

GRPX-4503

SOCIAL MEDIA DAY 2

SPRING 2024

- ## SOCIAL MEDIA WORKSHOP DAY 2
- REVIEW SOCIAL MEDIA PLAN A PROGRESS
 - JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
 - BEGIN SOCIAL MEDIA PLAN B
 - PREVIEW: CONTENT CALENDAR (PLAN C)
 - WHAT'S DUE NEXT WEEK

- ## SOCIAL MEDIA WORKSHOP DAY 2
- REVIEW SOCIAL MEDIA PLAN A PROGRESS
 - JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
 - BEGIN SOCIAL MEDIA PLAN B
 - PREVIEW: CONTENT CALENDAR (PLAN C)
 - WHAT'S DUE NEXT WEEK

- ## SOCIAL MEDIA WORKSHOP DAY 2
- REVIEW SOCIAL MEDIA PLAN A PROGRESS
 - JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
 - BEGIN SOCIAL MEDIA PLAN B
 - PREVIEW: CONTENT CALENDAR (PLAN C)
 - WHAT'S DUE NEXT WEEK

DUE > WHAT • WHEN • WHERE

These will be started in class on Tuesday, March 26. The first section, Usernames, is **DUE BY 8:00am on Thursday, March 28th** to use in Social Media Workshop Day 2.

The completed form is **DUE BY 8:00am on Tuesday, April 2.**

SOCIAL MEDIA PLAN : FORM A GRFX-4503 PROFESSIONAL PRACTICE

For all of the following, replace this text with your answer (use assigned Character Styles). To hyperlink text, see SECTION 4 project sheet for Interactive File project under Directions. Be sure text changes to and use the correct Character Style.

What's your full name?
 Replace this text with your answer.

What's your company name? If it's the same as your name, leave this blank.
 Replace this text with your answer or nothing.

USERNAMES

Do any of the following social media platforms have accounts that show your @username(s) OR something that is very close to it? Replace "Answer" with Yes or No. If Yes, list the usernames.

- Instagram: Answer
- LinkedIn: Answer
- Behance: Answer
- Facebook: Answer
- X: Answer
- Facebook: Answer
- TikTok: Answer

MENU

social media plan B

This form is about you and your brand presence on the required platforms (Instagram, LinkedIn, and Behance). It takes you step-by-step as you create/revise/update your profile on each. The form also asks for screenshots/hyperlinks to show evidence of the work, so do not forget to take them throughout the process!

- Read the article "Developing Your Social Media Brand Voice: A Beginner's Guide" and see steps on SocialMediaPlanB file. This will help you as you develop your "brand voice", though yours can become a bit more personal if your brand name is YOU as a person vs. you as a company.
- Be sure your tone is consistent with your initial brand strategy.
- Remember that you are "journaling" your as your professional, career self. Be the adult version of you. Be EMPLOYED version of you. But also be the human, approachable, colorful version of you. BE SOCIAL.
- Be sure your profiles are consistent in their visuals and bios, but relative to the platform. See guidelines for writing a killer bio for [Instagram](#) and [LinkedIn](#). << click for links!

SOCIAL MEDIA PLAN : FORM B GRFX-4503 PROFESSIONAL PRACTICE

THE HARD WORK:

- Create a new (or reviving an existing if approved) account for LinkedIn and Behance.
- Also create a new Professional Instagram account, which means Business or Creator.
- Then WATCH VIDEOS LINKED HERE (also linked on #4503_senior_social-media) to create your Profiles on each. You will be graded on this, so set aside a lot of time to make these correct.

THE EASY WORK:

- This document = File: Save As YOUR LAST NAME_SocialMedia_B
- For the following section, replace the text with your answer (use assigned Character Styles).
- To hyperlink text, see project sheet for Interactive Files under Directions and use the [Linked2](#) Style.
- The sections following are guides as profiles are started/revised on LinkedIn, Instagram, and Behance.
- To turn in the form, File: Export to an Interactive PDF.

SOCIAL MEDIA PLAN : FORM B GRFX-4503 PROFESSIONAL PRACTICE

THE HARD WORK:

- Create a new (or reviving an existing if approved) account for LinkedIn and Behance.
- Also create a new Professional Instagram account, which means Business or Creator.
- Then WATCH VIDEOS LINKED HERE (also linked on #4503_senior_social-media) to create your Profiles on each. You will be graded on this, so set aside a lot of time to make these correct.

THE EASY WORK:

- This document = File: Save As YOUR LAST NAME_SocialMedia_B
- For the following section, replace the text with your answer (use assigned Character Styles).
- To hyperlink text, see project sheet for Interactive Files under Directions and use the [Linked2](#) Style.
- The sections following are guides as profiles are started/revised on LinkedIn, Instagram, and Behance.
- To turn in the form, File: Export to an Interactive PDF.

LINKEDIN:

As profiles on LinkedIn are public, PLEASE NOTIFICATIONS.

WATCH THIS VIDEO TO CREATE YOUR BEST HEADLINE (in LinkedIn words):

URL of Your Profile Page (Professional Looking Page) in LinkedIn words:
 Replace with your answer: [Linked2](#) the URL.

INSTAGRAM:

WATCH THIS VIDEO TO CREATE YOUR BEST HEADLINE (in Instagram words):

URL of Your Instagram Profile Page: Replace with your answer: [Linked2](#) the URL.
 If you have a page, your username should be somewhere in the URL, or it's not the correct page.

BEHANCE:

WATCH THIS VIDEO TO CREATE YOUR BEST HEADLINE (in Behance words):

URL of Your Behance Profile Page: Replace with your answer: [Linked2](#) the URL.

- ## SOCIAL MEDIA WORKSHOP DAY 2
- REVIEW SOCIAL MEDIA PLAN A PROGRESS
 - JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
 - BEGIN SOCIAL MEDIA PLAN B
 - PREVIEW: SOCIAL MEDIA PLAN C'S CONTENT CALENDAR
 - WHAT'S DUE NEXT WEEK

There is only one kind of free page on Behance, so get on there.

Consider being like Instagram to reinforce your choice.
In other words:

- Use a logo if you're a Business.
- Use a very good headshot if you're a Creator.

<https://opensocial.com/insights/instagram-for-business/>

1. Optimize Your Behance Profile

Your Behance profile is your digital business card. To increase your visibility and views, make sure to:

- **Use a Professional Profile Picture:** A high-quality and professional profile picture will make a great first impression.
- **Write a Compelling Bio:** Your bio should succinctly describe your skills, expertise, and what you offer to potential clients or collaborators.
- **Link to Your Website and Social Media:** Include links to your personal website, LinkedIn, Instagram, and other relevant platforms.
- **Complete Your Profile:** Fill out all the sections, including skills, education, and work experience, to provide a comprehensive overview of your background.

<https://opensocial.com/insights/instagram-for-business/>

Guide: Fill Out Your Profile

UPDATED 11 DAYS AGO

Basic Info

To set up or make changes to the information on your Profile:

1. Go to **Profile** on the homepage
2. Click on the blue **Edit Your Profile** button



<https://opensocial.com/insights/instagram-for-business/>

Profile Sections

Basic Information:

This includes your Name, Occupation, Company, Location, and Website URL.

If you're unable to select your city in Location:

- Make sure you first choose your country/region from the dropdown. Then, type the first few letters of your town/city and a list should appear that you can choose from.
- If your city is not appearing from the dropdown at all, please contact us [here!](#)

<https://opensocial.com/insights/instagram-for-business/>

On The Web:

This allows you to link out to other social and creative platforms such as Facebook, Instagram, Twitter, Flickr, and more. This is a great way to centralize all of your social accounts so that people can connect with you easily. You can also [verify your social accounts](#).

- **REQUIRED:** Your website
- **REQUIRED:** Your Instagram
- **OPTIONAL:** Your LinkedIn

<https://opensocial.com/insights/instagram-for-business/>

About Me:

This section is commonly used to tell the world about yourself, your company, or your work. It's a great place to add an Artist's Statement or display additional contact information.

5. CRAFT A BIO

An important part of your Behance portfolio is your Behance profile. Fill in your profile's description with your story. Ask yourself, what's your point of view? What's your unique perspective on the creative world? What led you to develop this perspective? Answering these questions will help you zero in on your passion. Passion is infectious; putting it into words will make you shine.

Work Experience:

Work Experience on Behance works as your visible and downloadable resumé -- you should fill out as much information as you are comfortable sharing.

- **REQUIRED:** Your (final) resumé

<https://opensocial.com/insights/instagram-for-business/>

• OPTIONAL

Web References:

Has your work been featured on a blog or elsewhere online? You can mention it in your Web References section by adding a description and a link to the webpage.


Custom Sections:

You may add customized sections to your Profile. For example, users have listed their awards, Profiles of their friends, or the gear they use. It's up to you!

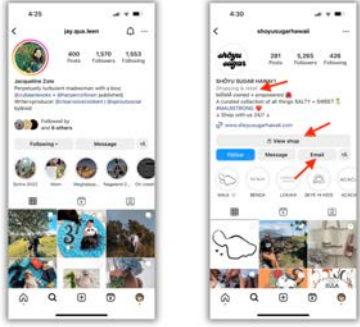
<https://opensocial.com/insights/instagram-for-business/>

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR (PLAN C)
- WHAT'S DUE NEXT WEEK



Credibility boost
If you look at the two Instagram profiles below, you'll notice a few key differences.




<https://opensocial.com/insights/instagram-for-business/>



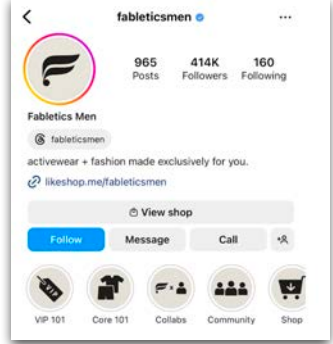
How to set up an Instagram Business Account

Currently, there's no option to directly set up a Business Account. You have to first create a personal account and then switch to a Business profile from there. Check out the steps below to learn how to create an Instagram Business profile.


<https://opensocial.com/insights/instagram-for-business/>



BUSINESS ACCOUNT



<https://opensocial.com/insights/instagram-for-business/>




When you switch to a professional account on Instagram, you'll be asked if you'd like to connect a Facebook Page. While it's not required, we recommend connecting your business Facebook Page with Instagram to get the most out of Instagram's business tools. [Learn more about connecting a Facebook Page to your Instagram professional account](#)

For example, if you choose not to connect to a Facebook Page at the time you create a business account on Instagram, an unmanaged Facebook Page is automatically created so that people can find your business more easily and check into your business. You can request to claim the Page and become its admin.

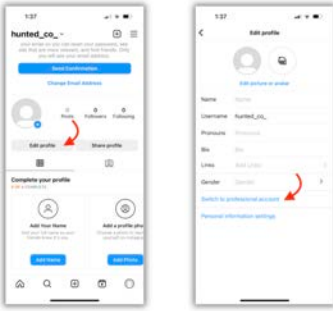
Instagram
<https://help.instagram.com/>
Claim unmanaged Facebook pages for your Instagram account

Though not required for this class, it wouldn't hurt to be present on both Instagram and Facebook. It certainly couldn't hurt and Instagram makes it ridiculously easy to be active on both.


<https://opensocial.com/insights/instagram-for-business/>



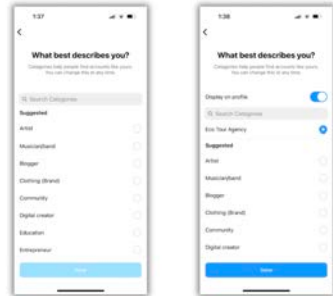
1. Go to your profile and tap on the "Edit profile" button below your profile picture.
2. Tap on the option to "Switch to professional account."



<https://opensocial.com/insights/instagram-for-business/>




3. Tap on "Continue" and select the category that best describes your business.
4. Choose whether to display the category on your profile and then hit "Done."

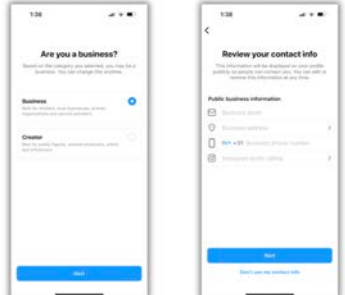


Suggested (supposed) hack: "Entrepreneur" to access royalty-free music as a Business. You don't have to display that on your profile, but it wouldn't hurt.


<https://opensocial.com/insights/instagram-for-business/>



5. On the next page, select "Business" instead of a "Creator" account and tap on "Next." Or choose Creator if you'd rather do this.
6. Review your contact info. Make sure you include your official business email and contact info. If you have a physical location, including an address is a great way to add credibility to your profile. For businesses that want to enable a "Call" button, it's essential to include a phone number.



<https://opensocial.com/insights/instagram-for-business/>




**SOCIAL MEDIA PLAN : FORM B
GRFX-4503 PROFESSIONAL PRACTICE**

INSTAGRAM:
You must create a Professional Account, which will create a Public Profile. [Read here to be ready to discuss Business or Creator with Prof. Nikki.](#) (Remember that you must also ENABLE NOTIFICATIONS.)

WATCH THIS VIDEO TO CREATE YOUR BEST PAGE: <https://www.youtube.com/watch?v=3MyuAqQY>


URL of Your Instagram Profile Page: Replace with your answer - [hyperlink](#) the URL
Not your Feed. Your Username should be somewhere in the URL or it's not the correct page.

<https://opensocial.com/insights/instagram-for-business/>



- **Profile photo:** it's best to use your company logo as your profile photo so people can easily identify your brand.
- **Name:** Make this your business name, identical to your brand's other social profiles.
- **Username:** This should also be your business name. Note that your username cannot have any spaces.
- **Pronouns:** Every profile has this option, but you'll only want to use it if you're the face of your business.


<https://opensocial.com/insights/instagram-for-business/>



- **Links:** This is a space for up to five clickable URLs. Most businesses either use their website or links to their latest promotional pages. You can also use a [link in bio](#) tool to link more than five pages.

- **REQUIRED:** Your website
- **OPTIONAL:** Your Behance
- **OPTIONAL:** Your LinkedIn

https://opensocial.com/insights/instagram-for-business/




- **Bio:** Your **Instagram bio** is where you will capture the attention of other users. You can either describe what your business does, hype up your website or slap your brand's slogan here (or all of the above, actually).

THIS IS WHERE THE MAGIC IS!!!

- Review the many videos available online, some of which I've linked on Slack.
- See what those you researched for Form A are doing.
- Remember you can edit this. You aren't going to go that viral that quickly to worry about mistakes.

https://opensocial.com/insights/instagram-for-business/




- **Page:** Connect your Instagram business profile to your **Facebook business page**.

Supposedly this is optional.
That seems to change every year, so we'll see in class. Also....

Though not required for this class, it wouldn't hurt to be present on both Instagram and Facebook. It certainly couldn't hurt and Instagram makes it ridiculously easy to be active on both.

https://opensocial.com/insights/instagram-for-business/



- **Instagram Story Highlights:** Create **Story Highlights** for people to easily find relevant info. Categorize your Highlights based on the types of Stories your brand typically creates.

This might take a bit to build, but be aware.
I don't require Stories for this class because I can't grade them; however, I suggest you do them!

https://opensocial.com/insights/instagram-for-business/




ULTIMATE INSTAGRAM BIO

https://opensocial.com/insights/instagram-for-business/


SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR (PLAN C)
- WHAT'S DUE NEXT WEEK



- There is only one kind of free page on LinkedIn, so get on there.
- Here it is better to **be you as a person** rather than you as a brand. If you start building a significant freelance business, you could do both.
- Use a **GOOD headshot** rather than your logo.
- Use **your name** rather than a name of a company.


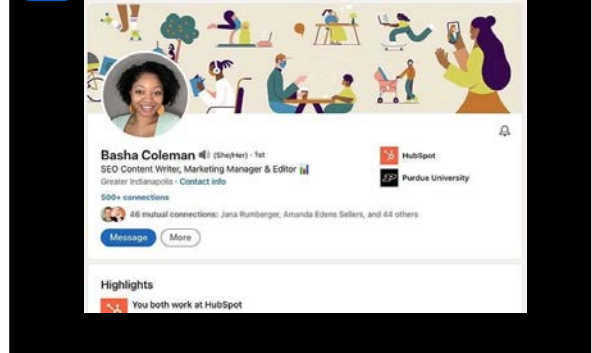
https://opensocial.com/insights/instagram-for-business/



REQUIRED:

- **ABOUT:** Your resumé must live here, though it might require you to fill in LinkedIn's forms instead of just uploading your PDF.
- **CONTACT INFORMATION:**
 - Your website
 - Your Behance
 - Your Instagram

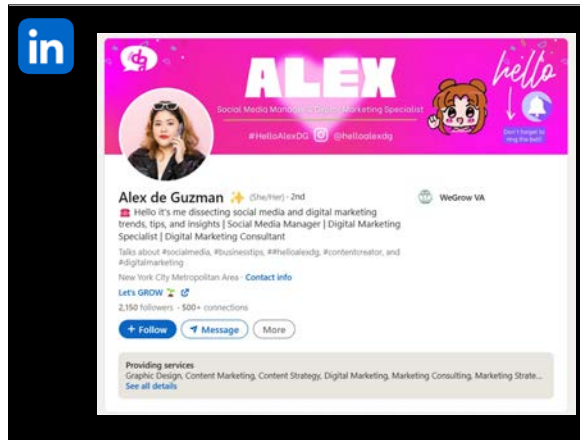
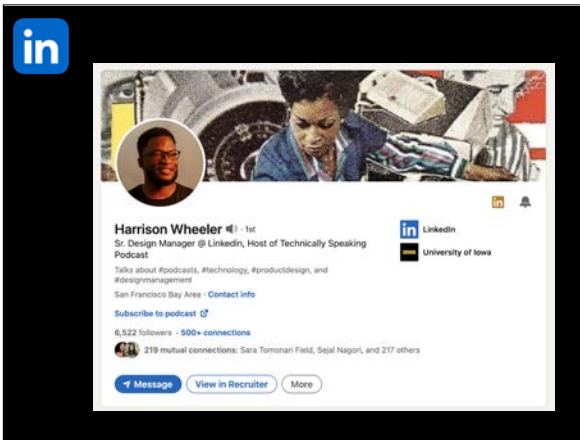
https://opensocial.com/insights/instagram-for-business/

Basha Coleman | (She/Her) - 1st
SEO Content Writer, Marketing Manager & Editor
Greater Indianapolis - Contact info

500+ connections
48 mutual connections: Jana Rumberger, Amanda Edens Sellers, and 44 others

Highlights
You both work at HubSpot



The most fundamental step in growing your LinkedIn account as a graphic designer is to improve your profile.

That means leveraging three important sections when getting started on LinkedIn:

- Your LinkedIn **Headline**
- Your LinkedIn **Summary**
- Your LinkedIn **Banner**

LinkedIn Headlines For Graphic Designers

Many LinkedIn users often make the mistake of overlooking their professional headlines. But in reality, a good LinkedIn headline can **attract more clients** and build your name.

Since you'll find your headline below your name, it needs to have the **right mix of keywords** to rank higher in the search results. For instance, putting "UX Designer" as your job title and adding in a few skills like "video editing" can do the job.

You can check out the sample below for a good LinkedIn headline:

👋 Hello it's me dissecting social media and digital marketing trends, tips, and insights | Social Media Manager | Digital Marketing Specialist | Digital Marketing Consultant

Talks about #socialmedia, #businessstips, ##helloalexdg, #contentcreator, and #digitalmarketing

LinkedIn Summary For Graphic Designers

Another important section on your LinkedIn page to consider is your **About Me** section or your LinkedIn summary. You can add a **quick overview** of your background, experiences, skills, and many more.

Keep in mind the **2,000-character limit** for your LinkedIn summary. Besides this, make the **first three lines** of this section fun and engaging to grab your viewers' attention.

You can check out the sample below for a good LinkedIn summary:

About

Hello,

My name is Tetisha and I am a Graphic designer with cumulative 3 years of industry graphic design experience with professional expertise in UI/UX design process, Package design, Company portfolio design, branding, Product design, Social media branding, Logo design and 2D animation.

LinkedIn Banner For Graphic Designers

Like your profile photo, your LinkedIn banner also plays a huge role in attracting potential clients. It's among the **first few things people will see** while visiting your account.

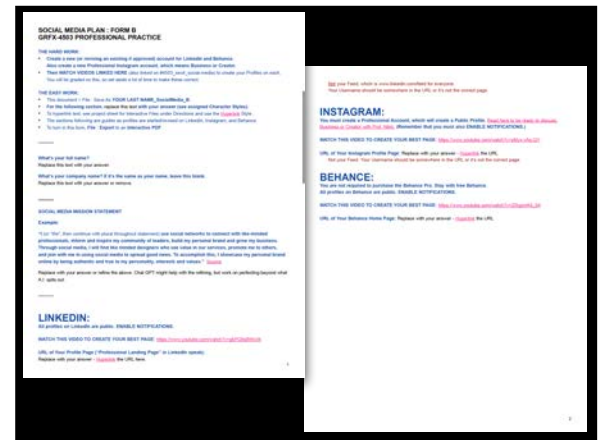
So to **create a lasting first impression**, a good LinkedIn banner must have your title, a vivid background or photo, and a call to action:

Learn more about the basics of a great LinkedIn banner in [The Ultimate Guide for LinkedIn Banners](#).



SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR (PLAN C)
- WHAT'S DUE NEXT WEEK



MENU

social media plan B

This form is about you and your brand presence on the required platforms (Instagram, LinkedIn, and Behance). It takes you step-by-step as you create/revise/update your profile on each. **The form also asks for screenshot/hyperlinks to show evidence of the work, so do not forget to take them throughout the process!**

- Read the article **"Developing Your Social Media Brand Voice: A Beginner's Guide"** and see steps on SocialMediaPlanB file. This will help you as you develop your "brand voice", though yours can become a bit more personal if your brand name is YOU as a person vs. you as a company.
- Be sure your tone is consistent with your initial brand strategy.
- Remember that you are "yourself" - you as your professional, career self. Be the adult version of you. Be the employed version of you. But also be the human, approachable, colorful version of you. BE SOCIAL.
- Be sure your profiles are consistent in their visuals and bios, but relative to the platform. See guidelines for writing a killer bio for [Instagram](#) and [LinkedIn](#). << click for links!

Social Media FORMS

- SocialMedia_A.indd
- B-STUDENTS_TO_READ_LINKS.pdf
- SocialMedia_B.indd
- Social Media Checked.mfl
- SocialMedia_C FORM Folder
 - SocialMedia_C_ReadMe_SPO24.pdf
 - Using Instagram for...m, 2024 | Medium.pdf

DIRECTIONS

- Locate the **B** folder from the previously downloaded **Social Media FORMS.ZIP**.
- Open the InDesign SocialMedia_B_INDD document. Replace the font with whatever you would like. There are no linked images.
- File : Save As **YourLastName_SocialMedia_B_INDD**.
- Also review slides from Social Media Workshop Day 2 and all videos linked in thread on Slack **#4503_sec4_social-media**.
- Remember to document your progress with screenshots.
- For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink**. >>
- Check your spelling and grammar (see rubric).
- When finished, package your InDesign document for yourself.
- Also, File : Export to an **Interactive PDF**. (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

This will be started in class on Thursday, March 28.
Both of the following are **DUE BY 8:00am on Tuesday, April 2**.

GOOGLE:
Under **SECTION 4 : SOCIAL MEDIA**, place the (correctly named) interactive PDF you created in this folder.

SLACK:
Place the (correctly named) interactive PDF in thread on **#4503_sec4_social-media** asking for it.

Prof. Nikki Arnell 11:52 PM
In the thread to this post, upload your correctly named Social Media Plan B by 8am on Tuesday, April 2nd.
1 reply Today at 11:53 PM

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR (PLAN C)
- WHAT'S DUE NEXT WEEK

NEXT TUESDAY

SOCIAL MEDIA WORKSHOP DAY 3

- REVIEW: PROFESSIONAL vs. PERSONAL
 - Business Info in Bio/Profile
- CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why
 - Schedulers
- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - @Handle/Mentions
 - TinyURLs if necessary
 - Connect Everything and Grow
 - Know Your Audience + Track Your Results (Analytics)
- BEGIN: SOCIAL MEDIA PLAN C
 - INSTAGRAM
 - Post - Story - Reel - Live
 - 2024: Reels + Captions
 - Use Highlights
 - LINKED IN
 - BEHANCE
- REVIEW: SOCIAL MEDIA PLANS A & B
- WHAT'S DUE NEXT CLASS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11am Instagram Photo/Post or Story/Reel/Video 11:53 PM 1 reply Today at 11:53 PM	8am Instagram Story of Advertising/Content Image and Link to breaking news regarding design/ advertising 10am Check Instagram 11am Instagram of my @kautmya/progress 12pm Check LinkedIn 1pm Check Instagram 2pm Instagram of My Work with link to website 3pm Share Instagram post on LinkedIn feed 4pm No Show another designer's work from Behance or job posting 5pm Check Instagram 6pm Check Instagram 7pm Check Instagram 8pm Check Instagram 9pm Check Instagram 10pm Check Instagram 11pm Check Instagram	8am Check LinkedIn Check Instagram 10am Instagram of Advertising/Content Image and Link to breaking news regarding design/ advertising 11am Check LinkedIn Check Instagram 12pm Instagram of my @kautmya/progress 1pm Check LinkedIn 2pm Check Instagram 3pm Instagram from KautMya's feed 4pm Check Instagram 5pm Share event from some local regional group (design or education) direction 6pm Check Instagram 7pm Check Instagram 8pm Check Instagram 9pm Check Instagram 10pm Check Instagram 11pm Check Instagram	8am Instagram of Advertising/Content Image and Link to breaking news regarding design/ advertising 10am Check LinkedIn 11am Check Instagram 12pm Instagram of my @kautmya/progress 1pm Check LinkedIn 2pm Check Instagram 3pm Instagram from KautMya's feed 4pm Check Instagram 5pm Share event from some local regional group (design or education) direction 6pm Check Instagram 7pm Check Instagram 8pm Check Instagram 9pm Check Instagram 10pm Check Instagram 11pm Check Instagram	8am Check LinkedIn Check Instagram 10am Instagram of Advertising/Content Image and Link to breaking news regarding design/ advertising 11am Check LinkedIn 12pm Instagram of my @kautmya/progress 1pm Check LinkedIn 2pm Check Instagram 3pm Instagram from KautMya's feed 4pm Check Instagram 5pm Share event from some local regional group (design or education) direction 6pm Check Instagram 7pm Check Instagram 8pm Check Instagram 9pm Check Instagram 10pm Check Instagram 11pm Check Instagram	8am Instagram Photo/Post or Story/Reel/Video 10am Instagram of Advertising/Content Image and Link to breaking news regarding design/ advertising 11am Check LinkedIn 12pm Instagram of my @kautmya/progress 1pm Check LinkedIn 2pm Check Instagram 3pm Instagram from KautMya's feed 4pm Check Instagram 5pm Share event from some local regional group (design or education) direction 6pm Check Instagram 7pm Check Instagram 8pm Check Instagram 9pm Check Instagram 10pm Check Instagram 11pm Check Instagram	11am Instagram Photo/Post or Story/Reel/Video 11:53 PM 1 reply Today at 11:53 PM

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR (PLAN C)
- WHAT'S DUE NEXT WEEK

24	25	26	27	28	29	30
11:53 PM 1 reply Today at 11:53 PM	11:53 PM 1 reply Today at 11:53 PM	11:53 PM 1 reply Today at 11:53 PM	11:53 PM 1 reply Today at 11:53 PM	11:53 PM 1 reply Today at 11:53 PM	11:53 PM 1 reply Today at 11:53 PM	11:53 PM 1 reply Today at 11:53 PM

DUE > WHAT • WHEN • WHERE

This will be started in class on Thursday, March 28.
The first section, Usernames, is **DUE BY 8:00am on Thursday, March 28th** to use in Social Media Workshop Day 2.

GOOGLE:
The completed forms is **DUE BY 8:00am on Tuesday, April 2**.

SLACK:
Place the (correctly named) interactive PDF in thread on **#4503_sec4_social-media** asking for it.

Prof. Nikki Arnell 11:52 PM
In the thread to this post, upload your correctly named Social Media Plan A by 8am on Tuesday, April 2nd.
1 reply Today at 11:53 PM

DUE > WHAT • WHEN • WHERE

This will be started in class on Thursday, March 28.
Both of the following are **DUE BY 8:00am on Tuesday, April 2**.

GOOGLE:
Under **SECTION 4 : SOCIAL MEDIA**, place the (correctly named) interactive PDF you created in this folder.

SLACK:
Place the (correctly named) interactive PDF in thread on **#4503_sec4_social-media** asking for it.

Prof. Nikki Arnell 11:52 PM
In the thread to this post, upload your correctly named Social Media Plan B by 8am on Tuesday, April 2nd.
1 reply Today at 11:53 PM