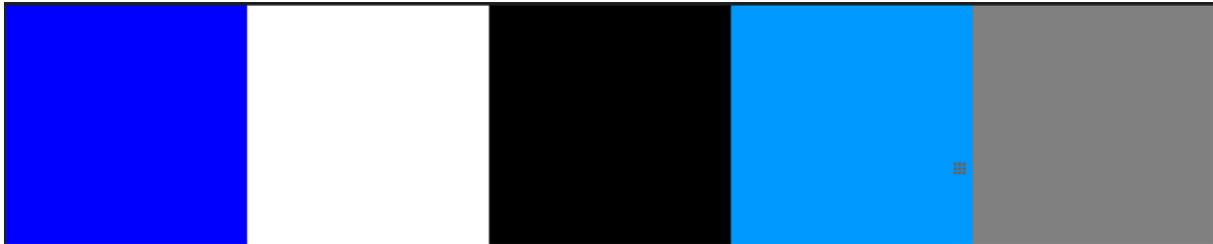


Social Media Campaign Action Plan – Daniel Wilkins

(DHW Development)

Introduction

I will be undertaking a social media campaign which will enable me to increase the views I receive upon my website. This will last for the duration of a few weeks in which I aim to improve my personal profile in order to attract potential employers. I will be offering insight into what I do as a developer student by displaying a variety of content as explained further on. This content will allow for my target audience to learn about me and what work I am currently partaking in as well as giving them the opportunity to interact and learn more about development through my social media campaign. With relation to typography used, the main fonts will be 'Arial' and 'Calibri' as these are the two fonts which I utilise on my website of which I am attempting to promote. 'Arial' would be the most used font across platforms as this is used for headings of pages as well as paragraphs within my website. My logo will be consistently placed across different social media platforms where appropriate as well as implementing the colour scheme of my website which is shown below:



(W3Schools, 1999)

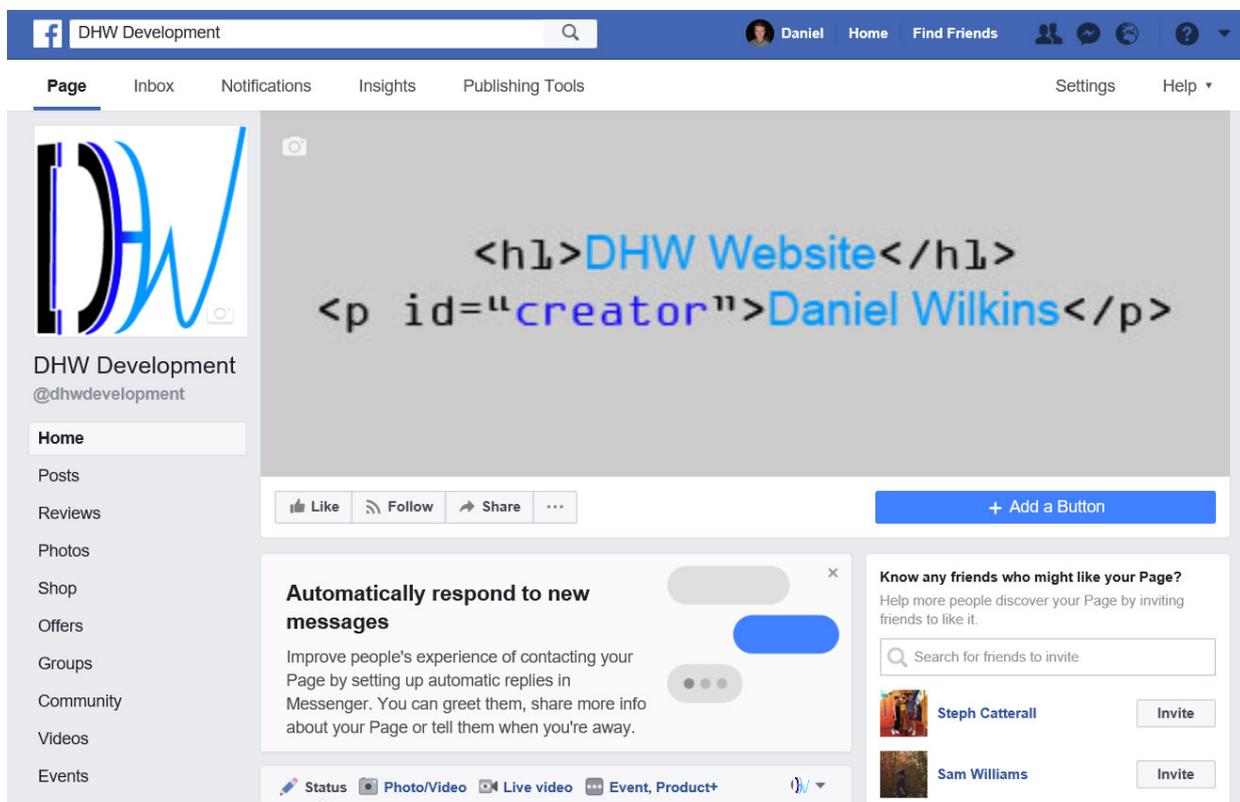
The tone of voice throughout the campaign will be formal and professional but will not be too serious otherwise this may degrade any personal connection with my audience and I aim to tell a story of how my projects develop from early stages through to the final product as well as showing how my development skills have developed over a period of time. Any images posted will be in 'png' format as this uses lossless compression which means that the image quality will remain the same when being resized compared to 'jpg' of which uses a lossy compression that means the quality of the image will be decreased when being resized (Joan, 2011). To add, all images will contain an 'alt' tag to allow for the use of alternative text. Digital forms of work may be uploaded too into a 'pdf' format that will allow anyone to view my work without needing to have the required software installed. As well as this, automatic screenshots will be utilised by the social media platforms when sharing an article. To summarise, all files uploaded will be available to view by anybody that has access to the social media platforms of which they are on.

Objectives and Starting Statistics

The brief for this project is to 'plan and implement your own social media campaign to promote your personal website/web portfolio' (Wort, 2018:1). The main aims I have set for myself are to attract potential employers or industry specialists, to persuade more people to view my website, promote myself as a developer by building up my brand and profile but to also teach people who are interested in development, especially website development, about my experience so far and what aspects I have discovered as well as useful things I have learnt. To achieve these aims, I have produced SMART (Specific, Measurable, Attainable, Relevant and Time-bound) objectives for each social media platform I intend to utilise as well as my website (Barker, 2018):

Facebook - I will establish a business page to act as a platform for where I will build followers and place all of my content (Egan, 2017). This will be analysed on a weekly basis to examine an increase or decrease in likes and followers and if there is an increase or decrease in views on my website as a result. I will use the 'Insights' tab on the page to identify data and analyse the most successful aspects as well as those that need improvement (See Appendix 1). By the end of the campaign, I aim to have at least 20 followers and people who have liked the page through posting a variety of content.

Starting Statistics of the Facebook Page (13th February)



The image shows a screenshot of a Facebook page for 'DHW Development'. The page header includes the name 'DHW Development' and a search bar. The main content area features a cover photo with the text: `<h1>DHW Website</h1>` and `<p id="creator">Daniel Wilkins</p>`. Below the cover photo are buttons for 'Like', 'Follow', 'Share', and 'Add a Button'. The left sidebar contains navigation options: Home, Posts, Reviews, Photos, Shop, Offers, Groups, Community, Videos, and Events. The right sidebar has a section titled 'Automatically respond to new messages' and another titled 'Know any friends who might like your Page?' with a search bar and two 'Invite' buttons for 'Steph Catterall' and 'Sam Williams'.

Your Page ...

DHW Development

Messages
Notifications

Publish Photo Live Invite

Likes Views Posts

3

3 new likes this week

Your Page ...

DHW Development

Messages
Notifications

Publish Photo Live Invite

Likes Views Posts

7 February – 13 February

9 Page views

3 Post engagements

(22nd February)

Search Daniel Home Find Friends Help

Page Inbox Notifications **Insights** Publishing Tools

Overview Promotions **Followers** Likes Reach Page Views Page Previews Actions on Page Posts Events Videos Messages Orders

Daily data is recorded in the Pacific time zone. 1W 1M 1Q

Start: 25/1/2018 End: 22/2/2018

21 22

Total Page Followers as of Today: 3

BENCHMARK
Compare your average performance over time.
Total Page Followers

Search Daniel Home Find Friends Help

Page Inbox Notifications **Insights** Publishing Tools

Overview Promotions Followers **Likes** Reach Page Views Page Previews Actions on Page Posts Events Videos Messages Orders

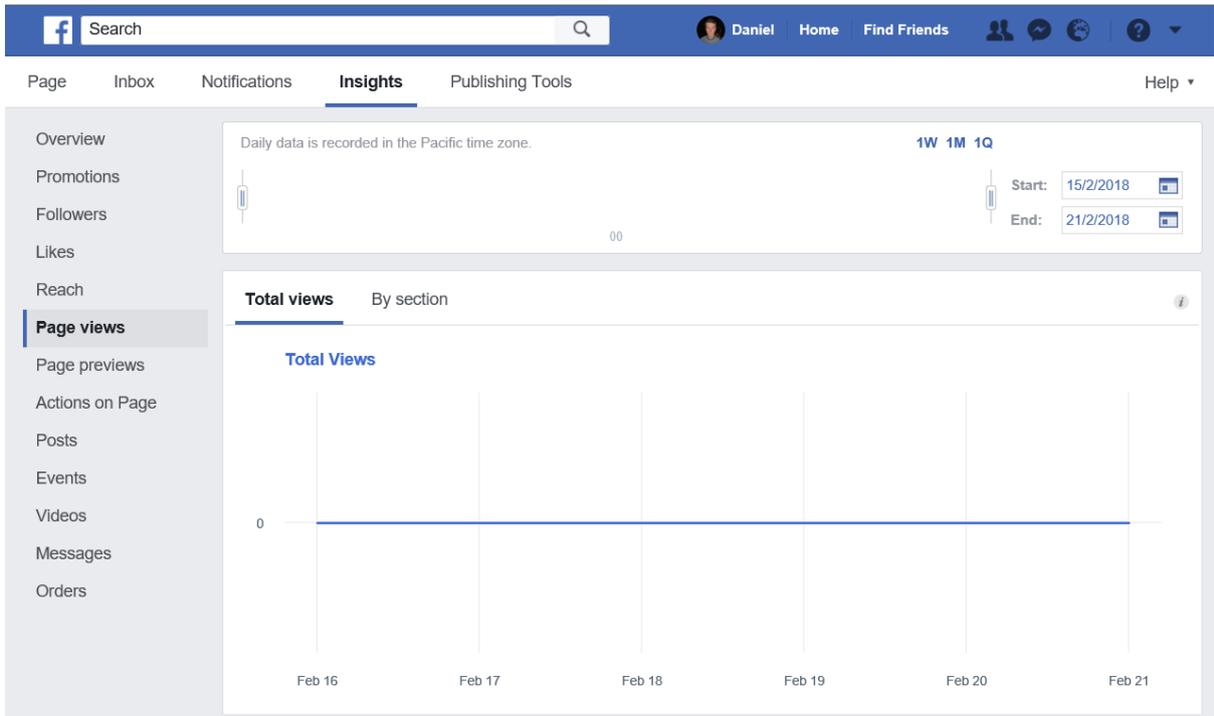
Daily data is recorded in the Pacific time zone. 1W 1M 1Q

Start: 25/1/2018 End: 22/2/2018

21 22

Total Page Likes as of Today: 3

BENCHMARK
Compare your average performance over time.
Total Page Likes



(23rd February)

Daniel Wilkins added 4 new photos.
17 July 2017 · 🌐

I have just returned from my holiday in Sorrento, Italy. I had a great time seeing lots of sights including the Amalfi Coast, Herculaneum and Positano. The view from the hotel I stayed in was absolutely stunning as you could see Vesuvius in the distance as well as the pretty city below.

Like Comment Share

Amy Ward, Connor Kenway and 20 others

Christine Grist Looks beautiful Daniel. Glad you enjoyed it. 😊 xx
Like · Reply · 31w

Moriah Collins Amazing!! Sounds like a great holiday!
Like · Reply · 31w

Write a comment...

Post interaction example

 <p>The ICE Agency UK Advertising agency ✓ Liked ▼</p>	 <p>Marmalade on Toast Web designer ✓ Liked ▼</p>
 <p>Mozilla ✓ Charity ✓ Liked ▼</p>	 <p>Stack Overflow Computer & Internet website ✓ Liked ▼</p>
 <p>Dymond Development Website ✓ Liked ▼</p>	 <p>Matts Designs Are Cool Internet company ✓ Liked ▼</p>
 <p>Transmedia 2018 College & University ✓ Liked ▼</p>	 <p>RSA Student Design Awards Community ✓ Liked ▼</p>
 <p>University of Winchester Music Centre Community ✓ Liked ▼</p>	 <p>Imagine Dragons ✓ Musician/band ✓ Liked ▼</p>
 <p>BRING ME THE HORIZON ✓ Musician/band ✓ Liked ▼</p>	 <p>Transmedia 2017 Computer company ✓ Liked ▼</p>
 <p>Calvin Harris ✓ Musician/band ✓ Liked ▼</p>	 <p>Coldplay ✓ Musician/band ✓ Liked ▼</p>
 <p>England football team ✓ Sport team ✓ Liked ▼</p>	 <p>Manchester United ✓ Sport team ✓ Liked ▼</p>

Items I currently like

Twitter - I aim to have at least 25 followers by the end of the campaign through posting of a variety of content. Likewise to Facebook, weekly analysis will be undertaken to view any changes in followers and notice any activity that gains the most interaction through retweets, comments/replies or likes. The analytics provided by Twitter (See Appendix 2) will also allow me to gauge data such as engagement and audience and analyse what areas are best for my campaign (Vermeren, 2017).

Starting Statistics of my Twitter Account (16th February)



The image shows a screenshot of a Twitter profile page. At the top, there is a bio section with HTML code: `<h1>DHW Website</h1>` and `<p id="creator">Daniel Wilkins</p>`. Below the bio is a circular profile picture featuring a stylized 'DHW' logo in blue and white. To the right of the profile picture, the name 'DHW Development' is displayed in bold black text, with the handle '@DHWDevelopment' underneath. At the bottom of the profile card, there are three statistics: 'Tweets' with a value of '1', 'Following' with a value of '9', and 'Followers' with a value of '3'. The numbers are in a large, bold, blue font.

Tweets	Following	Followers
1	9	3

Tweets 1 | Following 9 | Followers 3 | Lists 0 | Moments 0 Edit profile



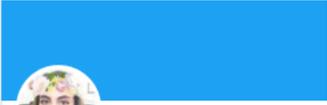
Mozilla @mozilla
A non-profit with one mission: defend the free and open web.



Stack Overflow @StackOverflow
Stack Overflow is the largest, most trusted online community for developers to learn, share their knowledge, & build their careers. Also makers of ...



MDN Web Docs @MozDevNet
The official MDN account. We deliver the best web docs around (with your help!).



Tabasom Aryamanesh @TabasomArya
Passionate in web technologies - Front-end developer - Reactjs lover



fruitstudios @fruitstudios
Web + App Design & Development



Ice @iceagencyuk
ICE is a creative design agency. We: Brand. Design. Visualise. Find out more... theiceagency.co.uk



Marmalade on Toast @marm_on_toast
An award winning creative studio in Winchester. We make beautiful stuff that works.



David Karp @davidkarp
First ever Tumblr blogger



Mark Zuckerberg @finkd

Followings

Tweets 1 | Following 9 | Followers 3 | Lists 0 | Moments 0 Edit profile



Ben Pople @Pr0ple
Follows you



Cain MY @CainM_Y
Follows you



Josh Dymond @joshdymond97
Follows you

Followers

Tweets | Tweets & replies

 **DHW Development** @DHWDevelopment · Feb 6

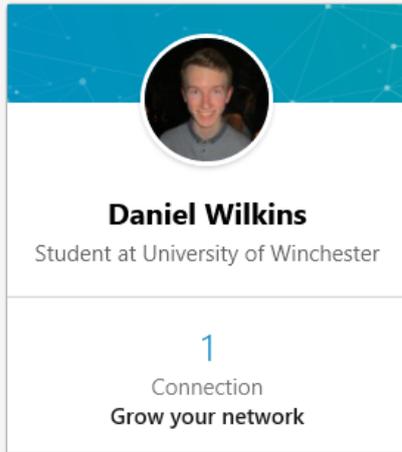
@HBO When is the next series of Game of Thrones coming out?

🗨️ 2 ❤️ 3 📌

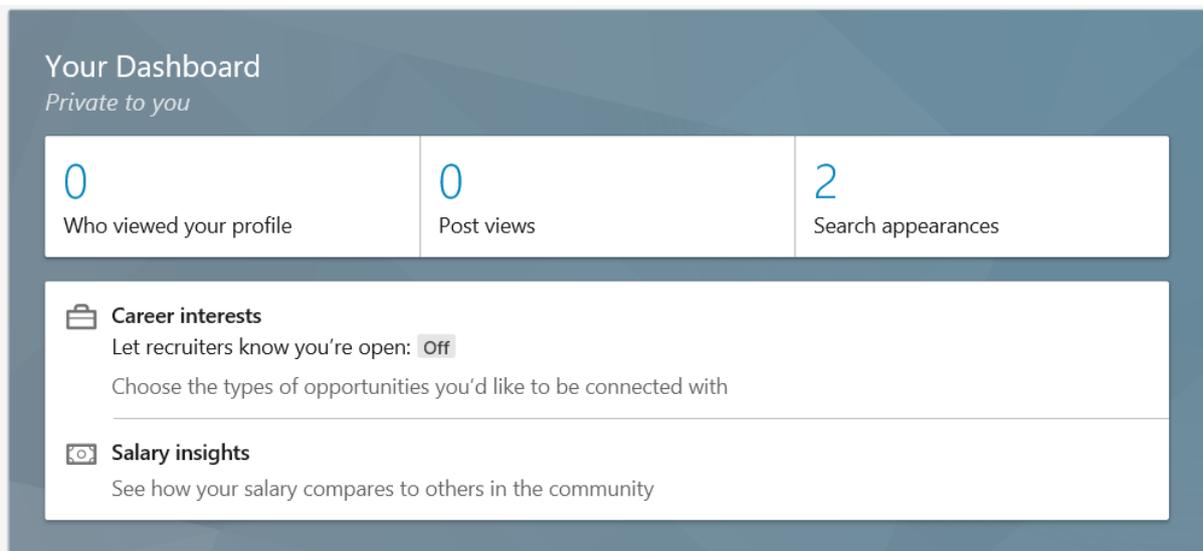
Tweet interaction example (19th February)

LinkedIn – For this platform, I aim to increase the quantity of connections I have to at least 6 by the end of the campaign. This will be achieved through following experts and joining discussions as well as posting a variety of content on my profile. Likewise to Facebook and Twitter, weekly analysis will be undertaken, identifying who has searched for me, if there is any increase or decrease in connections and the effect upon the views of my website.

Starting Statistics for my LinkedIn Account (13th February)

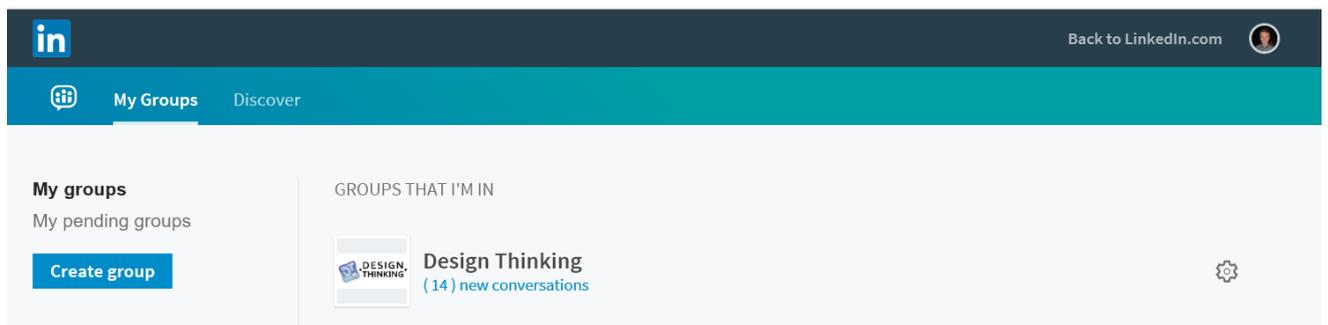


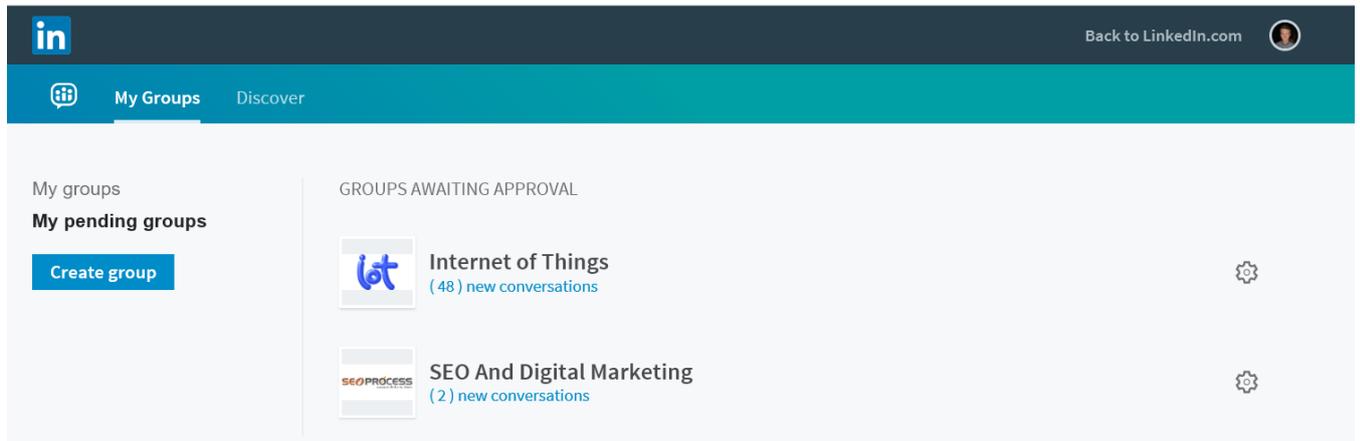
Connections



Profile information

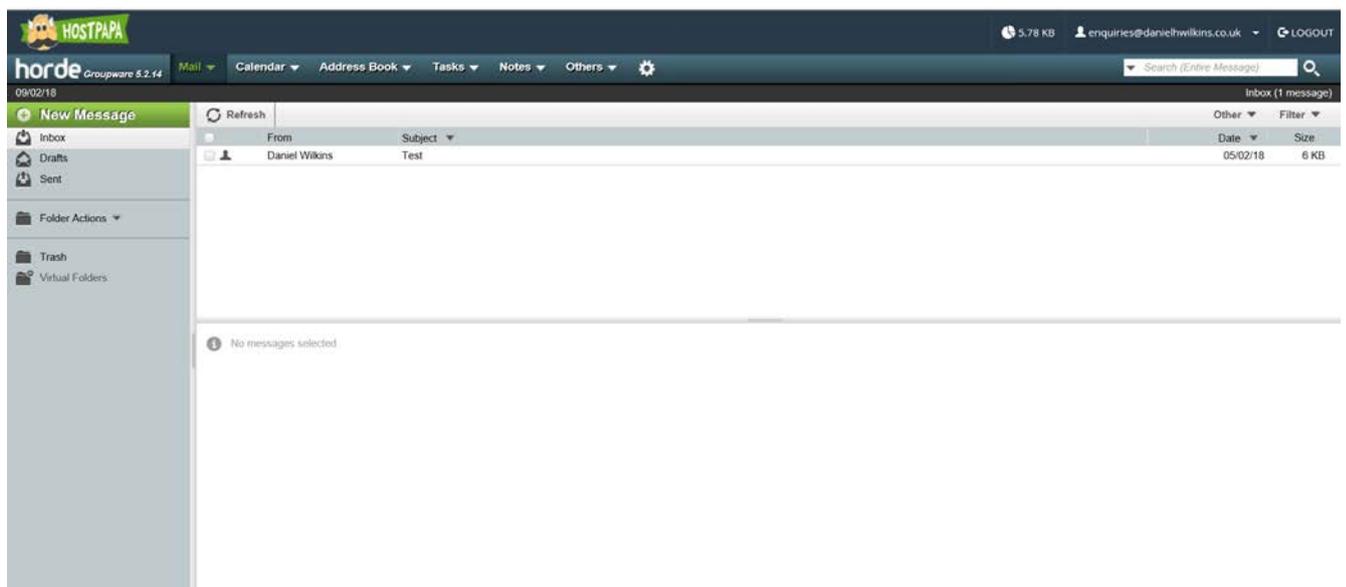
Groups information (23rd February)





Website – My target is to increase the amount of views on my website. This will be measured through the use of Google Analytics on a weekly basis as well as any contact through the email address provided on my personal website. This can be measured through regularly analysing the quantity of emails received in the web mail client of my hosting service. This will be achieved through promoting myself on the social media platforms shown above.

Starting Statistics for Webmail Account (9th February)



Google Analytics (13th February 2018)

Google Analytics Home INTELLIGENCE

Users	Sessions	Bounce Rate	Session Duration
27 ↓ 63.5% vs last 7 days	38 ↓ 50%	34.21% ↑ 2,500%	0m 39s ↑ 195.6%

Active Users right now

0

Page views per minute

Top Active Pages Active Users

There is no data for this view.

Last 7 days ▾ [AUDIENCE OVERVIEW](#) >

[REAL-TIME REPORT](#) >

When do your users visit?

Users by time of day

Last 30 days ▾

Where are your users?

Sessions by country

Last 7 days ▾ [LOCATION OVERVIEW](#) >

What are your top devices?

Sessions by device

Last 7 days ▾ [MOBILE OVERVIEW](#) >

Acquisition Overview

Feb 6, 2018 - Feb 12, 2018

All Users
100.00% Users

Primary Dimension:

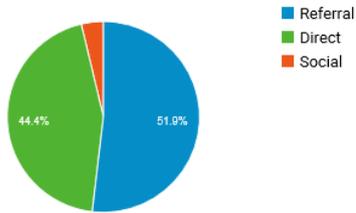
Conversion:

Top Channels

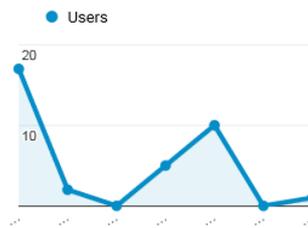
All Goals

[Edit Channel Grouping](#)

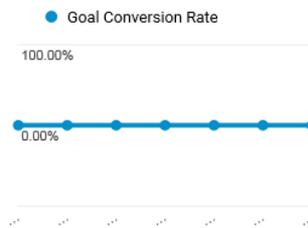
Top Channels



Users



Conversions



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	27	25	38	34.21%	1.34	00:00:39
1 Referral	14	<div style="width: 52%;"></div>		0.00%		
2 Direct	12	<div style="width: 44.4%;"></div>		56.52%	<div style="width: 56.52%;"></div>	
3 Social	1	<div style="width: 3.7%;"></div>		0.00%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)



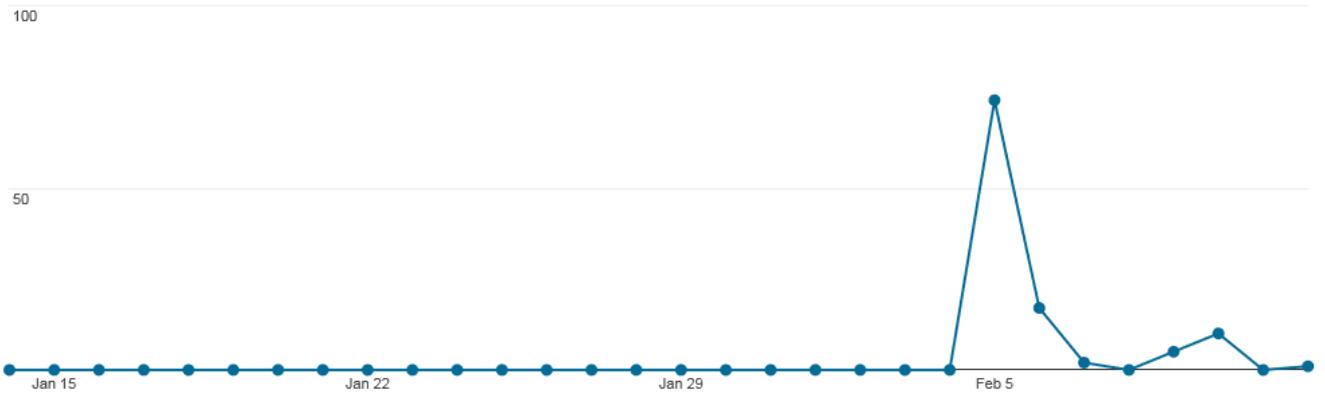
Active Users

 All Users
100.00% Users

Jan 14, 2018 - Feb 12, 2018

Active Users

- 1 Day Active Users
- 7 Day Active Users
- 14 Day Active Users
- 28 Day Active Users



1 Day Active Users
1
% of Total: 100.00% (1)

7 Day Active Users
27
% of Total: 100.00% (27)

14 Day Active Users
99
% of Total: 100.00% (99)

28 Day Active Users
99
% of Total: 100.00% (99)

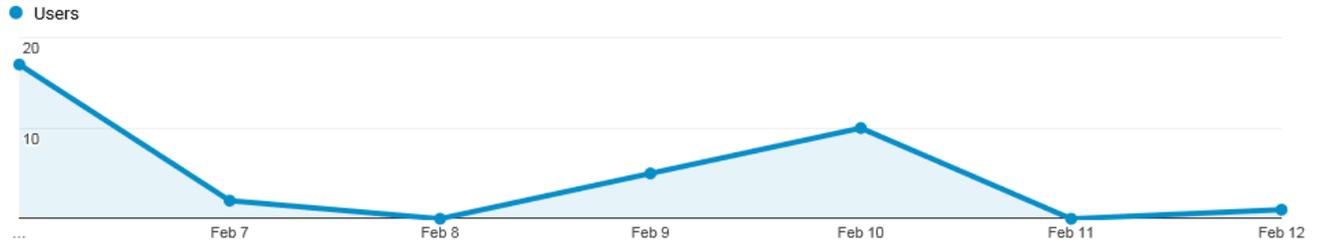


Audience Overview

All Users
100.00% Users

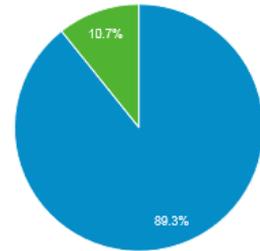
Feb 6, 2018 - Feb 12, 2018

Overview



Users 27	New Users 25	Sessions 38
Number of Sessions per User 1.41	Pageviews 51	Pages / Session 1.34
Avg. Session Duration 00:00:39	Bounce Rate 34.21%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. (not set)	14	51.85%
2. en-gb	7	25.93%
3. en-us	6	22.22%

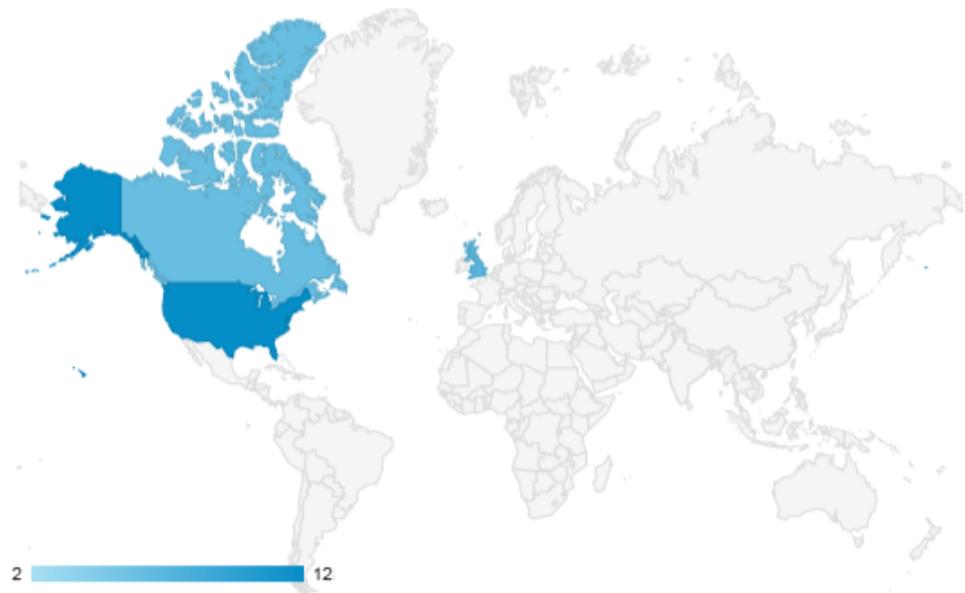
Location

 **All Users**
100.00% Users

Feb 6, 2018 - Feb 12, 2018

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27 % of Total: 100.00% (27)	25 % of Total: 100.00% (25)	38 % of Total: 100.00% (38)	34.21% Avg for View: 34.21% (0.00%)	1.34 Avg for View: 1.34 (0.00%)	00:00:39 Avg for View: 00:00:39 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	12 (44.44%)	12 (48.00%)	12 (31.58%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	7 (25.93%)	5 (20.00%)	18 (47.37%)	38.89%	2.50	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	6 (22.22%)	6 (24.00%)	6 (15.79%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	2 (7.41%)	2 (8.00%)	2 (5.26%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)



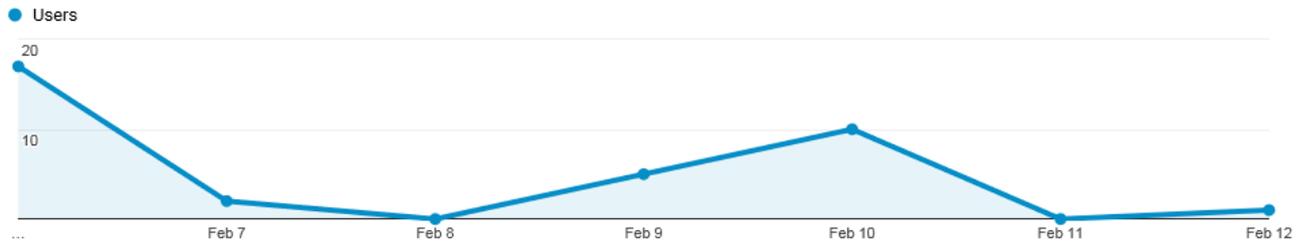
Overview

All Users
100.00% Users

Feb 6, 2018 - Feb 12, 2018

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27 % of Total: 100.00% (27)	25 % of Total: 100.00% (25)	38 % of Total: 100.00% (38)	34.21% Avg for View: 34.21% (0.00%)	1.34 Avg for View: 1.34 (0.00%)	00:00:39 Avg for View: 00:00:39 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	23 (85.19%)	22 (88.00%)	27 (71.05%)	37.04%	0.63	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	3 (11.11%)	3 (12.00%)	5 (13.16%)	20.00%	3.00	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1 (3.70%)	0 (0.00%)	6 (15.79%)	33.33%	3.17	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)



Pages

All Users
100.00% Pageviews

Feb 6, 2018 - Feb 12, 2018

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	51 % of Total: 100.00% (51)	37 % of Total: 100.00% (37)	00:00:56 Avg for View: 00:00:56 (0.00%)	24 % of Total: 100.00% (24)	34.21% Avg for View: 34.21% (0.00%)	47.06% Avg for View: 47.06% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	23 (45.10%)	17 (45.95%)	00:00:36	16 (66.67%)	43.75%	43.48%	\$0.00 (0.00%)
2. /web_pages/dhw_y2s1_updated_pg.html	14 (27.45%)	9 (24.32%)	00:01:43	3 (12.50%)	33.33%	42.86%	\$0.00 (0.00%)
3. /index.html	9 (17.65%)	6 (16.22%)	00:00:31	2 (8.33%)	100.00%	55.56%	\$0.00 (0.00%)
4. /web_pages/dhw_y1s1_pg.html	2 (3.92%)	2 (5.41%)	00:01:23	1 (4.17%)	100.00%	50.00%	\$0.00 (0.00%)
5. /web_pages/dhw_y1s2_pg.html	2 (3.92%)	2 (5.41%)	00:00:09	1 (4.17%)	100.00%	50.00%	\$0.00 (0.00%)
6. /web_pages/dhw_general_pg.html	1 (1.96%)	1 (2.70%)	00:00:00	1 (4.17%)	100.00%	100.00%	\$0.00 (0.00%)

Background Research

Target Audience and Social Media Platforms

As one of my objectives is to promote myself as a developer and build up my brand and profile, one of my target audiences will be industry specialists or potential employers, especially those in the website industry as this is an area I have an interest for. Another audience will be those that are interested in learning about development, especially website development. There are two age ranges which are 18-29 years and 30-49 years. This is because research suggests that the average age of a developer is aged at 28 years old (See Appendices 3 and 4) and that companies often employ younger and more inexperienced programmers, promoting the older programmers to a more senior role (Eadicicco, 2015)(Eadicicco, 2014). The expertise of both the older and younger developers could therefore become essential to me in gaining more experience.

Demographic research displays that on Facebook, 82% aged between 18 and 29 online use it with 79% aged between 30 and 49 years old and 56% aged 65 and over. 76% of all Internet users in America that are female use Facebook compared to the 66% of male. To add, 72% of people online who earn more than \$75,000 utilise Facebook with 74% having a type of higher education (Fontein, 2016). Facebook is a platform that allows people to share products, offers and services and that this is beneficial to start building followers (Egan, 2017). It can also be used to communicate with customers and the wider public which is good for telling a story (Mills, 2013). Facebook is the best for business to consumer (B2C) with there being one billion active users and with global users sharing 2.5 billion pieces of content daily (*Investopedia*, n.d.)(Barker, 2018). 53% of active users like a brand's page and 77% of B2C marketers mention they have received customers through this platform (Barker, 2018).

With regards to Twitter, 32% of Internet users aged 18-29 years old use the platform with the statistics decreasing to 13% for 50-64 year olds and even further for those aged over 65 at 6%. 25% of men use Twitter compared to the 21% of women. Finally, 26% of Twitter users are earning more than \$75,000 with 21% earning less than \$30,000 (Newberry, 2016). Twitter is good for enticing those who aren't followers to become interested through the use of hashtags and it also helps increase website traffic (Egan, 2017). It also allows one to interact with people or businesses that are of interest and allow for attracting of potential employers (Mills, 2013). The highest users of Twitter are the information and technology sector with 50% of the 85% of B2B that use it stating that it is effective (Barker, 2018).

LinkedIn's majority of users are aged between 30 and 64 years old at 61% with almost 25% of users aged between 18-29 years old. The users are mostly male at 56% with 44% being female. The income statistics are that 44% of users earn more than \$75,000 with over 75% earning over \$50,000 (Fontein, 2017). LinkedIn allows for users to show their experience and professional thoughts with the 'Groups' feature allowing them to meet people from the same industry or people with similar interests (Egan, 2017). 65% of business to business (B2B) companies have obtained customers through this social media platform (Barker, 2018)(Rouse *et al.*, n.d.). LinkedIn will be beneficial for my campaign as it will allow me to meet industry professionals where I will be able to ask questions and promote myself as well as including a link to my website where I will ask for feedback.

From considering my target audiences, I created a few personas to help me visualise how my service could benefit various audiences:

Tom, aged 19, is a student at the University of Cardiff who is currently studying a creative technology course and he wants to view his competitors to gain inspiration for what to include on his website.

He finds it difficult to fix issues with his code at times and fears that his website may not stand out from those of others and wants to know what he can include to make it stand out as well as developing his current skill set. He doesn't have a job outside of university and views Facebook three times a day, in the morning, at lunch time and in the evening. He also uses Twitter to view the latest news globally, looking at this whenever having breaks from studying. Tom has no girlfriend or children.

Lucy, aged 32, is very interested in coding and wants to learn about the types of things that can be achieved, starting by learning the fundamentals of HTML, CSS and JavaScript. This was something that she didn't have the opportunity of learning whilst in education, she didn't go to university but has an A Level in IT. She has always wanted to challenge herself as she is ambitious and she lives in the city of Manchester and has an interest in the latest technology. She uses LinkedIn to view professional views as well as visiting websites such as 'W3Schools' and 'StackOverflow' to learn about different coding languages. She currently works as a sales woman in PC World earning £12,876 annually, specialising in the latest technologies available, she is an expert in her field. Lucy has a boyfriend but no children (*indeed*, 2018).

David, aged 36, is a professional website developer working for the BBC. He aims to help those who want to learn more about development but can't find many people to target. He fears that Content Management Systems are replacing website designers and developers and he wants to enhance people's knowledge of coding. He lives in London and studied Computer Science at the University of the West of England (UWE) (*UCAS*, n.d.). He has a wife and two children and earns £40,544 annually (*glassdoor*, 2017). David uses LinkedIn to find others in the same industry about him to discuss issues and problems and has Facebook but uses this mainly for his personal life.

Competitors (*Ranker*, n.d.)

Below is a list of possible competitors/influencers I can follow, describing a few positive tasks they undertake for their social media accounts:

Tabasom Aryamanesh – Passionate with web technologies

She retweets other people's content, includes articles and information about her preferences to coding and also mentions about any events which are coming soon.

Stack Overflow

They share articles, promote their blogs, retweet other content and share links to various topics.

MDN web docs/Mozilla

They retweet tweets, share content, use hashtags and they deliver content regularly.

Fruit Studios

They promote others through retweeting and show comical content.

David Karp

He shares personalised content, for example Birthday cake pictures and he retweets content.

Mark Zuckerberg

He mentions about updates to Facebook, uses quotes, he posts about his personal life and shares posts of others.

Marmalade on Toast

They utilise lots of visuals and promote events and they connect with their followers.

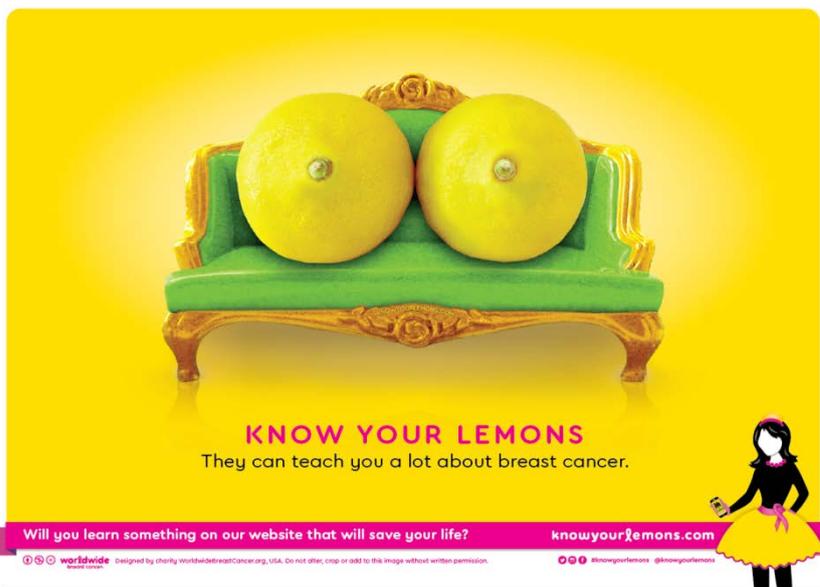
ICE Agency

They show their own content, tasks, projects, and they share articles.

As well as this I also understood that distributing the same content across different platforms is also beneficial.

Previous Campaigns

Know Your Lemons



(worldwide breast cancer,

n.d.)

This campaign raised awareness of the signs of breast cancer amongst women in a light-hearted manner. It also provided them with the opportunity to share stories with each other and a Facebook page was established to allow people to read news updates on a regular basis, give donations and converse about the issue at hand. The visual approach was very effective as it could be understood by anyone (Hughes, 2017).

Avoracle by Lidl UK



(reddot award, n.d.)

This campaign involved predicting football matches of Euro 2016 with an avocado due to the fact that they have a stone inside that is unpredictable with regards to what side it will be on. They painted two hands reflecting who was playing against who and whatever side the stone was on, this would have predicted the winner for that match. Posts appeared in real time during each match which allowed for comments on each match. There were over 440,000 interactions, it reached out to over 50 million people and there were over 18 million video plays proving that it was a successful campaign (Sukhraj, 2017).

Content

I have produced SMART objectives for the content that I plan to release (See Appendix 5 for the user journey, appendix 6 for posting advice and appendix 7 for posting times advice):

Facebook, Twitter and LinkedIn

- For Facebook, Twitter and LinkedIn, I am going to post examples of ongoing work/work in general and record the amount of comments/feedback I receive, aiming for 10 likes with at least 5 comments and 3 retweets and this will be done a few times a week showing progress of different work which will attempt to promote my skills as a developer as well as showing my work ethic (See Appendix 8).
- For Facebook and Twitter, I will create polls allowing for interaction which will ask about my website/ongoing projects and involve my followers in giving feedback (Gausepohl, 2017)(Walter, 2012). I aim to have at least 5 responses for each poll and this will be done once a week at the end of the week and this will help me to develop my skills and gain feedback from others including possible industry professionals.
- For Twitter, I will conduct Question and Answer sessions where I will involve followers and ask them to ask questions about areas they are interested in relating to websites or development in general, achieving to have at least 10 people asking questions each time, undertaking this once a week (Liebowitz, 2017) (Egan, 2017) (Gausepohl, 2017). This activity will inform followers of my current skills and also allow for me to learn some new concepts as well, providing a learning opportunity for both sides.
- For Twitter, I will provide fill in the blank activities which will be conducted daily with relation to the topic of coding, aiming to receive at least 5 replies and this will provide me with the opportunity of showing my knowledge as well as involving followers in something that is of interest to me (Walter, 2012).
- For Facebook and Twitter, I will be releasing coding brain teasers/how to achieve something with a piece of code a few times weekly, aiming to receive at least 5 likes with at least 3 comments and 5 retweets each time.
- For all three platforms, I will share articles that demonstrate my interest for development, especially website development. I aim to receive at least 5 likes with at least 3 comments and 5 retweets for each article. These will be shared daily with a different article each day.
- For LinkedIn I will make contact with industry specialists within 'Groups' that will enable me to meet people from same industry or those with similar interests (Egan, 2017). This in return will allow for me to ask for advice for both my skills and personal website. This will be done a few times weekly, aiming to receive 4 or 5 different responses within each week.
- For all three platforms, I will network with influencers and professionals to boost my profile and become noticed (Barker, 2018). This will be achieved through activities such as asking questions and describing what I offer. The success of this will be measured through any increasing followers on the Facebook page, Twitter profile or connections on LinkedIn and this will be measured weekly. This technique will be mostly utilised prior to and at the beginning of my campaign to increase my following.

To distribute this content, I will be utilising a post scheduling tool called 'Buffer' to not only help me in placing more focus into my content but to also send out posts when I am occupied. Buffer would allow for me to analyse which posts are more successful and why (Fernandez, 2018). Because I am thinking of releasing a variety of content, this could be difficult to maintain at a consistent level, which may mean I have to specify my choices. When the social media campaign begins, there may not be enough content to distribute, signifying that planning is important. Due to the fact that I am also inexperienced with using both Twitter and LinkedIn, it could be difficult to fully understand how to use each platform effectively. As a result, I have already undertaken research to analyse what is effective but also how to use the platforms.

Examples of Current Legislation

Web Content Accessibility Guidelines (WCAG)

This is important because I need to ensure that my social media campaign is accessible and appropriate for every audience to ensure that no one is excluded and these guidelines are explained below through screenshots from the 'GOV.UK' website:

WCAG 2.0 design principles

WCAG 2.0 is based on 4 design principles:

- perceivable
- operable
- understandable
- robust

By focusing on principles, not technology, they emphasise the need to think about the different ways that people interact with content. For example, users might:

- use a keyboard instead of a mouse
- change browser settings to make content easier to read
- use a screen reader to 'read' (speak) content out loud
- use a screen magnifier to enlarge part or all of a screen
- use voice commands to navigate a website

The principles apply to all aspects of your service (including code, content and interactions), which means all members of your team need to understand and consider them.

(GOV.UK, 2017)

Principle 1: Perceivable

To meet [WCAG 2.0 Principle 1: Perceivable](#) you need to make sure users can recognise and use your service with the senses that are available to them.

This means you need to do things like:

- provide text alternatives ('alt text') for non-text content
- provide transcripts for audio and video
- provide captions for video
- make sure content is structured logically and can still be read if stylesheets are disabled
- use the proper markup for every feature
- not use colour as the only way to explain or distinguish something
- use text colours that show up clearly against the background colour
- make sure every feature can be used when text size is increased by 200%
- not use images of text

(GOV.UK, 2017)

Principle 2: Operable

To meet [WCAG 2.0 Principle 2: Operable](#), you have to make sure users can find and use your content, regardless of how they choose to access it (for example, using a keyboard or voice commands).

This means you need to do things like:

- make sure everything works with a keyboard
- let people play, pause and stop moving content
- not use blinking or flashing content
- provide a 'skip to content' link
- use descriptive titles for pages and frames
- make sure keyboard users can move through content in a way that makes sense
- use descriptive links so users know where a link will take them
- use meaningful headings and labels
- make it easy for keyboard users to see where they are on a page

(GOV.UK, 2017)

Principle 3: Understandable

To meet [WCAG 2.0 Principle 3: Understandable](#), you have to make sure people can understand your content and how the service works.

This means you need to do things like:

- use [plain English](#)
- keep sentences short
- not use words and phrases that people won't recognise - or provide an explanation if you can't avoid it
- explain all abbreviations and acronyms, unless they are well known and in common use - for example UK, EU, VAT
- make it clear what language the content is written in, and indicate if this changes
- make sure features look consistent and behave in predictable ways
- make sure all form fields have visible and meaningful labels
- make it easy for people to identify and correct errors in forms - you can find best practice for form design in [GOV.UK elements](#)

(GOV.UK, 2017)

Principle 4: Robust

To meet [WCAG 2.0 Principle 4: Robust](#), you must make sure your content can be interpreted reliably by a wide variety of user agents (including reasonably outdated, current and anticipated browsers and assistive technologies).

This means you need to do things like:

- use valid HTML so user agents, including assistive technologies, can accurately interpret and parse content
- make sure your code lets assistive technologies know what every feature is for and what state it's currently in

(GOV.UK, 2017)

Copyright, Designs and Patents Act (1988)

As well as the WCAG legislation, I must also comply with the Copyright, Designs and Patents Act of 1988 which makes it illegal to copy, adapt, issue, rent and distribute copies to the public of a piece of work without permission (*UKCS*, n.d.). This therefore means that when curating content or using some content to influence or help the creation of my content, I must acknowledge and reference what has been used to ensure that I am not crediting the work as my own.

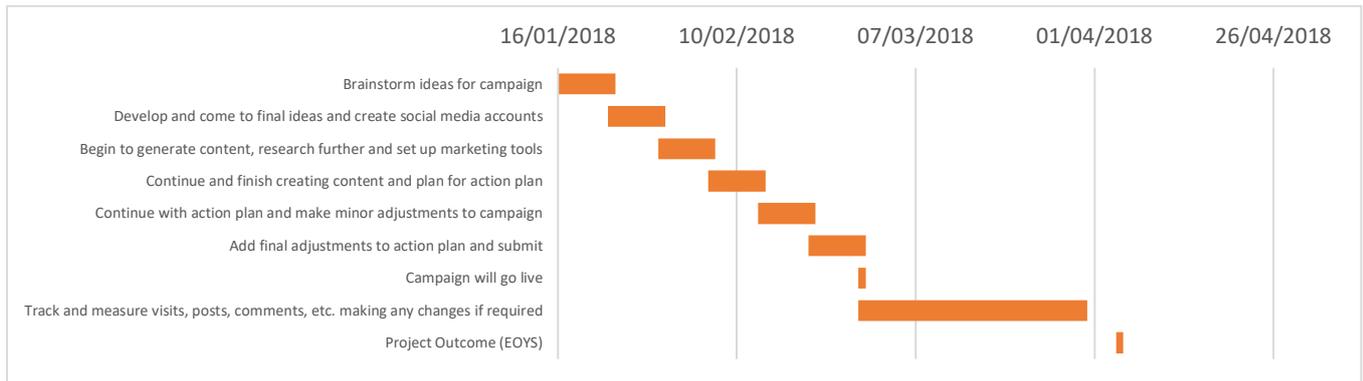
Data Protection Act (1998)

With regards to the Data Protection Act, there are eight principles which must be considered when releasing content. These are:

- 'Personal data shall be processed fairly and lawfully'
- 'Personal data shall be obtained only for one or more specified and lawful purposes, and shall not be further processed in any manner incompatible with that purpose or those purposes'
- 'Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed'
- 'Personal data shall be accurate and, where necessary, kept up to date'
- 'Personal data processed for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes'
- 'Personal data shall be processed in accordance with the rights of data subjects under the Act'
- 'Appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data'
- 'Personal data shall not be transferred to a country or territory outside the European Economic Area (EEA) unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data' (Doyle, 2008:199)

Timeline/Workload

To ensure that I am organised and prepared for when the campaign goes live, I have produced a gantt chart which has set myself deadlines (Cheusheva, n.d.):



Additionally, I have also produced a table of tasks which need to be completed before the starting date:

Social Media Platform	Content	Time to Complete	Extra Detail
Facebook posts, LinkedIn posts and Twitter posts	Collect process/development of ongoing projects so far (images, sketches, etc.)	14 th February – 27 th February	Create a folder to contain all of this content.
Facebook page	Ensure that the cover photo, profile picture and details are fully complete	14 th February – 24 th February	Page is fully completed, no missing information
Facebook posts, LinkedIn posts and Twitter posts	Collect articles surrounding website development (and any other area of development) which are interesting	14 th February – 27 th February	Create a folder in my favourites menu to hold all of these articles
Twitter	Establish a separate Twitter account if required, adding information	14 th February – 17 th February	Ensure page is fully completed with no missing information
LinkedIn	Join groups, follow topics to start building my brand and finish editing my profile	14 th February – 24 th February	I am currently in the process of waiting to be accepted into a couple of groups and I have already started following some topics
Buffer	Establish an account to start scheduling posts to be released on certain days	14 th February – 17 th February	
Twitter	Continue following influencers, people in development industry	Throughout the whole campaign	I have already started doing this
Website	Add links to social media profiles	14 th February – 20 th February	
Facebook and Twitter	Make a few web pages which explain how to use code/make some coding brain teasers	14 th February – 27 th	This will be for explaining what different pieces of code can do
Twitter	Create fill in the blank activities	14 th February – 27 th February	

Please see the attached 'Microsoft Excel' spreadsheets which display my content schedule for the campaign as well as the responding schedule.

Appendices

Appendix 1 – Facebook’s Insights Section

The screenshot shows the Facebook Insights interface for the 'DHW Development' page. The top navigation bar includes 'Page', 'Inbox', 'Notifications', 'Insights', and 'Publishing Tools'. The 'Insights' section is active, displaying a 'Page Summary' for the last 7 days. The summary includes a note: 'Results from 14 February 2018 - 20 February 2018. Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.' The interface is divided into six data cards:

- Actions on Page:** 13 February – 19 February. Message: 'We don't have data to show you this week.'
- Page Views:** 13 February – 19 February. Total Page views: 1, with a red downward arrow and '▼ 89%'.
- Page previews:** 13 February – 19 February. Message: 'We don't have data to show you this week.'
- Page Likes:** 13 February – 19 February. Message: 'We don't have data to show you this week.'
- Reach:** 13 February – 19 February. People reached: 1, with a green upward arrow and '▲ 100%'. A line graph shows two peaks.
- Recommendations:** 13 February – 19 February. Message: 'We don't have data to show you this week.'

Appendix 2 – Twitter Analytics

The screenshot shows the Twitter Analytics interface for the 'DHW Development' account (@DHWDevelopment). The top navigation bar includes 'Analytics', 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The account name and profile picture are visible. The '28 day summary' section shows the following metrics:

- Tweets: 1
- Tweet impressions: 201
- Profile visits: 14
- Followers: 3

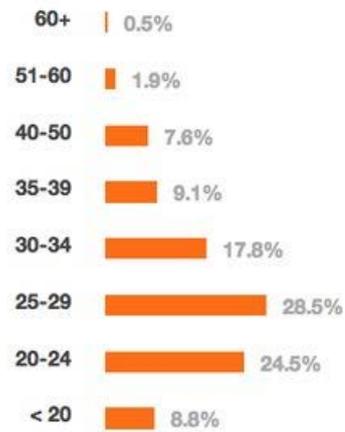
Below the summary, there are three main sections:

- Top Tweet:** A tweet from @HBO asking 'When is the next series of Game of Thrones coming out?' earned 201 impressions. It has 2 retweets and 3 likes. Buttons for 'View Tweet activity' and 'View all Tweet activity' are present.
- Tweets with photos get noticed:** A promotional message stating 'It's true. Tweets with images drive more engagement and generate more responses.' with a 'Learn how to share a photo' link.
- Get your Tweets in front of more people:** A promotional message for promoted tweets: 'Promoted Tweets and content open up your reach on Twitter to more people.' with a 'Get started' button.

At the bottom, there is a 'Top Follower' section and a 'FEB 2018 SUMMARY' section showing 1 tweet and 201 tweet impressions.

Appendix 3 - Average age of developers according to StackOverflow

III. AGE



25,831 responses

(Eadicicco, 2015)

Appendix 4 - Average age of developers throughout different countries according to StackOverflow

IV. AGE BY COUNTRY

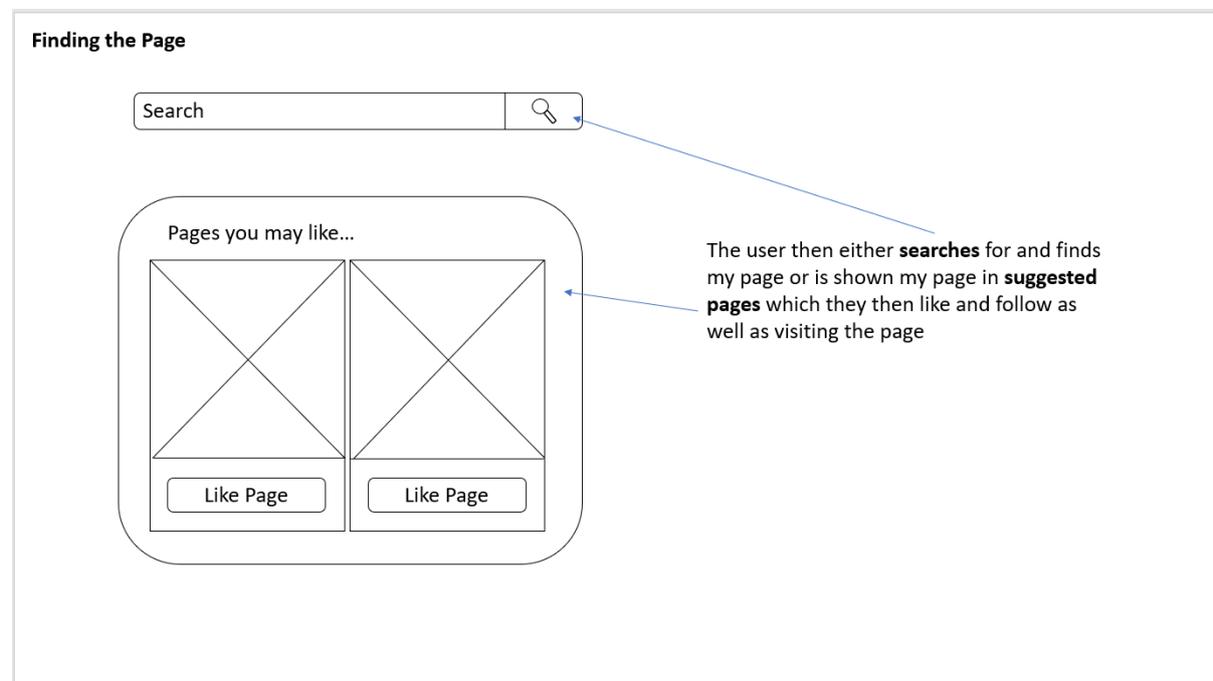
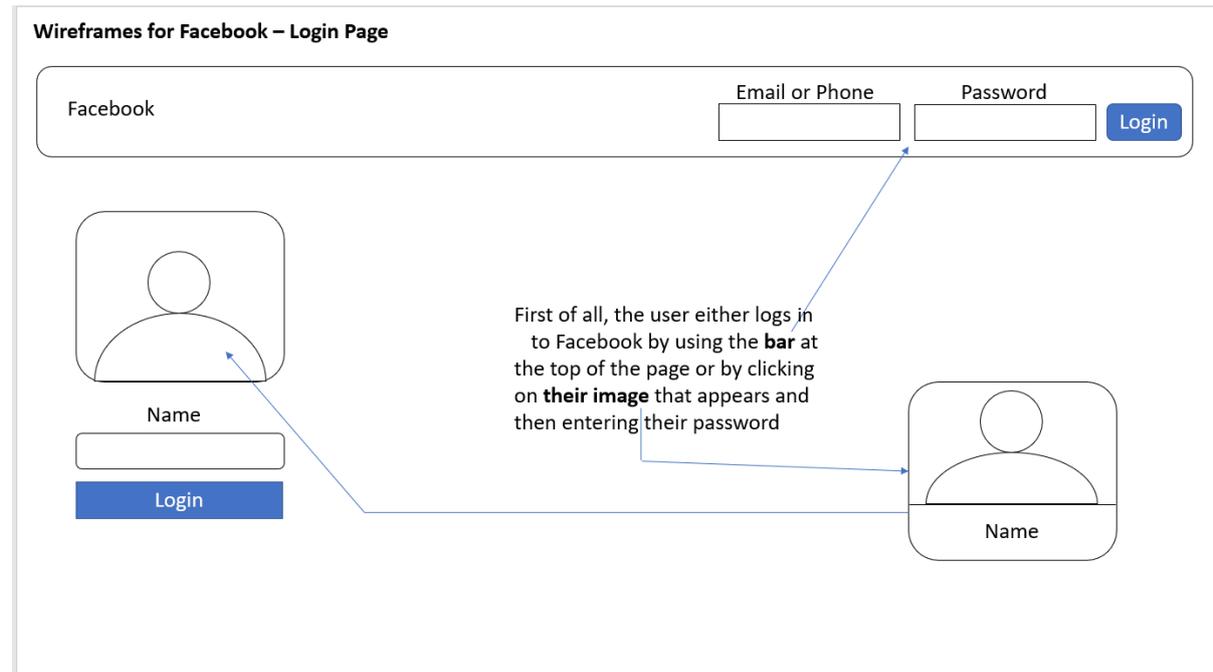
Country	Developer Age (avg.)
 United States	31.6
 United Kingdom	30.3
 Canada	30.3
 France	28.6
 Germany	29.0
 Poland	26.7
 Russia	26.6
 India	25.0

Among countries with at least 10 mil population

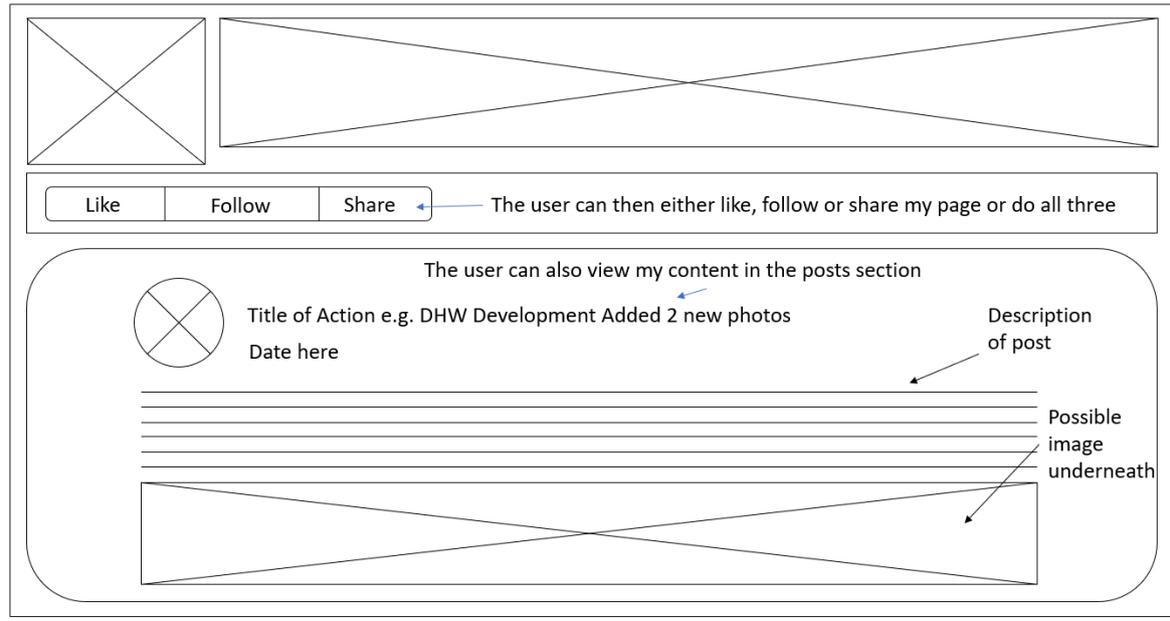
(Eadicicco, 2015)

Appendix 5 - User Journey throughout different Social Media Platforms

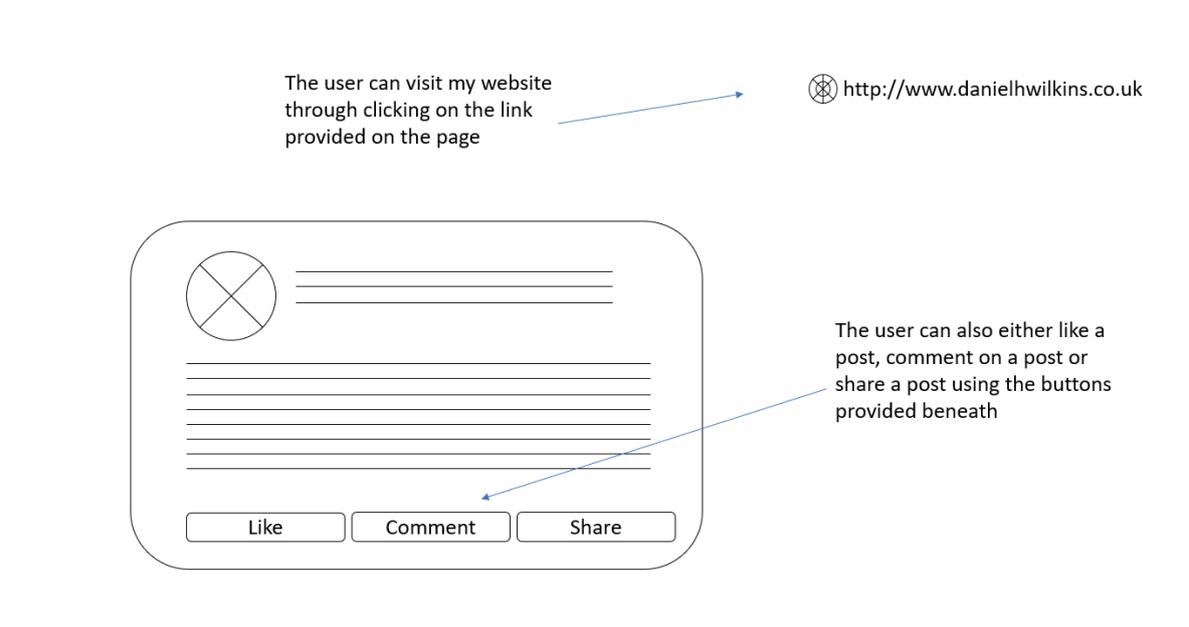
Facebook



Wireframes for Facebook – Facebook Page Experience



Engaging with my Content



Twitter

Wireframes for Twitter – Login Page

Log in to Twitter

First of all the user logs in to Twitter to access their account by entering the following details

Finding the Twitter Account – Approach 1

A wireframe showing a user profile navigation menu. It features a circular profile picture icon at the top left, followed by a horizontal line and three text labels: "Tweets", "Following", and "Followers".

On the user's account they would view a page of one of their followers first of all

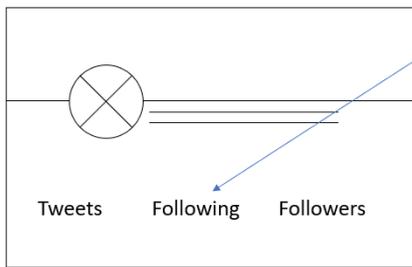
A wireframe of a user profile page. It includes a circular profile picture icon, a name field, and a blue "Following" button. Below the header are several horizontal lines representing content.

A wireframe of a tweet card. It features a circular profile picture icon, a name field, and a large rectangular area with a diagonal 'X' representing a tweet image.

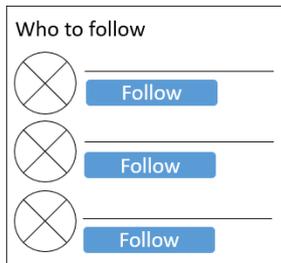
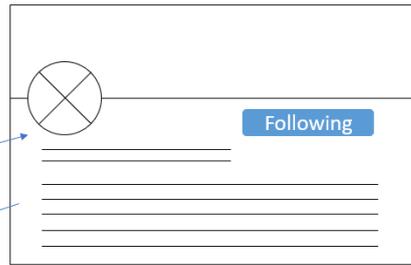
Then they would view a 'Tweet' where they could see all the comments/replies of which they would see my profile and become interested or maybe view my profile out of interest

A wireframe showing a tweet detail view. It includes a circular profile picture icon, a name field, and several horizontal lines representing the text of the tweet and its replies.

Finding the Twitter Account – Approach 2

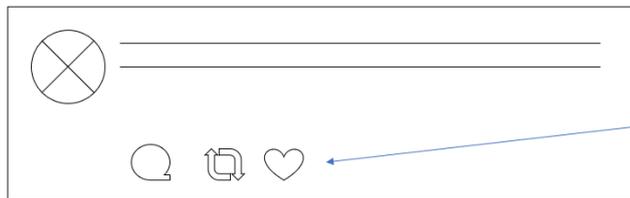


On the user's account they would view a page of one of their followers first of all



Once viewing the Twitter account of that follower, they would see the 'Who to follow' tab to the right-hand side of the screen where they may be able to view my account and then they would view my profile out of interest

Engaging with my Content



After navigating to my page, the user could then either comment/reply, retweet or like my posts



The user could also view my website through clicking on the link provided on the profile

LinkedIn

LinkedIn Login Page

A horizontal form containing three elements: a large empty text input field on the left, a smaller text input field labeled "Email" in the middle, another smaller text input field labeled "Password" on the right, and a blue button labeled "Sign in" on the far right.

First of all the user logs in to LinkedIn to access their account by entering the following details

Finding me on LinkedIn – Different Approaches

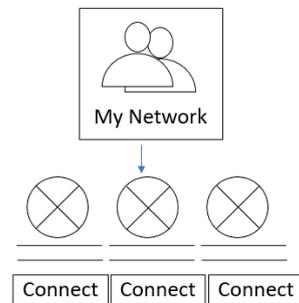
A section titled "People you may know" containing three rows. Each row features a circular profile icon with an 'X' inside, followed by two horizontal lines representing a name and a location, and a "+ Connect" button on the right.

A search bar with a magnifying glass icon on the left and the text "Search" inside.

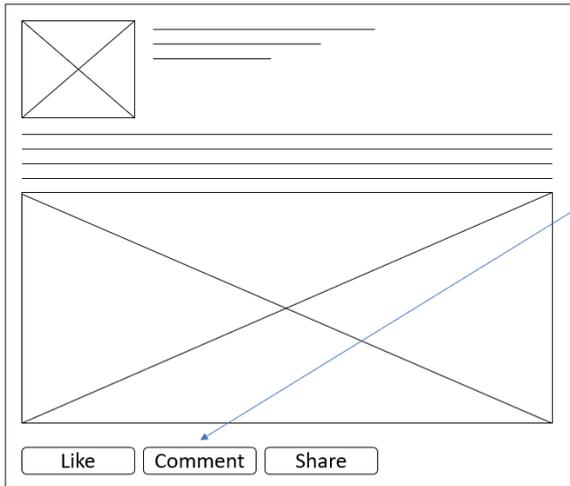
Alternatively, they may be able to find me by using the search bar

After signing in to LinkedIn, they may find me by viewing the list of people they may know provided by the social media platform

Or they may find me by clicking on the network link and then seeing who they can connect with where my profile may appear



Engaging with my Content



Similar to Facebook, the user can either like a post, comment on a post or share a post that I release

The user could also view my website through clicking on the link provided on my profile information

 danielhwilkins.co.uk/ (Personal Website)

Appendix 6 – Posting Advice

YOUR MILEAGE MAY VARY:

How Often You Should Post to Social Media

Your social media efforts can really take you places if you know when to put your foot on the gas. In collaboration with our friends at Buffer, we've compiled a list of the average ideal frequencies to post across all your social media platforms to get the most mileage out of them.



PINTEREST

Top brands on Pinterest have experienced rapid growth by posting multiple times per day.



TWITTER

Engagement slightly decreases after the third tweet.



GOOGLE+

Post consistently. Some users have experienced drops in traffic of up to 50% when posting less than normal.

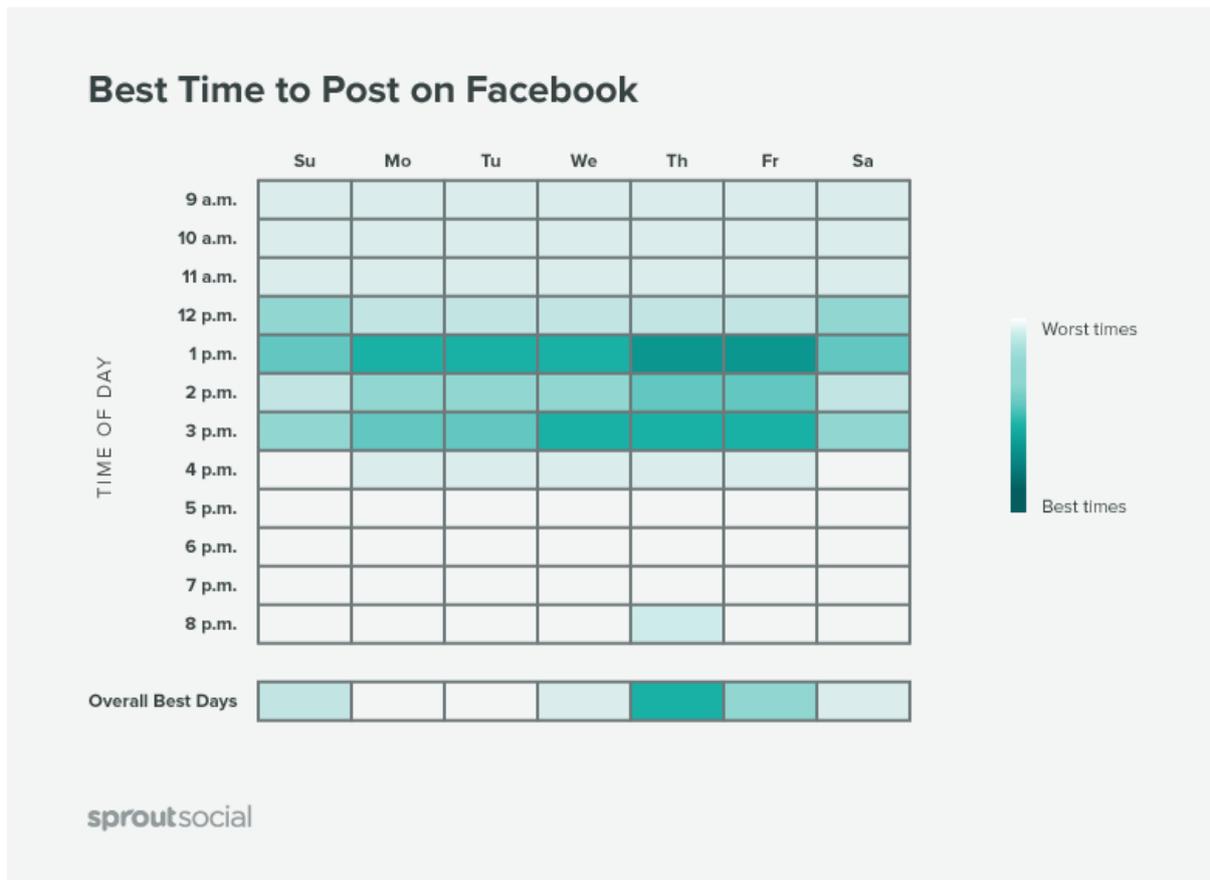


FACEBOOK

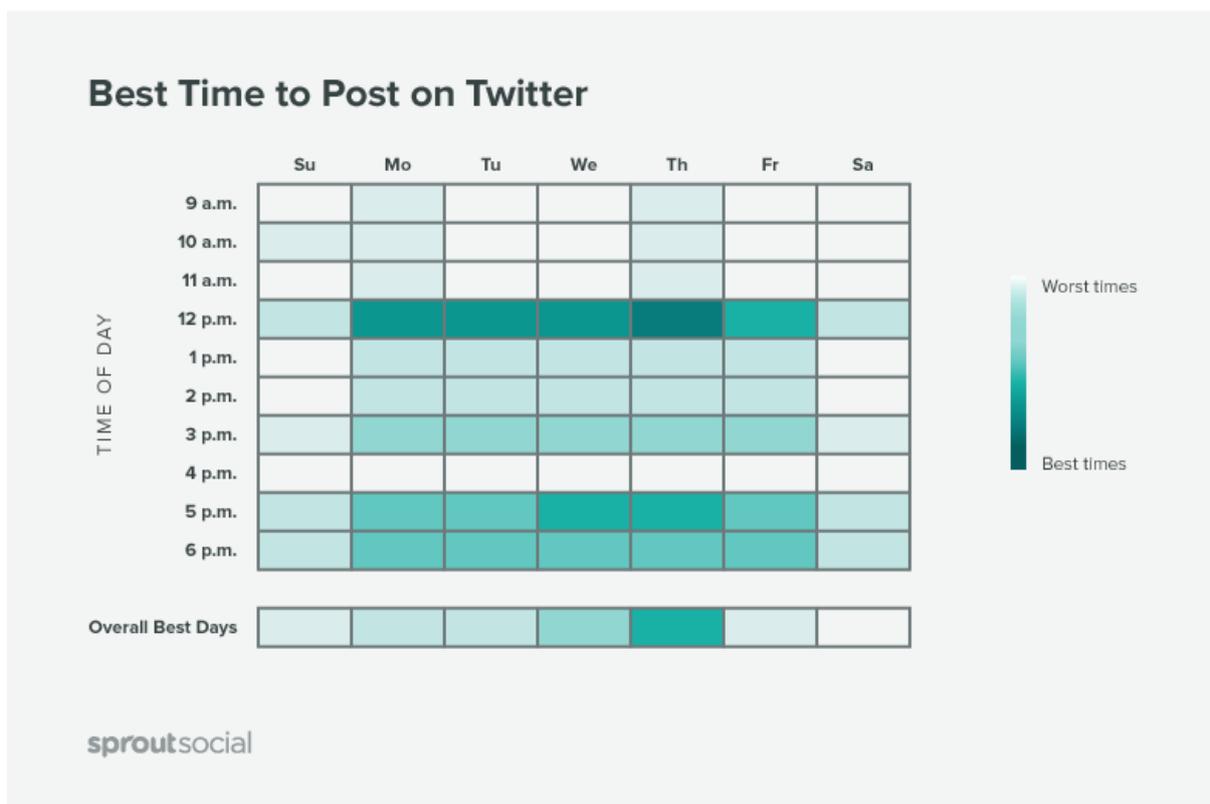
You can post twice per day before likes and comments begin to drop off.

(Dane, n.d.)

Appendix 7 – Posting times Advice

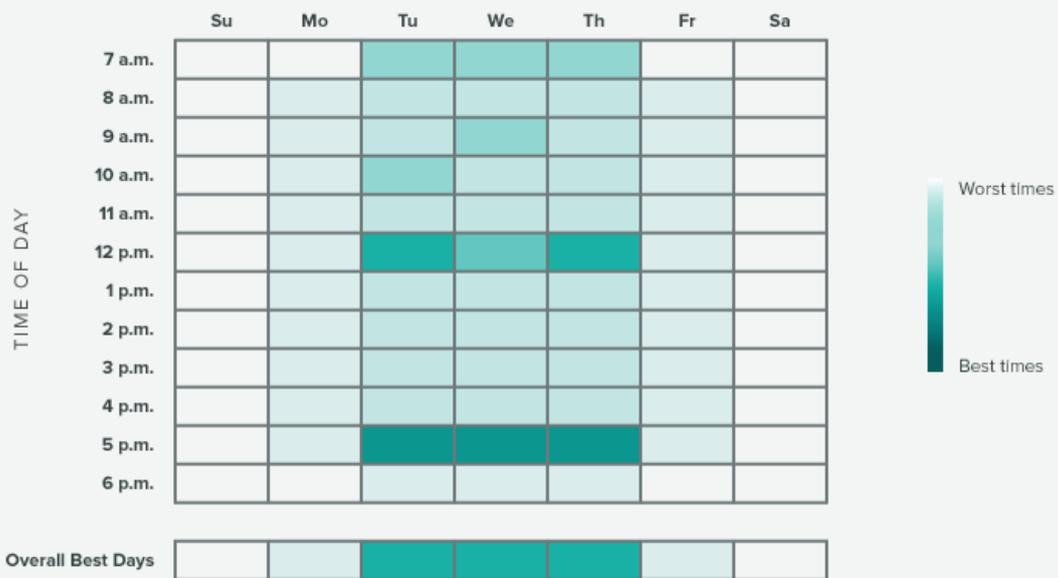


(York, 2017)



(York, 2017)

Best Time to Post on LinkedIn

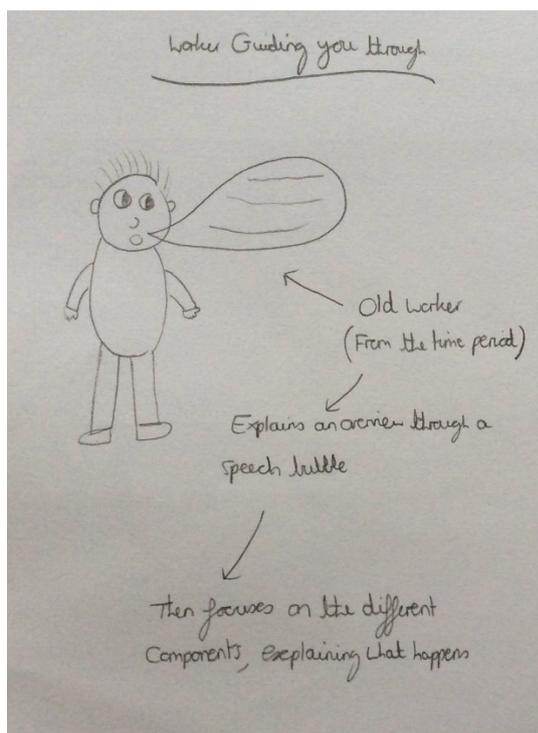
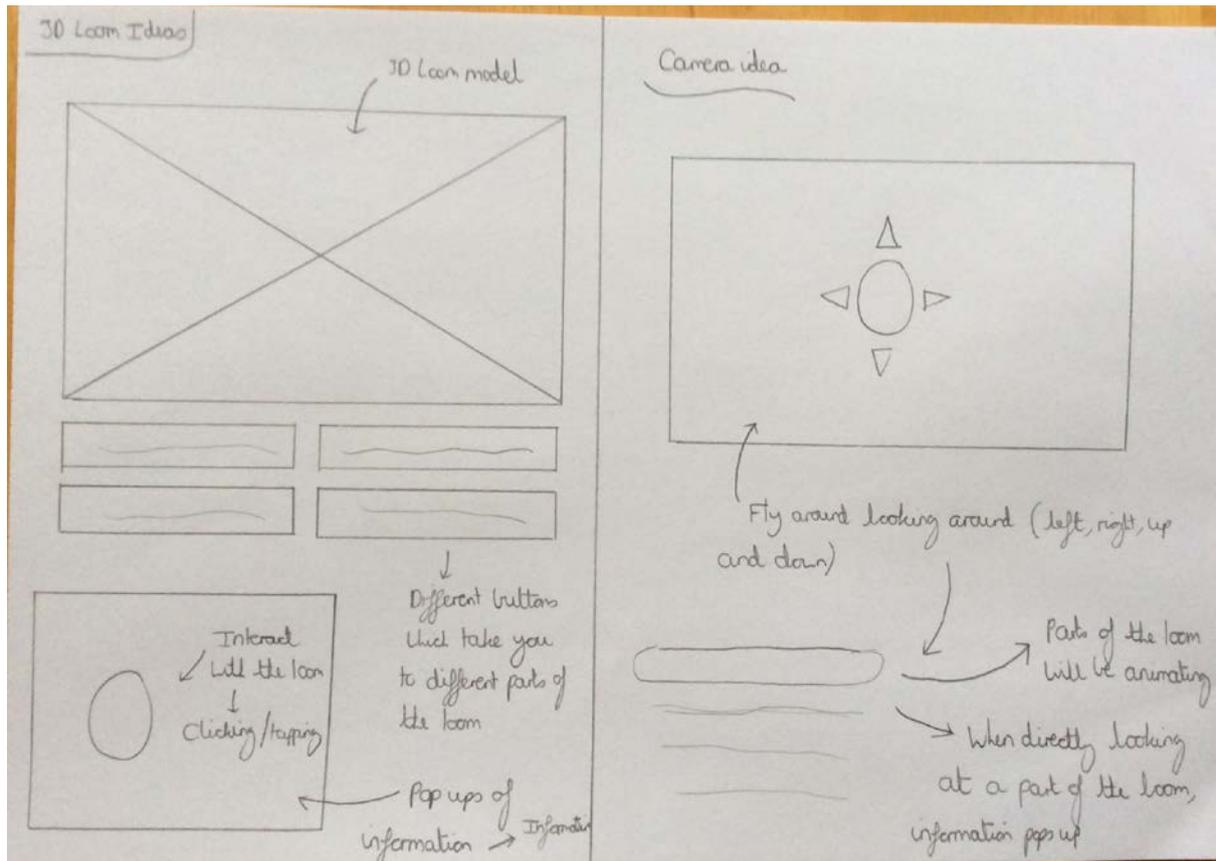


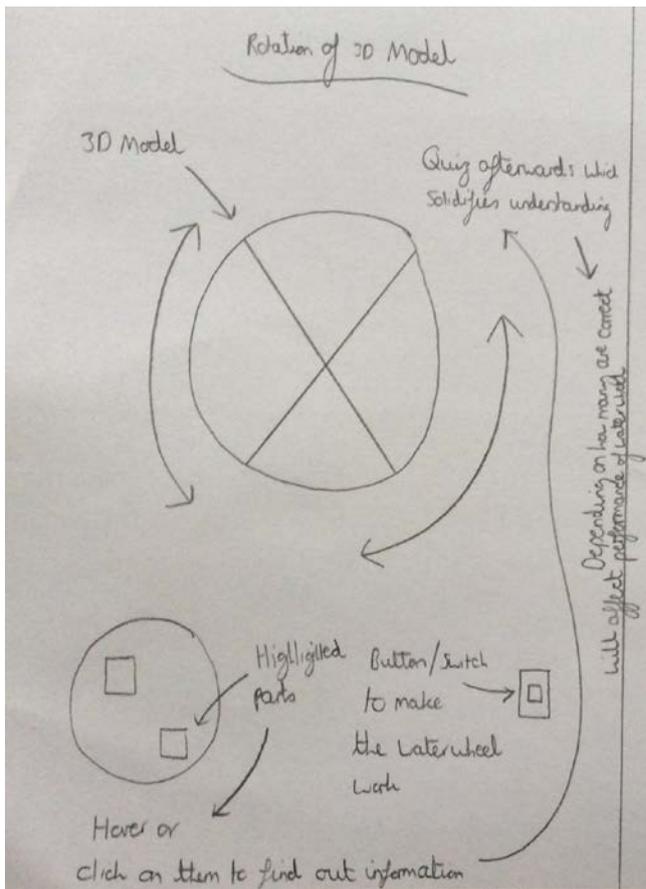
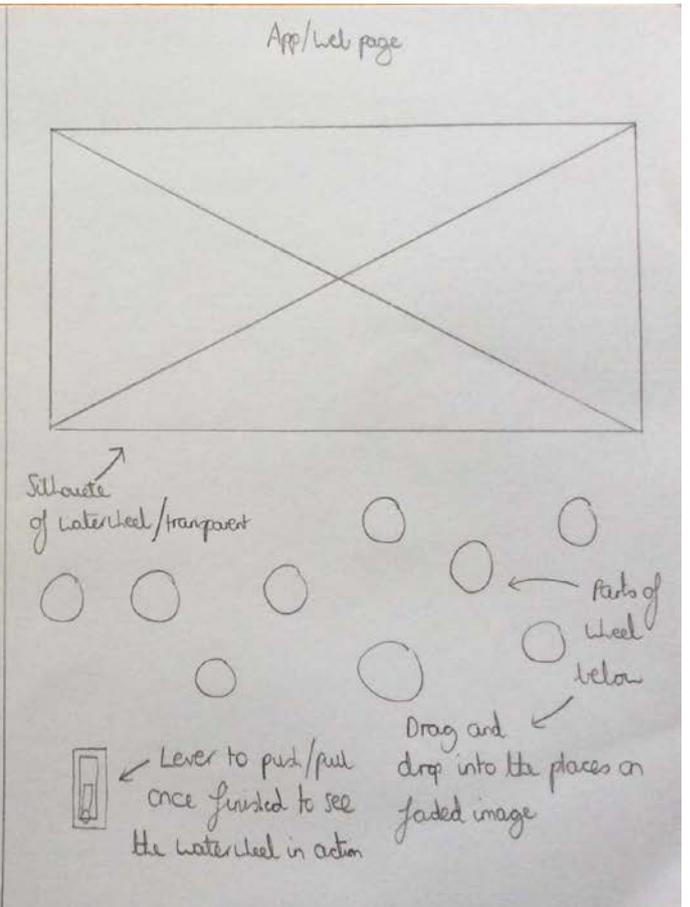
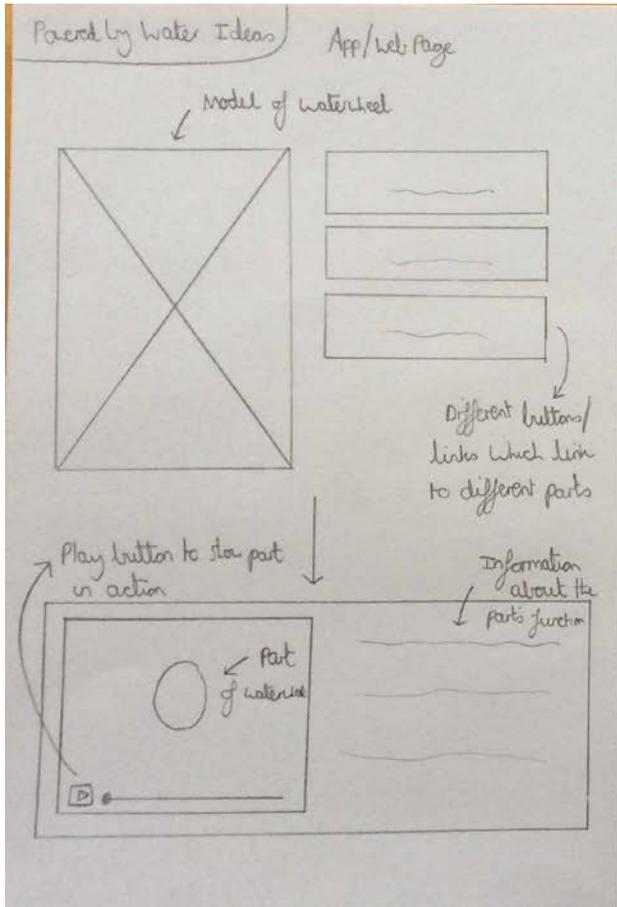
sproutsocial

(York 2017)

Appendix 8 – Examples of work I would upload

Whitchurch Silk Mill Project Sketches





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