Week 1 Written Assignment: MainStreet Dance

Week 1 Written Assignment

Staci Curtis

National University

COM 431A: Interactive Campaigns

Professor Melodie Tao

February 13, 2012

*Abstract*

This paper will be composed of three parts. The first part will describe our creative plan for our content strategy. This will be a detailed section of how we plan to design and create our content, what our website and social network pages will look like, and how we plan to connect them for cross promotion. The next section will describe our production plan. This will be where we go into detail about the tools we are going to use to produce our creative plan. The last section of this paper will be a reflective account of the experience of producing this paper and imaging both the creative and the production plans.

*Part 1: The Creative Plan*

As described in our strategic campaign, we plan to use Facebook, Twitter, a blog, and Youtube, along with our home website to connect with our audience. We believe these networks will be the most beneficial to connect in the ways that we want to connect. This will allow us to give information, post videos, photos, and stories, and most importantly, it will allow us to create conversation.

We are going to use Wordpress.com to create our website. There will be a banner picture along the top of a picture of the city: our home. We will have easy to navigate tabs along the top under the banner. Our name will be clearly and boldly written near the top of the page. Our home page will be a slideshow of pictures of our dancers, famous dancers, and events. We will also include a short story of what we are about and how we came to be. We will have a tab with pictures and biographies of each of our instructors, a tab for our class schedule, one for our competition schedule, one with registration information and forms, and one for frequently asked questions. On the bottom of our home page, we will include links to our other pages.

On the left hand side of our Facebook page will be our profile picture. We will take advantage of this space and place a professional photo of our studio here. We will most likely change our profile picture often and include action shots of dancers occasionally. Underneath this area will be links back to all of our other sites. Our welcome page will have an immediate call to action to get people to “like” our page. It will say, “Like dancing? Like our page!” Once people like our page they will be able to see our posts, our pictures, our videos, and our conversations. Users will have the opportunity to like, share, tweet, and repost any of our posts.

The background of our Twitter page will be similar to that of our website. The background will be a centered picture of the city. Our profile picture will be consistent with our profile picture on our Facebook page. Whenever we change one, we will change the other. Our followers will have the ability to retweet and share any of our tweets. Underneath our profile picture, which will be aligned on the right hand side, will be non-active links to all of our other networks.

Our Youtube page will remain consistent in design as all of our pages have. Our background picture will be the same as our website and Twitter background pictures, and will be aligned on the left side of the page. Underneath our profile picture, which will also be consistent with the profile pictures of our other pages, will be non-active links to our other sites. Our users will have the opportunity to share videos, as well as watch and comment on our videos. We will make it easy for our users to link our videos and post them on other pages. There will be social media sharing options on every video we post. We will highly encourage user participation and enable comments, likes, and dislikes on all of our videos.

We plan on using Blogspot.com for our blog’s website. We want our blog to have a little bit more of an “artsy” feel to it than our other sites, while remaining cohesive in design. We want our blog to feel more like a journal. Our name and our picture of the city will be neatly placed at the top of our blog. On the right hand side will be our profile picture and underneath it will be links to all of our sites. We will have social media sharing options for all of our posts and people will be able to take their favorite piece of a blog and tweet it or post it on Facebook.

*Part 2: The Production Plan*

We are going to create our website first, as this is where our audience can research us and receive information about the studio, our classes, who we are, where we are, and what we do. Our next platform to create will be our Facebook page. This is the most visited site of all social networks, so we think it is important to build a strong relationship with our audience through here. We will then create our Youtube page, so that we can start the spread of our videos. Our Twitter page and our blog will be launch simultaneously.

We want to highly emphasize our social media sharing options. We are going to have links to each of our sites on all of our platforms, and we are also going to include easy sharing options so that our users can easily take a post from one platform and put it on another. We are going to be constantly posting pictures, videos, stories, and tips, and we want to make it as easy as possible for all our users throughout our different platforms to have access to them.

*Part 3: The Reflection*

I will be honest; I had some difficulty focusing to put together the pieces of this paper. I was not really sure of where to start when I started writing the creative plan. In my mind I know what each of the platforms looks like and I know what I want my pages to look like, but putting the ideas and thoughts to paper was so much harder than I imagined it would be.

Once I figured out how to say what my mind was imagining, it was a little easier. I really want to emphasize on social sharing options. I think each of my sites has something valuable to offer, and I do not want to offer exactly the same thing on every site. I have similar ideas for each platform to keep them cohesive with one another, but I do not want to fill our Facebook page, our Twitter, our Youtube, and our blog all with the same photos, videos, and information. I think having something exclusive to one or two sites makes it more valuable. Though I will not post the same things on each site, I want my users to be able to share throughout the platforms. I think this will help increase the chances of our posts going viral.

Towards the end of writing the paper, I got this feeling of excitement, as I realized all our work is starting to come together. It’s coming together slowly, but figuring out the creative and production plans were the first steps.