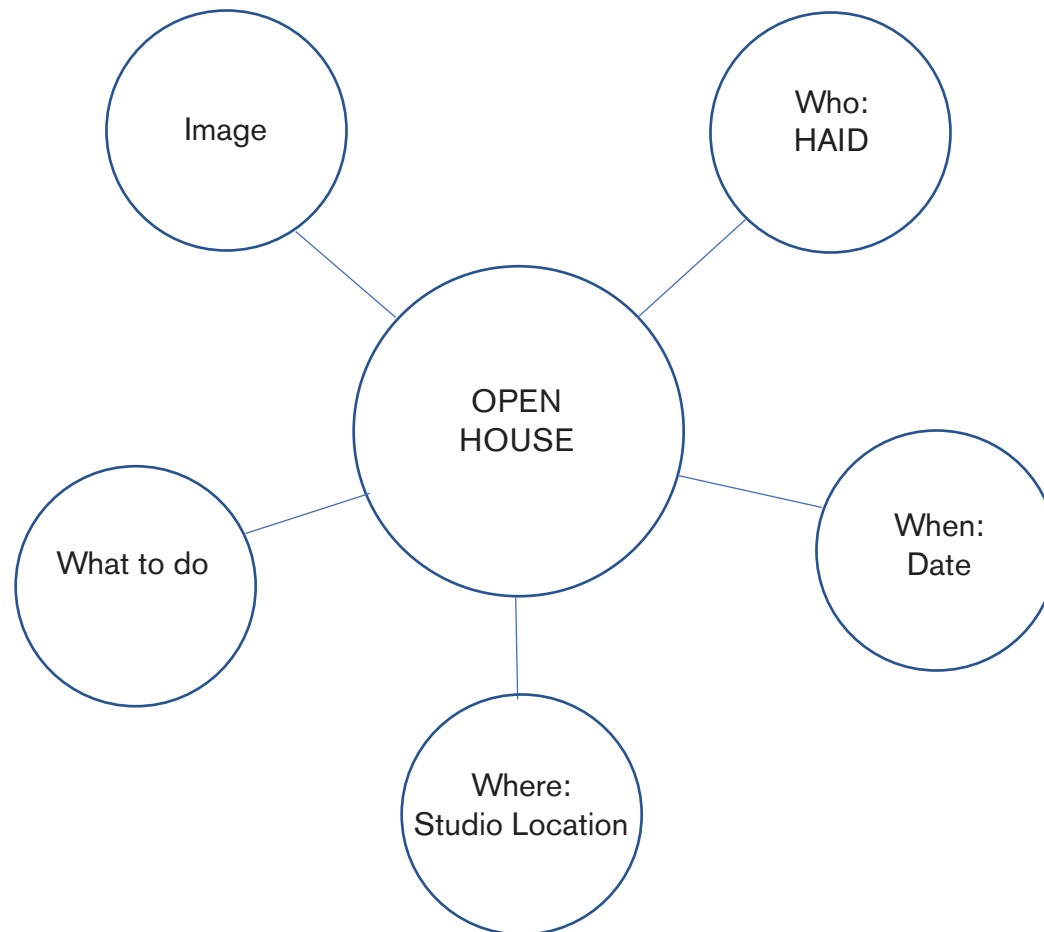
Wireframe

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

List your blog items

| Logo |
| Text |
| Image |

| Logo | Text | Image |

| Logo | Text |
| Image | |