

Social Media Campaign Project Y2S2

A More Detailed Document of
the Project's Processes

Daniel Wilkins

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The Brief

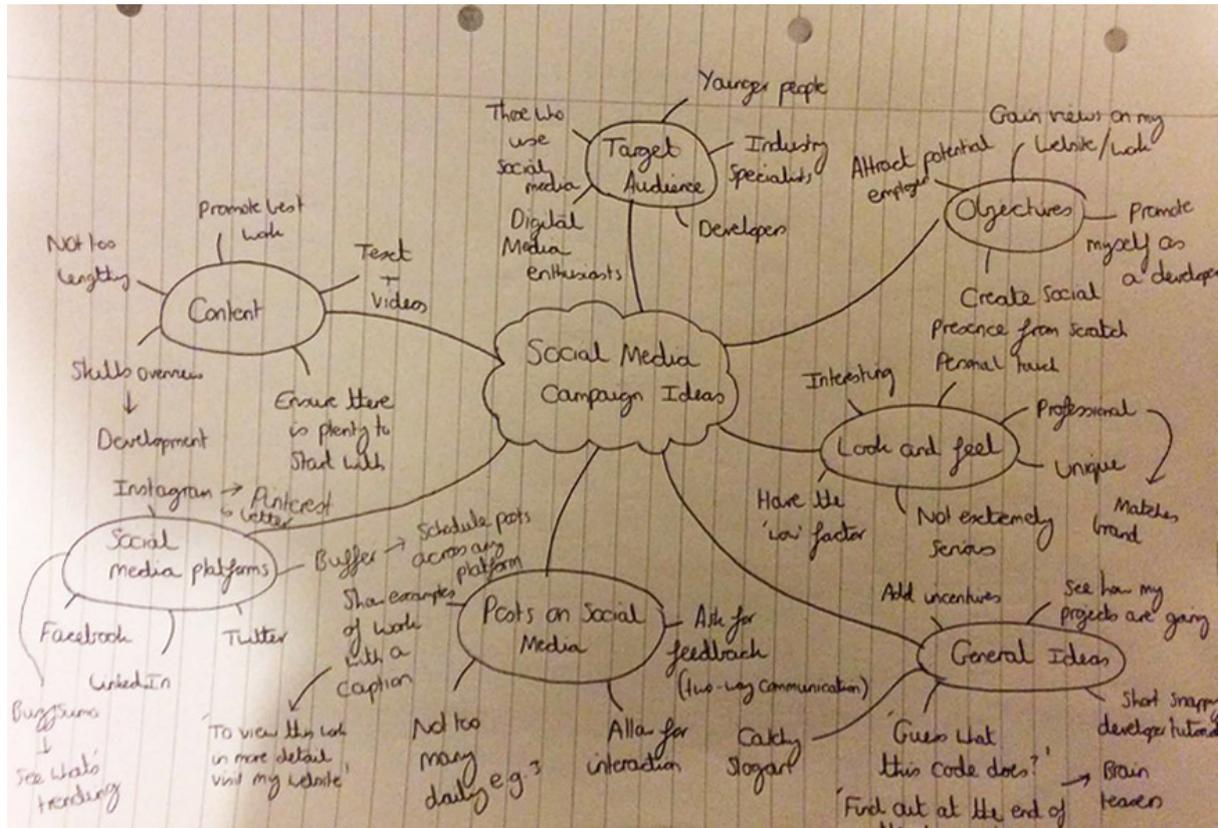
“To plan and implement your own social media campaign to promote your personal website/web portfolio, gaining as many unique visits to your personal website.”

Initial Ideas/Research

Introduction/Overview

To begin this project, I first of all brainstormed some ideas onto a mind map as well as undertaking research to help myself understand what I could have done.

The Brainstorm of Initial Ideas/Research



The Oral Presentation (23rd January 2018)

Introduction/Overview

As I had to complete an oral presentation, although not undertaken by the lecturer, I covered a range of different aspects to consider with regards to my social media campaign. This can be viewed below.

The Oral Presentation Slides



Objectives

Objectives	Attract potential employers/industry specialists	Persuade more people to view my website	Promote myself as a developer	Build up my brand
Metrics	Emails from industry specialists/employers Comments (identify who they are)	Google Analytics Analytics on hosting service (HostPapa)	Quantity of likes, comments, etc. on posts Measure amount of interaction	Ask for feedback on work (interaction) and see how many responses I collect, likes, comments... Weekly followers count and relate to views on website
Tactics	Display interesting work and utilise professional platforms of social media (LinkedIn) as well as those like Facebook and Twitter	Post interactive activities/fun facts to make development interesting to those who doesn't think it is	Describe my strongest assets and projects which I am proud of/show ongoing projects	Display ongoing projects and give a taster of what is on my website to make people visit my website to find out more

Here are my objectives -> I want to attract potential employers/industry specialists, gain more views on my website (purpose of the module) and also promote myself as a developer and become more known on social media -> Through likes, comments but also through analytics and I will promote my work as well as my skills and involving my followers.



Target Audience and Look and Feel

Target Audience

- Those who use social media
- Digital Media enthusiasts/industry specialists/potential employers
- Developers (professionals)
- People who are interested in development that want to see what it involves

Look and Feel

- Interesting and interactive
- There needs to be a personal touch/interaction so the audience feels involved/included and not ignored
- Needs to be professional but not too serious
- It must be unique to stand out from others but also relate to my brand





Social Media Platforms/Tools



buffer

LinkedIn

Pinterest - Good for generating website traffic and every pin is a link to the source of the image (link to work on website?) (Zimmerman, 2015)
Facebook - Status updates and photos will allow for sharing of products, offers and services -> Best place to start for building up followers, etc. -> Advertising allows for you to narrow down to those who aren't interested in what you are offering (Egan, 2017)
Twitter - Hashtags are good for enticing those who aren't followers to become interested -> Good for increasing website traffic (Egan, 2017)
LinkedIn - Show experience and professional thoughts -> LinkedIn groups allow people to meet other people from the same industry or with similar interests (Egan, 2017)
Buffer - Organise every type of post across any schedule e.g. daily and you can analyse which posts were effective and why. (Fernandez, 2018)

Examples of Social Media Campaigns

Know Your Lemons (Worldwide Breast Cancer) (Hughes, 2017)

- Memorable name and concept
- Allowed for women to become more aware of what to look for
- Allowed for women to share their experiences as well
- Donations on the Facebook page
- Clear through visuals if you couldn't read -> Clear message

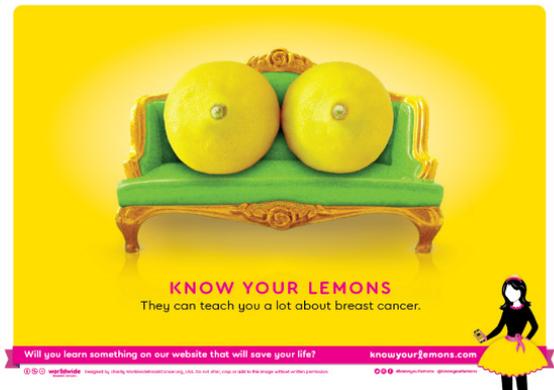


Image reference - (*worldwide breast cancer*, n.d.)

The purpose of this campaign was to raise awareness of how to spot for breast cancer in a less serious way (Sukhraj, 2017)
Even if people couldn't read, they could at least see the signs through images of lemons with different problems.

Examples Continued...

Avoracle by Lidl UK (Sukhraj, 2017)

- Avocados have a stone which is unpredictable with relation to what half it is going to be in
- This was used to predict football matches in Euro 2016
- Painted two hands with regards to nationalities and whatever side the stone was on, this team would be predicted to win



Image reference - (*reddot award*, n.d.)

They had posts which appeared in real time during each match and this allowed for comments on the match as well
Over 440,000 interactions
Reached out to 50 million+
18 million+ video plays

The Social Media Action Plan (23rd February 2018)

Introduction/Overview

After completing the oral presentation, I then continued to develop my ideas and undertake more background research to help myself understand the brief I wanted to pursue. This was then collated to produce an action plan due on 23rd February 2018 which can be viewed at the end of the page for this project on my website.

Key Research and Ideas for the Campaign

Introduction/Overview

Below is the key research I managed to gather as well as my ideas which included both the research and ideas included on the social media action plan as well as additional research that wasn't able to be included on the plan.

The Actual Key Campaign Research and Ideas

The Main Objectives/Aims

- Attract potential employers or industry specialists
- Persuade more people to view my website
- Promote myself as a developer by building up my brand and profile
- 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

Brand Ideas and Research

Introduction/Overview

As a couple of aims for the campaign were to promote myself as a developer and build up my brand as well as promoting my website, this meant that I had to include aspects which would have reflected this. For example, the logo below was placed on each social media platform apart from 'LinkedIn' as this was used to describe who I was and so therefore utilised a profile picture of myself instead. The branding that I aimed to use for the campaign can be viewed below and as is evident I tried to reflect the style of my current website.

As is also evident below, I implemented the same brand on both 'Facebook' and 'Twitter' but on 'LinkedIn', I produced a profile that showed myself as a person as this was a social media platform designed to show skills of yourself even though there were company pages which could have been created. The name of the brand was 'DHW Development' for both 'Twitter' and 'Facebook' but the '@dhwdevelopment' was utilised for 'Facebook' whereas the '@DHWDevelopment' was utilised for 'Twitter'.

With regards to research on what types of images to post, it was suggested by both the lecturer and online research that 'png' files were to be used as they used lossless compression which meant that the image quality would have remained the same when being resized compared to 'jpg' files which used a lossy compression which meant the quality of the image would have been decreased when being resized (Joan, 2011)(Barker, 2018). As well as this, it was also suggested to include 'alt' tags on each image to allow for the use of alternative text.

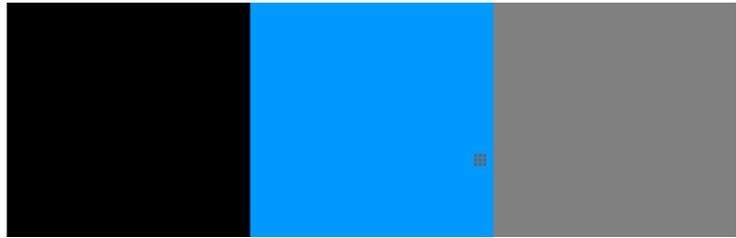
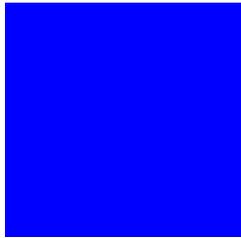
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The Branding Aimed to be Utilised

My Personal Logo ('DHW' Related to my Initials)



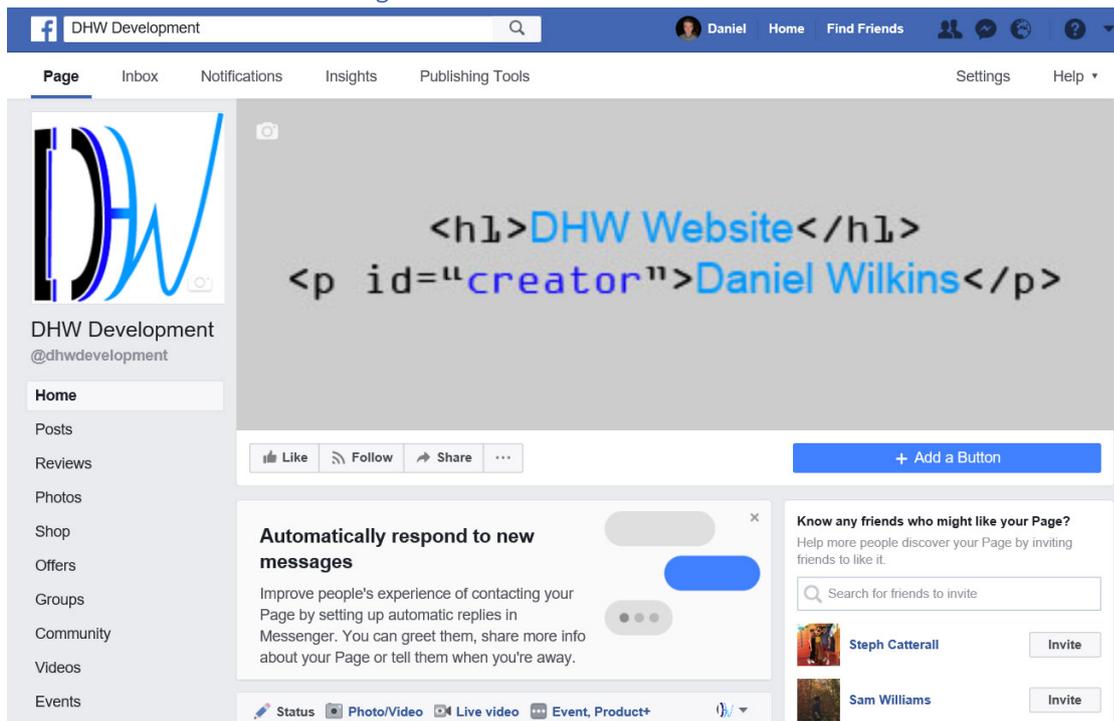
The Colour Palette to be Used which Included the Colours Utilised on my Personal Website (Created with 'Adobe Color CC')



The Cover Page for Both the 'Twitter' Account and 'Facebook' Page



The Brand of the 'Facebook' Page



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The Brand of the 'Twitter' Account



The screenshot shows a Twitter profile for 'DHW Development'. The header features a grey background with the text: `<h1>DHW Website</h1>` and `<p id="creator">Daniel Wilkins</p>`. The profile picture is a circular logo with the letters 'DHW' in blue and black. The name 'DHW Development' and handle '@DHWDevelopment' are displayed. Statistics show 17 Tweets, 26 Following, and 15 Followers. The bio states: 'This account will show and share development skills I have currently, especially with relation to websites as well as promoting my own personal website.' Location is 'England, United Kingdom', website is 'danielhwilkins.co.uk', and it was joined in 'January 2018'.

`<h1>DHW Website</h1>`
`<p id="creator">Daniel Wilkins</p>`

DHW Development
@DHWDevelopment

Tweets
17

Following
26

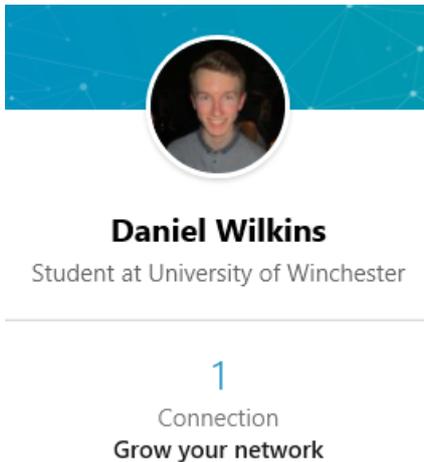
Followers
15

DHW Development
@DHWDevelopment

This account will show and share development skills I have currently, especially with relation to websites as well as promoting my own personal website.

📍 England, United Kingdom
🌐 danielhwilkins.co.uk
📅 Joined January 2018

The Brand of the 'LinkedIn' Account



The screenshot shows a LinkedIn profile for Daniel Wilkins. The header has a blue background with a white network icon. The profile picture is a circular photo of Daniel Wilkins. The name 'Daniel Wilkins' and title 'Student at University of Winchester' are displayed. Below the profile, it shows '1 Connection' and the text 'Grow your network'.

Daniel Wilkins
Student at University of Winchester

1
Connection
Grow your network

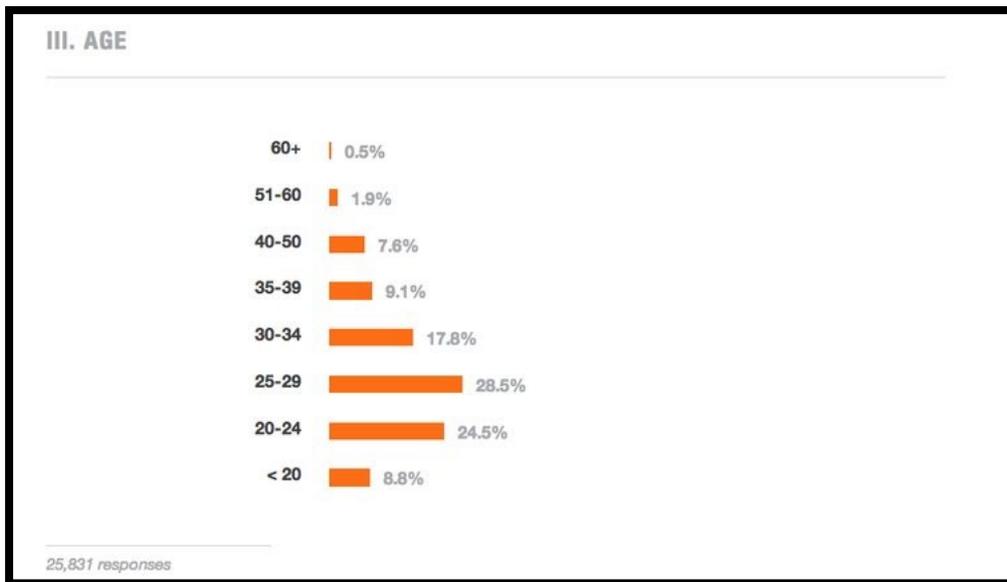
The Audience Research

Target Audience Research

Introduction/Overview

As one of my objectives was to promote myself as a developer and build up my brand and profile, one of my target audiences was industry specialists or potential employers, especially those in the website industry as this was an area I had a passion for. Another audience was those that were interested in learning about development, especially website development. There were two age ranges I was targeting which were 18-29 years and 30-49 years. This was due to the fact that research suggested that the average age of a developer was aged at 28 years old and that companies often employed 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 would have therefore become essential to myself in gaining more experience.

The Collected Demographics Research



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

Social Media Platforms Research

Introduction/Overview

Demographic research displayed that on 'Facebook', 82% aged between 18 and 29 online used it with 79% aged between 30 and 49 years old and 56% aged 65 and over. 76% of all Internet users in America that were female used 'Facebook' compared to the 66% of male. To add, 72% of people online who earned more than \$75,000 utilised 'Facebook' with 74% having a type of higher education (Fontein, 2016). 'Facebook' was a platform that allowed people to share products, offers and services and that this was beneficial to start building followers (Egan, 2017). It could have also been used to communicate with customers and the wider public which would have been good for telling a story (Mills, 2013). 'Facebook' was 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 liked a brand's page and 77% of B2C marketers mentioned they had received customers through this platform (Barker, 2018).

With regards to 'Twitter', 32% of Internet users aged 18-29 years old used 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 used 'Twitter' compared to the 21% of women. Finally, 26% of 'Twitter' users were earning more than \$75,000 with 21% earning less than \$30,000 (Newberry, 2016). 'Twitter' would have been good for enticing those who weren't followers to become interested through the use of hashtags and it also would have helped increase website traffic (Egan, 2017). It also allowed one to interact with people or businesses that were of interest and allowed for attracting of potential employers (Mills, 2013). The highest users of 'Twitter' were the information and technology sector with 50% of the 85% of B2B that used it stating that it was effective (Barker, 2018).

'LinkedIn's' majority of users were aged between 30 and 64 years old at 61% with almost 25% of users aged between 18-29 years old. The users were mostly male at 56% with 44% being female. The income statistics were that 44% of users earned more than \$75,000 with over 75% earning over \$50,000 (Fontein, 2017). 'LinkedIn' allowed 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 had obtained customers through this social media platform (Barker, 2018)(Rouse *et al.*, n.d.). I thought 'LinkedIn' would have been beneficial for my campaign as it would have allowed me to have met industry professionals where I would have been able to have asked questions and promote myself as well as including a link to my website where I would have asked for feedback.

Creating Target Audience Personas

Introduction/Overview

After undertaking audience and demographic research, I then produced a few personas to help myself understand how my campaign would have benefitted a variety of audiences.

The Created Personas

Persona 1

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 skillset. 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.

Persona 2

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).

Persona 3

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 as him to discuss issues and problems and has 'Facebook' but uses this mainly for his personal life.

Competitors/Influencer Research

The List of Competitor/Influencer Names

- Tabasom Aryamanesh who was passionate with web technologies
- 'Stack Overflow'
- 'MDN web docs'/'Mozilla'
- 'Fruit Studios'
- David Karp
- Mark Zuckerberg
- 'Marmalade on Toast'
- 'The ICE Agency'

The List of Techniques Discovered

- Sharing articles
- Promoting blogs
- Retweeting other content
- Using hashtags
- Regular content delivery
- Promoting others and show emotive content
- Sharing personal content
- Using quotes
- Utilising lots of visuals
- Promoting events
- Connecting with followers
- Showing ongoing projects and their own content

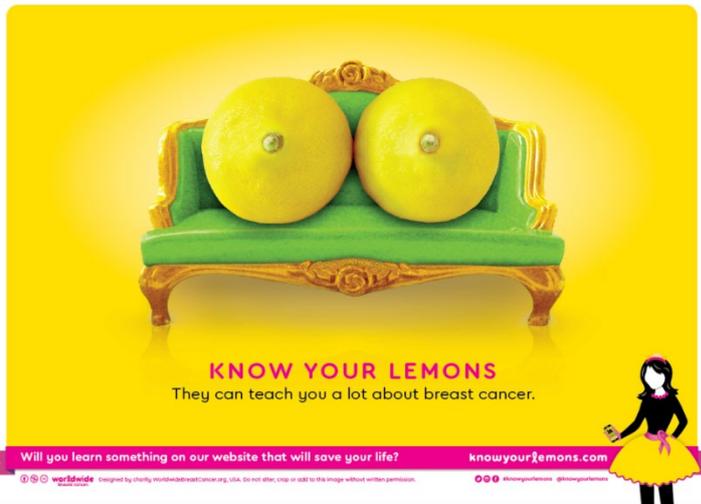
Previous Successful Social Media Campaigns

'Know Your Lemons'

Introduction/Overview

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).

A Visual of the Campaign



'Avoracle' by 'Lidl UK'

Introduction/Overview

This campaign involved predicting football matches of 'Euro 2016' with an avocado due to the fact that they had a stone inside that was unpredictable with regards to what side it would have been 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).

A Visual of the Campaign



Content Ideas for the Social Media Campaign

Introduction/Overview

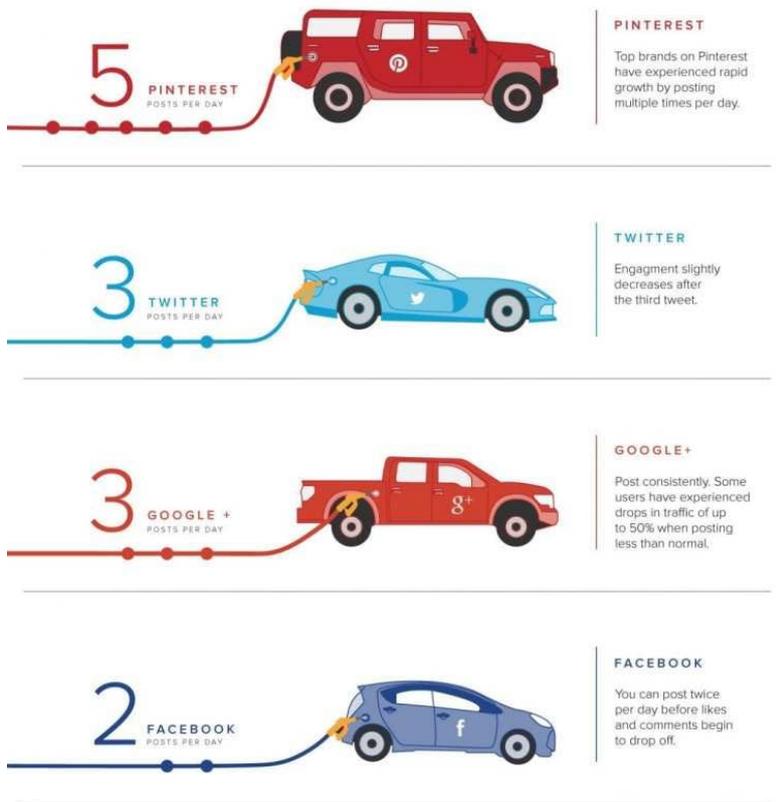
Below, you will be able to see the content that I planned to undertake for my social media campaign along with some visual research that I had found to advise myself with content posting.

'Facebook', 'Twitter' and 'LinkedIn' Content Planning

- For 'Facebook', 'Twitter' and 'LinkedIn', I wanted to post examples of ongoing work/work in general and record the amount of comments/feedback I received, aiming for 10 likes with at least 5 comments and 3 retweets and this was planned to be done a few times a week, showing progress of different work which would have attempted to promote my skills as a developer as well as showing my work ethic.
- For 'Facebook' and 'Twitter', I wanted to create polls, allowing for interaction which would have asked about my website/ongoing projects and have involved my followers in giving feedback (Gausepohl, 2017)(Walter, 2012). I aimed to have at least 5 responses for each poll and this was planned to be done once a week at the end of the week which would have helped myself to develop my skills and gain feedback from others including possible industry professionals.
- For 'Twitter', I wanted to conduct question and answer sessions where I would have involved followers, asking them to ask questions about areas they were 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). I believed that this activity would have informed followers of my current skills and also have allowed for myself to learn some new concepts as well, providing a learning opportunity for both sides.
- For 'Twitter', I wanted to provide fill in the blank activities which would have been conducted daily with relation to the topic of coding, aiming to receive at least 5 replies and this would have provided myself with the opportunity of showing my knowledge as well as involving followers in something that was of interest to me (Walter, 2012).
- For 'Facebook' and 'Twitter', I wanted to release 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 wanted to share articles that demonstrated my interest for development, especially website development. I aimed to receive at least 5 likes with at least 3 comments and 5 retweets for each article. These would have been shared daily with a different article each day.
- For 'LinkedIn', I wanted to make contact with industry specialists within 'Groups' that would have enabled myself to meet people from same industry or those with similar interests (Egan, 2017). This in return would have allowed for myself to ask for advice for both my skills and personal website. I wanted this to be done a few times weekly, aiming to receive 4 or 5 different responses within each week.
- For all three platforms, I wanted to network with influencers and professionals to boost my profile and become noticed (Barker, 2018). This would have been achieved through activities such as asking questions and describing what I offered. The success of this would have been measured through any increasing followers on the 'Facebook' page, 'Twitter' profile or connections on 'LinkedIn' and this would have been measured weekly. This technique would have been mostly utilised prior to and at the beginning of my campaign to increase my following.

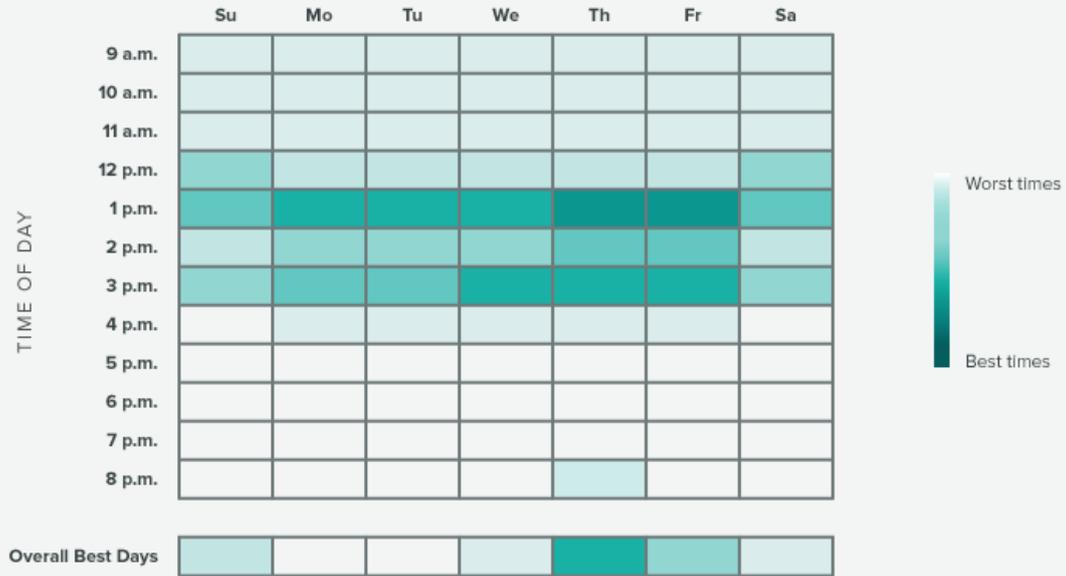
The Content Posting Advice

Quantity of Posts Daily for Different Social Media Platforms



Optimal Posting Times on the Social Media Networks I Would have been Using

Best Time to Post on Facebook



sproutsocial

Best Time to Post on Twitter



sproutsocial

Best Time to Post on LinkedIn



sproutsocial

Please Note: To view more preparation and research for this project, simply view the action plan provided at the end of the page for this project on my website.

Planning before the Beginning of the Campaign

Introduction/Overview

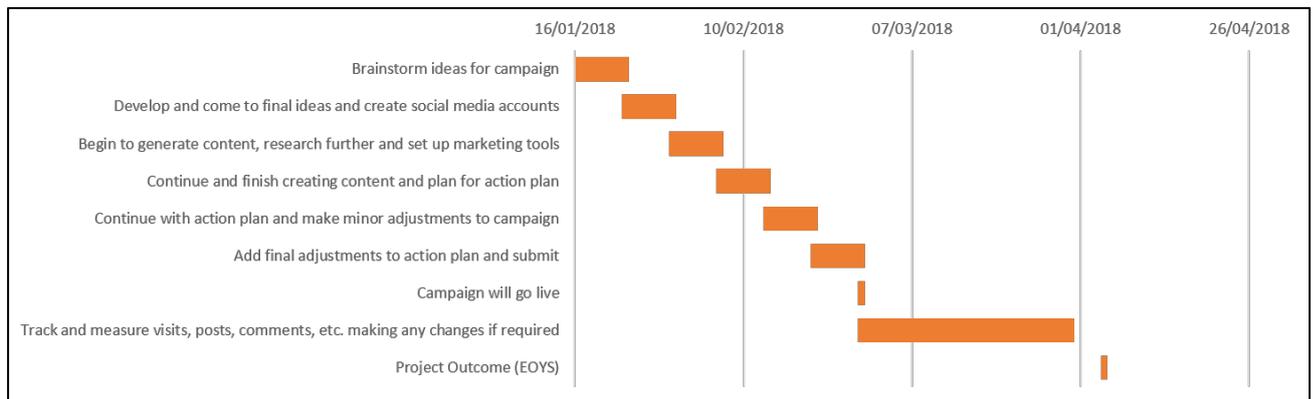
Before the social media campaign went live, I produced a Gantt chart as well as a table of tasks to be completed and also schedules for my content. This was inspired by the resources provided to myself.

The Gantt chart helped myself to understand the different processes that the campaign would have travelled through which therefore helped myself to know what tasks would have been undertaken at what specific times.

The task table was made to help myself understand what would have needed to have been completed in order to fulfil the social media campaign from the very beginning.

The weekly content schedule plan was created to help myself understand what I would have released on a weekly basis with regards to content. This did change throughout the campaign due to time constraints because of other ongoing projects but this was what I had planned to abide by. I did also create a schedule for how I would have responded to any comments or interactions received from followers. This included areas such as types of response and also the time of these responses. However, this wasn't utilised because I soon realised that as I started receiving interactions, these appeared at various times which meant that I did respond at different times as well as due to the fact that I was working on other projects and would have occasionally responded on the following day, for example.

The Gantt Chart for the Timescale of the Campaign



The Task Table for the Campaign

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 February	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	

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

The Weekly Content Schedule Plan

Weekly Content Schedule for Social Media Campaign - Daniel Wilkins						
Day	Time	Type of Post	Topic Area	Content of Post	Social Media Platform	Target Audience
Monday	11:30am	Project overview (week 1 only) and progress of ongoing projects.	Explain what projects I am currently undertaking and at what stage I am currently at.	"I am currently undertaking x project, y project and z project/This is what I have managed to achieve so far..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	9:30am	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.
Tuesday	11:30am	Coding brain teasers/what can be achieved through code.	HTML, CSS and JavaScript	"What does this line of code do to a web page? Place your answers below."/This action can be achieved through this code."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	9:30am	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.
Wednesday	11:30am	Progress of ongoing projects	The current stage of my projects showing images of sketches, screenshots of code, etc. with a description.	"This is what I have managed to achieve for my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.
	9:30am	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
Thursday	11:30am	Coding brain teasers/what can be achieved through code.	HTML, CSS and JavaScript	to a web page? Place your answers below."/This action can be achieved through this code."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.
	9:30am	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
	18:30pm	Join in with discussions on groups and ask questions as well as promoting my website.	Website development, IOS development or any other form of development to enhance my knowledge.	"What would you suggest with this..."/"Here is my website, what is good and what isn't good about it?"	LinkedIn	Industry specialists/potential employers
Friday	11:30am	Progress of ongoing projects	The current stage of my projects showing images of sketches, screenshots of code, etc. with a description.	"This is what I have managed to achieve for my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	9:30am	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.
Saturday	15:30pm	Question and answer session	Website development, connecting with me as well as allowing for me to connect with my followers.	"What do you know about website development?/What are your interests?/What is your experience and can you teach me anything?"	Twitter	Both industry specialists/potential employers and those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.
	18:30pm	Join in discussions on groups and ask questions as well as promoting my website.	Website development, IOS development or any other form of development to enhance my knowledge.	"What would you suggest with this..."/"Here is my website, what is good and what isn't good about it?"	LinkedIn	Industry specialists/potential employers.
	10:00am	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
Sunday	15:30pm	Feedback on my work/website through polls and comments	My ongoing projects/personal portfolio website	"What would you suggest needs improving for my website?/what do you like about my work?/What is good and what is needs improving?"	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	10:00am	Sharing of development articles	Website development trends, interesting things to do with code	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Those interested in learning about development.
	13:30pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Twitter	Those interested in learning about development.

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

The Responding Schedule Plan

Weekly Schedule of Responding to Audience Actions (comments, likes, etc.) - Daniel Wilkins					
Day	Content	Social Media Platform	Time(s) of Response	Type of Response	Duration
Monday	Work of ongoing projects	Facebook, Twitter and LinkedIn		21:30 Likes, comments, retweets and shares	1 hour
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments, retweets and shares	1 hour
	Filling in the blank activity	Twitter		19:30 Release what the answer is and discuss through comments and likes	1 hour
Tuesday	Coding brain teasers/what can be achieved through code	Facebook and Twitter		19:30 Release the answer or discuss the topics through comments and likes	1 hour
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments, retweets and shares	1 hour
	Filling in the blank activity	Twitter		19:30 Release what the answer is and discuss through comments and likes	1 hour
Wednesday	Work of ongoing projects	Facebook, Twitter and LinkedIn		21:30 Likes, comments, retweets and shares	1 hour
	Filling in the blank activity	Twitter		19:30 Release what the answer is and discuss through comments and likes	1 hour
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments, retweets and shares	1 hour
Thursday	Coding brain teasers/what can be achieved through code	Facebook and Twitter		19:30 Release the answer or discuss the topics through comments and likes	1 hour
	Filling in the blank activity	Twitter		19:30 Release the answer and discuss the topics through comments and likes	1 hour
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments, retweets and shares	1 hour
	Joining discussions via 'Groups' on LinkedIn	LinkedIn	Time the discussion takes place (18:30)	Replies, comments and likes	1 hour 30 minutes
Friday	Work of ongoing projects	Facebook, Twitter and LinkedIn		21:30 Likes, comments, retweets and shares	1 hour
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments, retweets and shares	1 hour 30 minutes
	Filling in the blank activity	Twitter		19:30 Release what the answer is and discuss through comments and likes	1 hour
Saturday	Question and Answer Session	Twitter	Time the activity takes place (15:30)	Replies, comments, likes and retweets	2 hours
	Filling in the blank activity	Twitter		19:30 Release the answer and discuss the topics through comments and likes	1 hour
	Joining discussions via 'Groups' on LinkedIn	LinkedIn	Time the discussion takes place (18:30)	Replies, comments and likes	1 hour 30 minutes
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments, retweets and shares	1 hour
Sunday	Polls asking for feedback for my website and ongoing projects	Facebook and Twitter		17:00 Comments and likes	1 hour 30 minutes
	Sharing of development articles	Facebook, Twitter and LinkedIn	13:00, 21:30	Likes, comments retweets and shares	1 hour
	Filling in the blank activity	Twitter		19:30 Release what the answer is and discuss through comments and likes	1 hour

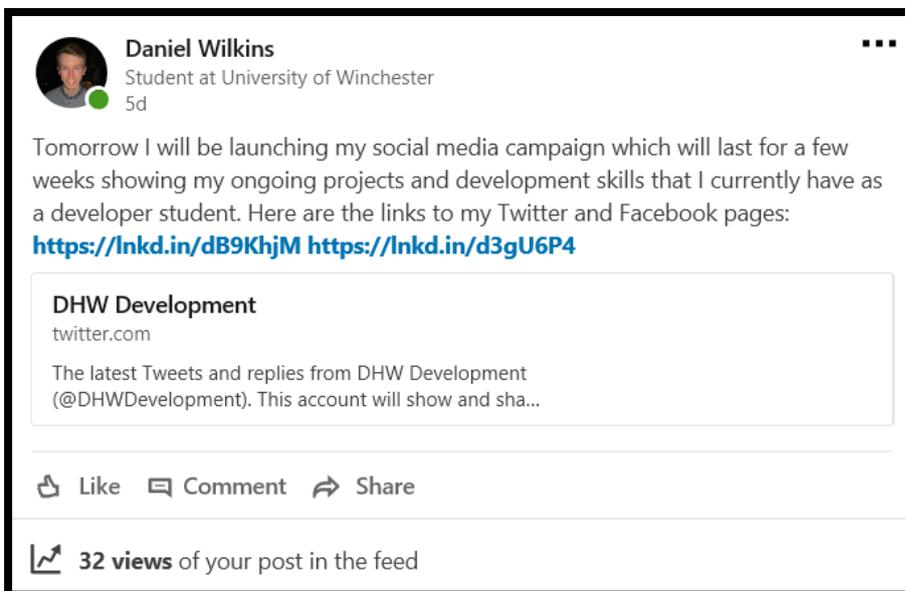
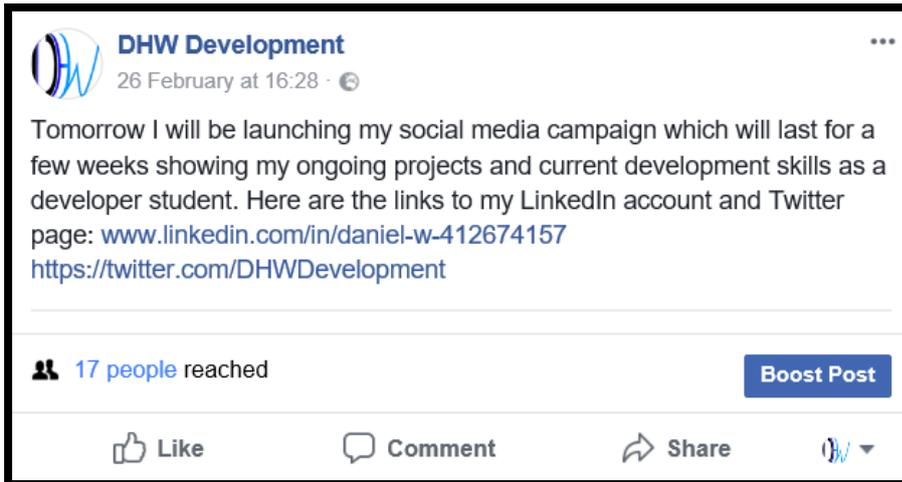
Different Stages of the Campaign

The Day Before the Campaign went 'Live'

Introduction/Overview

After producing a plan for submission, via my website, to allow for preparation before the campaign, it was then time to start with the campaign. The day before my campaign began, I released a post notifying those who were following myself that my campaign would have been going 'live' the following day.

The Post Released Across all Platforms



Examples of Different Post Types Released

Introduction/Overview

As I had posted lots of different posts during the campaign across the three different platforms of 'Facebook', 'Twitter' and 'LinkedIn', I therefore have only highlighted some examples of the posts below to show the types of posts I released. Throughout the campaign I focused on website development even though in the action plan I had stated I would be focusing on other areas of development. This was because this was something I had a passion for and something which I believed to be most confident with explaining about.

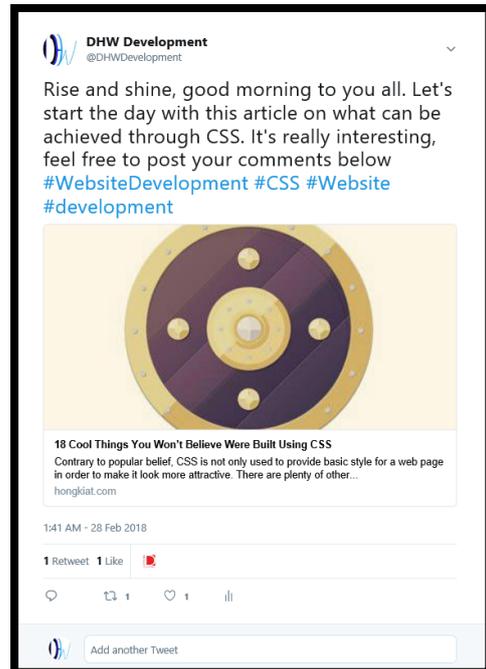
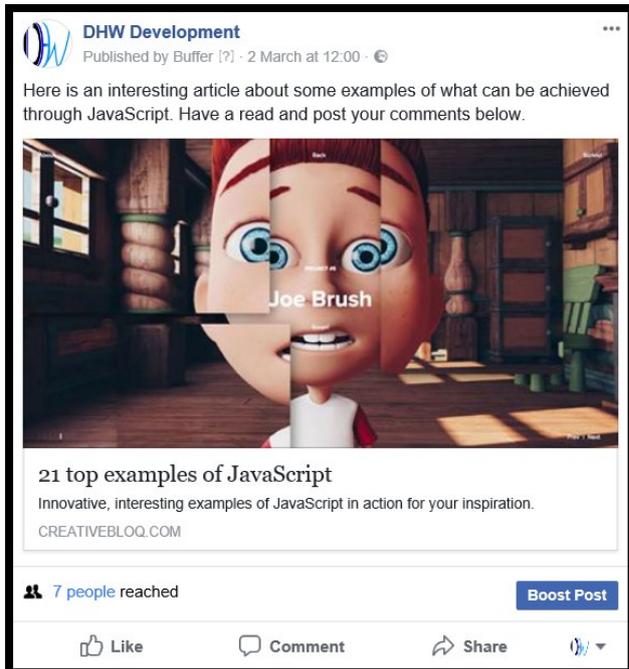
Articles Based on Different Areas of Website Development

Introduction/Overview

One type of content I released was website development articles which covered a range of different topics including best practices, interesting things to do with 'HTML', interesting things to do with 'CSS' and trends of website design. This was a type of post curation that I undertook in order to display my passion as well as interests but to also share articles which I believed my followers would have found interesting as well. As the campaign developed, I also shared websites as well as interesting areas I had found with regards to work. This was to try and change the content so it wouldn't have been as predictable. Examples can be viewed below.

As will be evident, I always tried to encourage my followers to engage with the articles by getting them to post any thoughts or comments below.

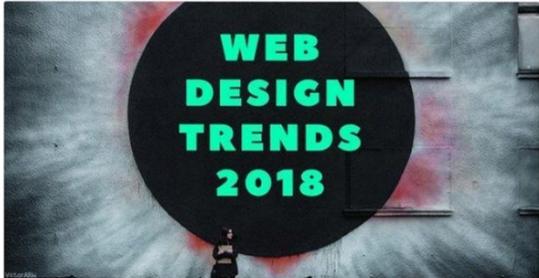
Examples of these Posts



Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

Daniel Wilkins
Student at University of Winchester
4d

My social media campaign is now live and I am going to begin with sharing an article about web design trends to look out for in 2018. Even though I am a developer this is still an interesting article to read:



Top Web Design Trends To Watch In 2018
forbes.com

Like Comment Share

37 views of your post in the feed

DHW Development
Published by Buffer [?] · 1 March at 09:30 ·

Good morning, it is very cold today with lots of snow so sit down in a nice, warm place and read through this article on interesting things to do with HTML tags. Post your comments below.



10 Cool Things HTML Tags Can Do
At the moment there are a total of 142 HTML elements standardized by W3C excluding the ones in the initial phases of standardization and those that went obsolete. That said,...

HONGKIAT.COM

10 people reached Boost Post

Like Comment Share

Sam Williams

DHW Development
Published by Buffer [?] · 12 March at 12:00 ·

As part of my degree I have been introduced to website standards and the Web Content Accessibility Guidelines are beneficial in understanding this. Have a read of them on the GOV.UK website below.



Understanding WCAG 2.0 - Service Manual - GOV.UK
Using the WCAG 2.0 design principles and guidelines to build accessible services.
GOV.UK

14 people reached Boost Post

Like Comment Share

DHW Development
@DHWDevelopment

Good afternoon. Have a look at these images made from pure CSS, it's really interesting. Post you comments below.
[#css3](#) [#drawing](#) [#code](#) [#Programming](#) [#WebsiteDevelopment](#) [#development](#) [#learningisfun](#) [#learning](#) [#FrontEnd](#) [#CodePenChallenge](#) [#tutorial](#) [#fun](#)
buff.ly/2HAjmpQ



5:00 AM - 14 Mar 2018

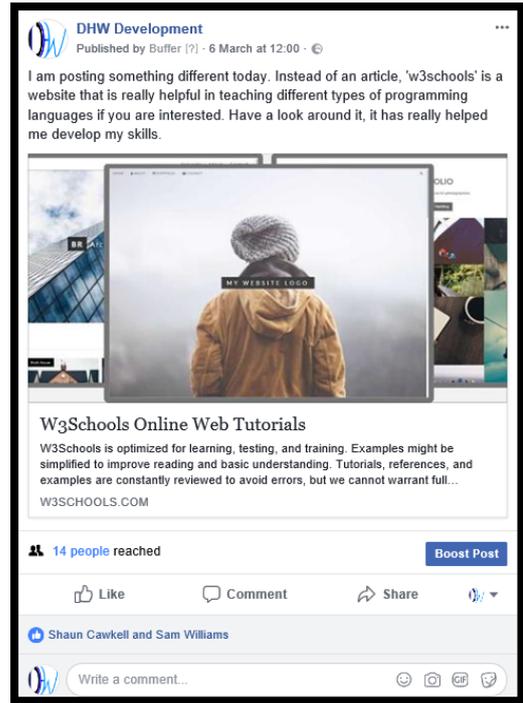
3 Retweets 2 Likes

1 3 2

DHW Development @DHWDevelopment · Mar 14
The image is from the website, it isn't mine to clarify, I am using Buffer to schedule my posts and I thought it would attach the image as an attachment to the link and not the actual image.

Add another Tweet

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

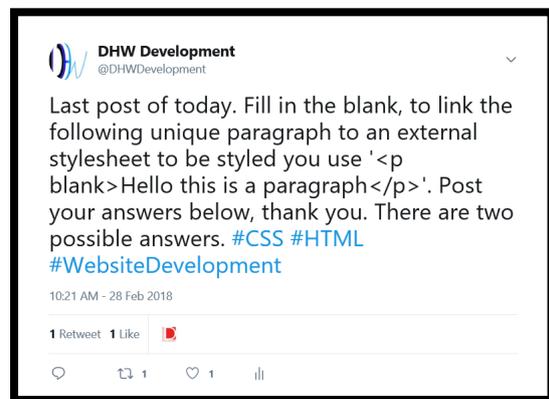
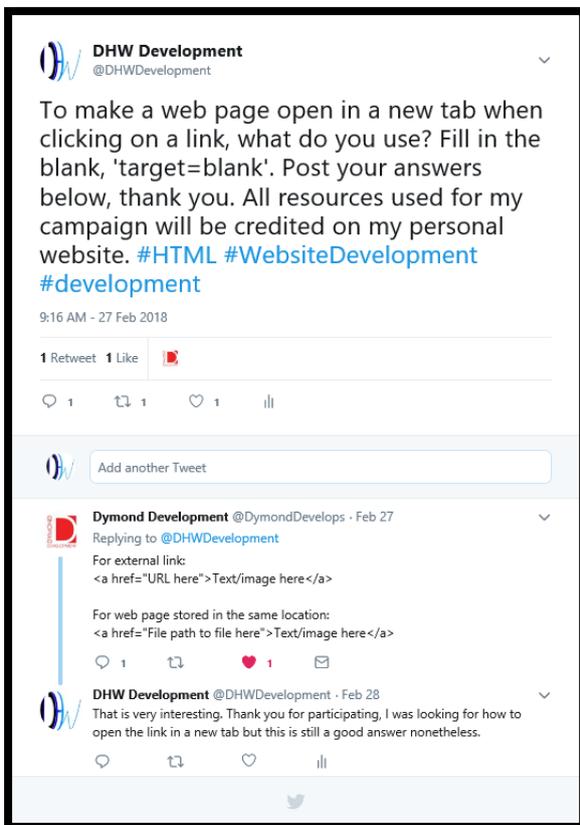


Fill in the Blank Activities/Brain Teasers

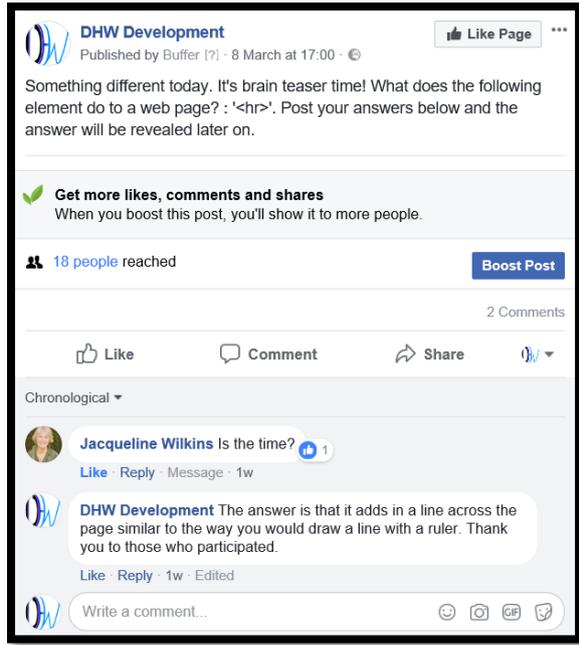
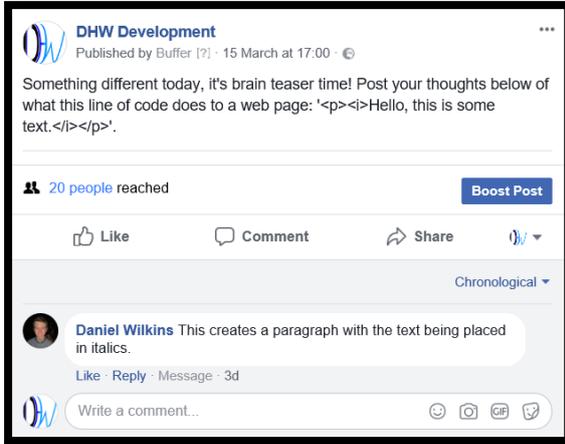
Introduction/Overview

I also attempted to post fill in the blank activities to engage my followers in order to get them to learn about code through posting their thoughts of answers of what was missing from a line of code to make it work. This was first of all based on 'Twitter' but I broadened this to 'Facebook' in the later stages of the campaign as a technique to encourage more interaction. I also occasionally posted brain teasers which had the same concept but asked users to post answers on what they believed a piece of code to do that had been written on the post. Examples of both types of post can be viewed below.

As will be evident below, I always tried to respond to any answers given by followers to show that I cared about their thoughts and to make them feel involved. Most of the time I didn't manage to release the answers due to the fact that I didn't receive any interaction on some posts. When I had received interaction, I liked the participants comments and responded to their comments as well.



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Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

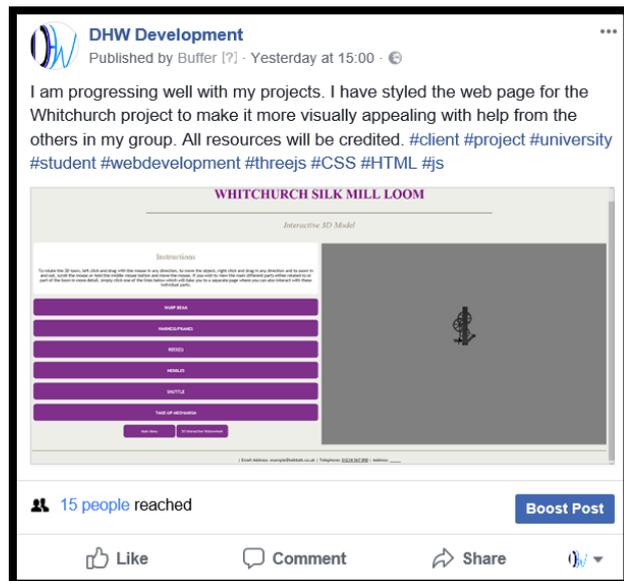
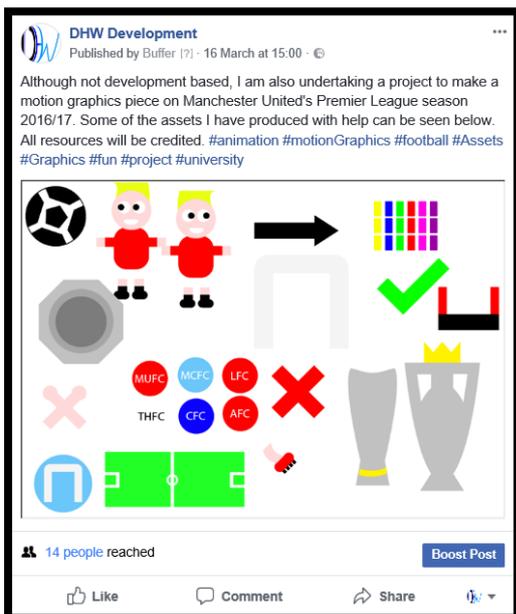
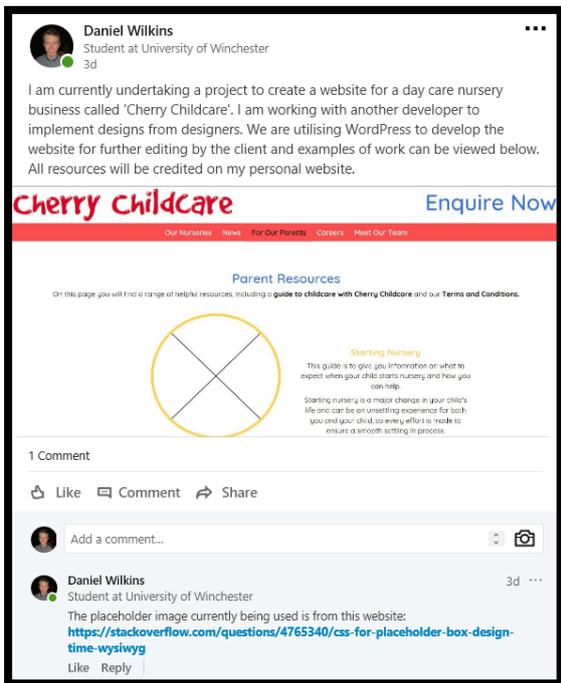
Updates/Information about Ongoing Projects

Introduction/Overview

Occasionally, I would have released updates or information on some of the projects I was undertaking at the current time. This would have included screenshots of the work I had been making as well as interesting aspects I had found or learnt whilst undertaking the projects. Examples of this can be seen below.

As will be evident below, I tried not to include too many images within the post to allow for the followers to gain a basic understanding of the types of work I was undertaking. This was also due to the fact that 'LinkedIn' only allowed for posting of one image in one post at a time so therefore I tried to make this consistent across all platforms.

Examples of these Posts



Made Examples of 'CSS' Animations

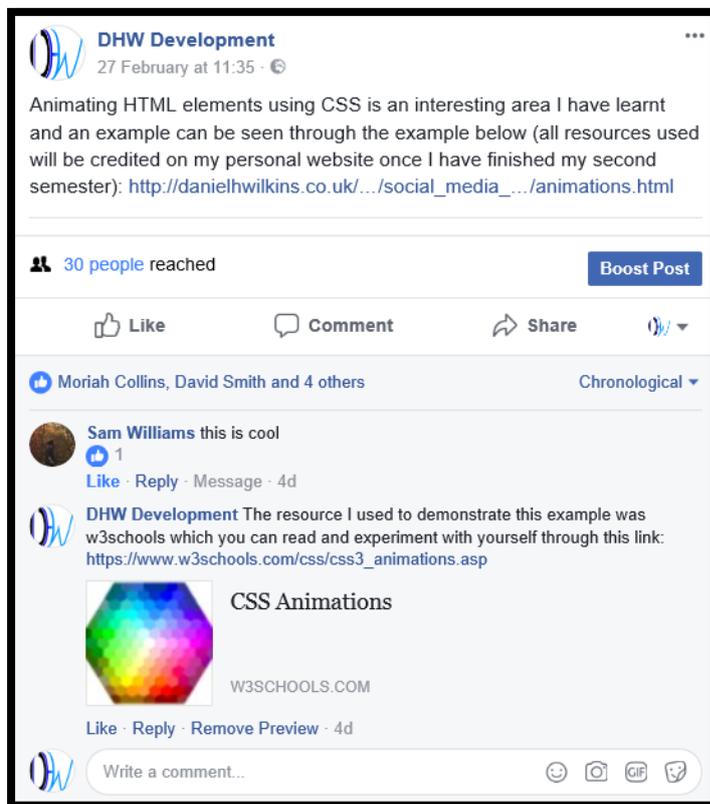
Introduction/Overview

A few times during the campaign, I released web pages made with the help of resources such as 'W3Schools' which demonstrated the interesting things one could do with 'CSS' animations through the use of '@keyframes'. The web pages can be viewed below along with the code used to make them. This was to attempt to show my knowledge and understanding of code but to also make it interesting for the followers to view.

As is evident below, the first example showed the fact that the text would have resized, becoming smaller and then bigger continuously. With the second example, likewise to the last example, the animation would have continuously looped but this time, the colour of the text would have changed rather than the size. The 'CSS' which related to all the pages in order for the animations to function properly can be viewed below also.

Example 1 of this Type of Post

The Post

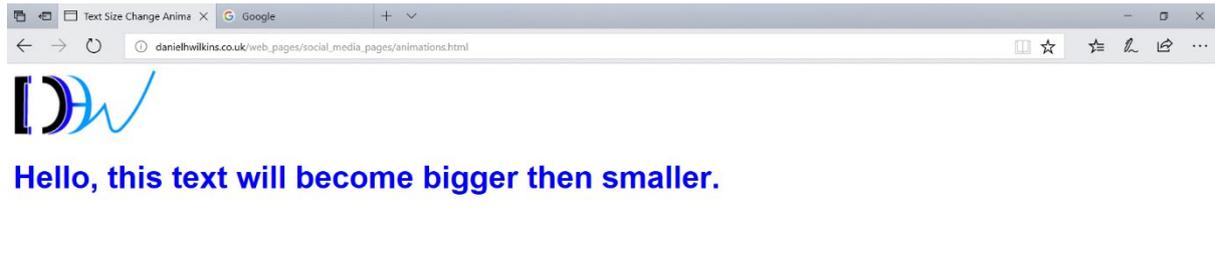


The Code

```
animations.html x stylesheet.css x
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <title>Text Size Change Animation</title>
5   <meta charset="utf-8">
6   <link rel="stylesheet" href="styling/stylesheet.css">
7   <meta name="viewport" content="width=device-width, initial-scale=1.0"> <!--https://www.w3schools.com/css/css_rwd_viewport.asp REFERENCE-->
8 </head>
9 <body>
10  <!--w3schools - REFERENCE-->
11
12
13 <h1 id="big_small_text">Hello, this text will become bigger then smaller.</h1>
14
15 </body>
16 </html>
17
18 <!--ALL USED RESOURCES WILL BE CREDITED ONCE MY PORTFOLIO IS FINISHED FOR MY SECOND SEMESTER-->
```

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

The Outcome



Example 2 of this Type of Post

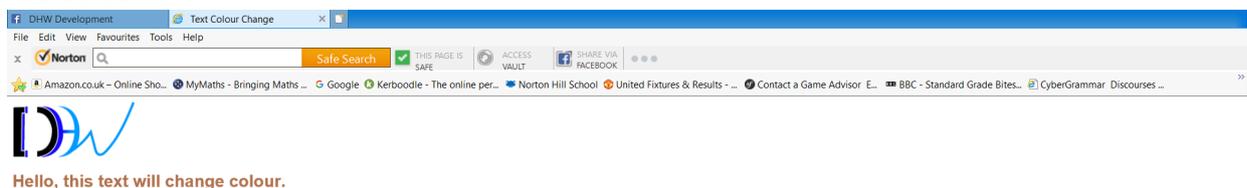
The Post



The Code

```
animations2.html x
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <title>Text Colour Change</title>
5   <meta charset="utf-8">
6   <link rel="stylesheet" href="styling/stylesheet.css">
7   <meta name="viewport" content="width=device-width, initial-scale=1.0"> <!--https://www.w3schools.com/css/css_rwd_viewport.asp REFERENCE-->
8 </head>
9 <body>
10  <!--w3schools - REFERENCE-->
11
12 <h1 id="text_colour_change">Hello, this text will change colour.</h1>
13
14 </body>
15 </html>
16
17 <!--ALL USED RESOURCES WILL BE CREDITED ONCE MY PORTFOLIO IS FINISHED FOR MY SECOND SEMESTER-->
```

The Outcome



The 'CSS' Code for All the Web Pages

```
animations.html x stylesheet.css x
1 @keyframes big_small{
2   0% {font-size: 20px;}
3   50% {font-size: 40px;}
4   100% {font-size: 20px;}
5 }
6
7 #big_small_text{
8   font-size: 20px;
9   font-family: Arial;
10  color: blue;
11  animation-name: big_small;
12  animation-duration: 4s;
13  animation-iteration-count: infinite;
14 }
15
16 /*w3schools REFERENCE - https://www.w3schools.com/css/css3_animations.asp*/
17
18 @keyframes colour_change{
19   0% {color: black;}
20   25% {color: red;}
21   50% {color: blue;}
22   75% {color: orange;}
23   100% {color: black;}
24 }
25
26 #text_colour_change{
27   font-size: 25px;
28   font-family: Arial;
29   color: black;
30   animation-name: colour_change;
31   animation-duration: 8s;
32   animation-iteration-count: infinite;
33 }
34
35 @keyframes opacity_change{
36   0% {opacity: 1;}
37   25% {opacity: 0;}
38   50% {opacity: 0.5;}
39   75% {opacity: 1;}
40 }
41
42 #opacity_change {
43   font-size: 25px;
44   color: black;
45   font-family: Arial;
46   opacity: 1;
47   animation-name: opacity_change;
48   animation-duration: 8s;
49   animation-iteration-count: infinite;
50 }
51
52 /*ALL USED RESOURCES WILL BE CREDITED ONCE MY PORTFOLIO IS FINISHED FOR MY SECOND SEMESTER*/
```

Miscellaneous Posts

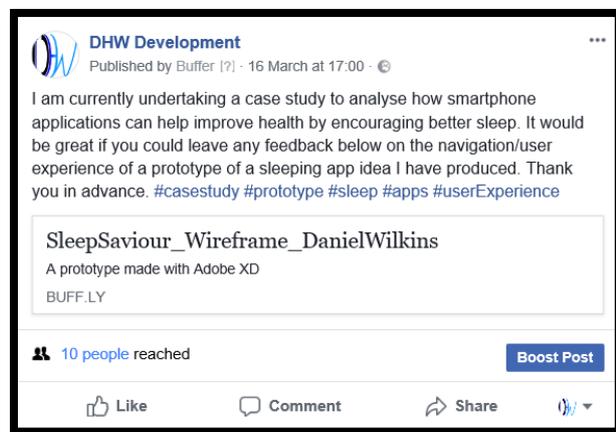
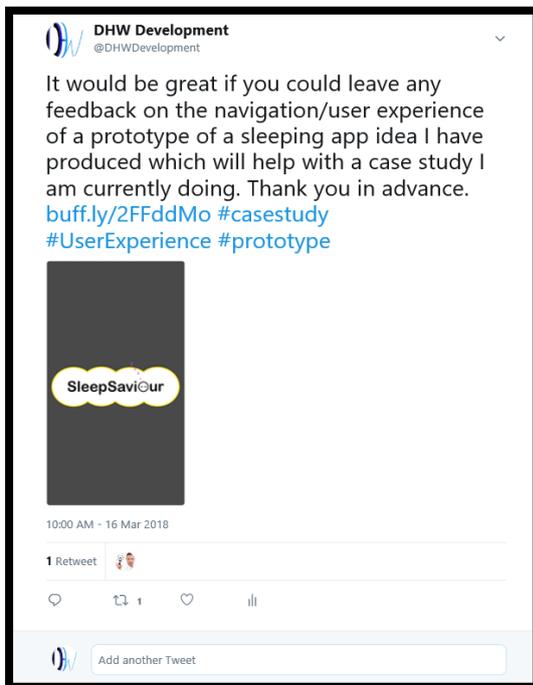
Introduction/Overview

There were also a couple of other posts which I had posted that were released out of inspiration.

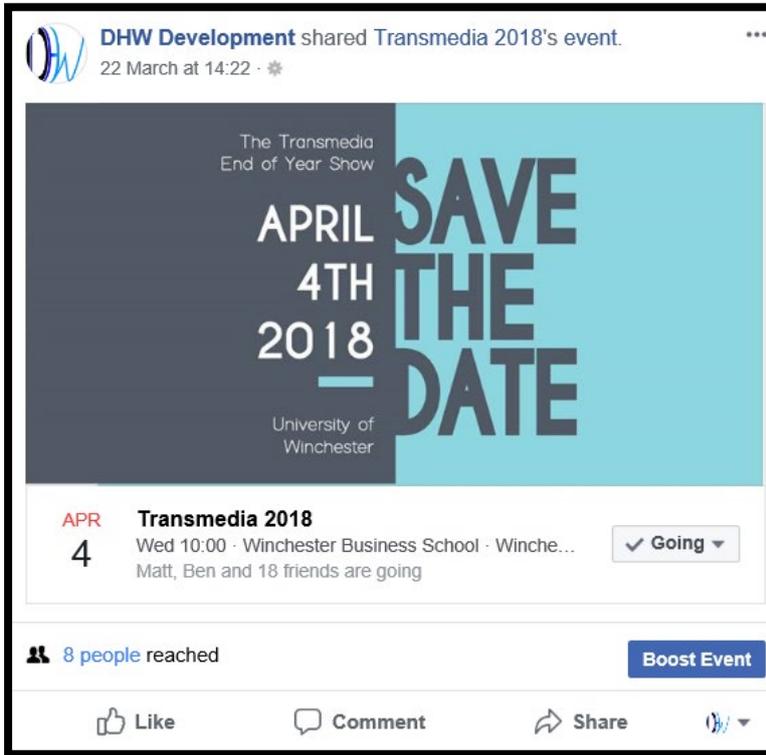
The first released post was to help with a case study I was currently undertaking at the time as I thought I could have received some feedback from industry professionals on the user experience of a prototype I had made last semester for the 'RSA' project. This would have also showed some work I had done previously as well which would have shown the areas I had been learning about whilst undertaking my degree or work in general.

The second miscellaneous post was sharing an event which stated when 'Transmedia 2018' would have occurred. This was to help promote the event and this was shared through 'Facebook'. From receiving help from a fellow class colleague, I changed the post settings which would have allowed for the post to have been shared throughout the United Kingdom and therefore have increased the amount of views it would have received, thus helping to promote the event further. I also followed 'Transmedia 2018' on 'Twitter' as well to help with promoting the event.

The First Released Post(s)



The Second Post and Following 'Transmedia 2018' on 'Twitter'



Please Note: To view all posts released, I have provided links to each social media channel at the end of the page for this project on my website.

A Physical Collateral/Marketing Method

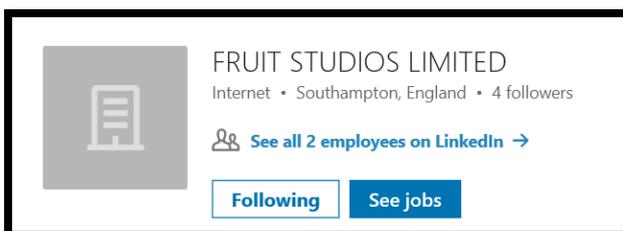
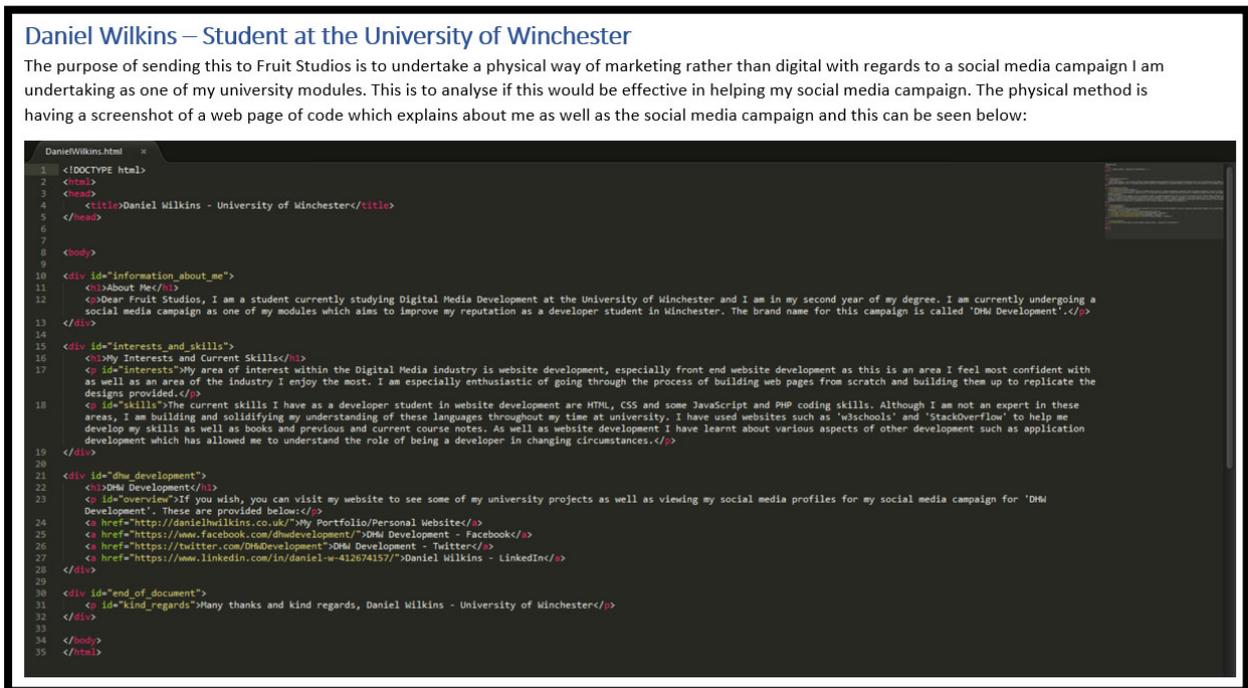
Introduction/Overview

As well as posting content on each social media platform, I also had to undertake a physical method for one of the weeks. This involved finding a company/agency in Winchester which would have been of interest to myself and thinking of something which I could have either given to them in person or have sent in the post. This was to help improve my status within Winchester as well as improving my social media campaign. The purpose was to persuade them to visit my social media pages as well as my website in order to gain interest. I decided to choose 'Fruit Studios Ltd' because I had noticed that they specialised in both websites and apps, of which website development was of a serious interest to myself. I decided to send an image of a 'HTML' page which described and explained about myself and my social media campaign. This was to show I had knowledge of code as well as demonstrating my skills. This can be viewed below.

As can be seen below, I included special techniques such as including each section with a 'div' 'id' that would have indicated what the section explained. For example, the '<div id="information_about_me">' related to details about myself, including the purpose of the physical method for the social media campaign.

I also was advised to follow the company on 'LinkedIn' as well as connecting with the people in that organisation as can be seen below. This would have allowed for meeting them at possible networking events in the future, as advised by the lecturer.

The Physical Method sent to 'Fruit Studios Ltd' and Following the Company on 'LinkedIn'



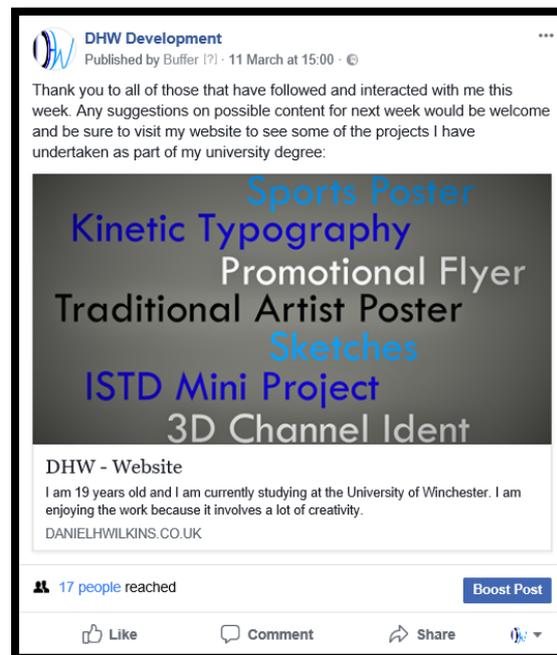
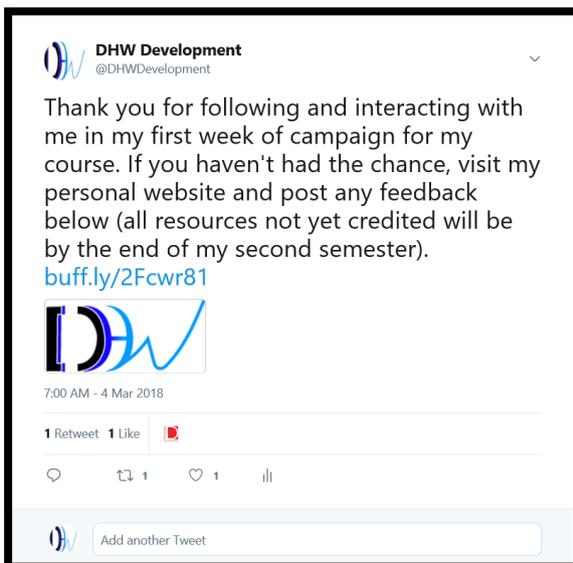
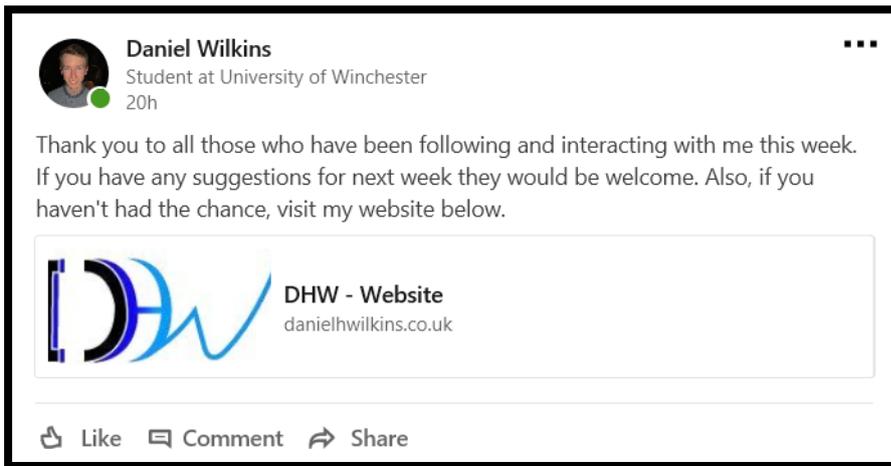
Thanking Followers and Asking for Feedback

Introduction/Overview

Another type of post I released was a weekly post which thanked followers for following and interacting with the campaign as well as asking for what types of content they would have preferred to see in the following week. This was done on a Sunday even though my campaign started on a Tuesday as this was the end of the week for my followers. I also provided a link to my website to persuade them to visit it and view my work which would have attempted to increase the amount of views received upon my website. Examples can be viewed below.

I believed that allowing for followers to suggest content for the following week would have allowed for a more personalised tone to the campaign as this would have involved them.

Examples of these Posts



Creation of Weekly Content Plans

Introduction/Overview

As part of the campaign, I always made sure I had a weekly content plan to follow so that I would have known what I would have been posting at what specific times on different platforms. This was completed, when possible, on a Sunday even though the campaign had begun on a Tuesday. This was because this was the end of the week and therefore, I thought it would have been beneficial to do this on a Sunday where I would have had more time available.

Preparation for Week 2 of the 'Live' Campaign

Introduction/Overview

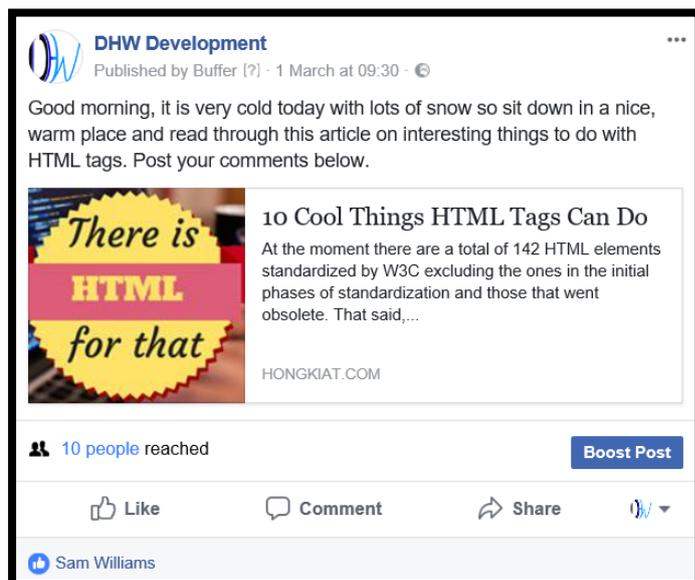
After the first week of the campaign and before the second week of the live campaign, I produced a content schedule for the following week trying to implement some aspects I had learnt such as rearranging some of the times to suit the optimal posting times as seen previously. This was due to the fact that I believed I wasn't receiving much interaction on some of my posts as shown below.

With regards to the 'Facebook' post below, I thought that only one like at the time didn't seem like enough interaction. The 'Twitter' post at the time didn't feel like very much interaction either but as the campaign developed, my understanding was improved which meant that at the time this was a high level of interaction. The 'LinkedIn post', however, demonstrated the fact that there wasn't any interaction other than views. No comments, likes or shares were included on the example post below.

As will also be evident, I created a schedule in preparation for week two of the campaign becoming 'live' (this was completed on the Sunday of week 1). As will be evident, I tried to keep the same structure to the week. However, I did remove some of the tasks included in first content schedule such as joining in on discussions with groups and undertaking question and answer sessions. This was due to the fact that I soon realised that I had set myself too much to complete within a week for each day. This deemed to be difficult to do due to other work from the other projects I had to also complete. I still attempted to keep as much as I thought would have been beneficial to myself and the campaign within the timescale.

Examples of Posts Where I Believed I Wasn't Receiving Much Interaction

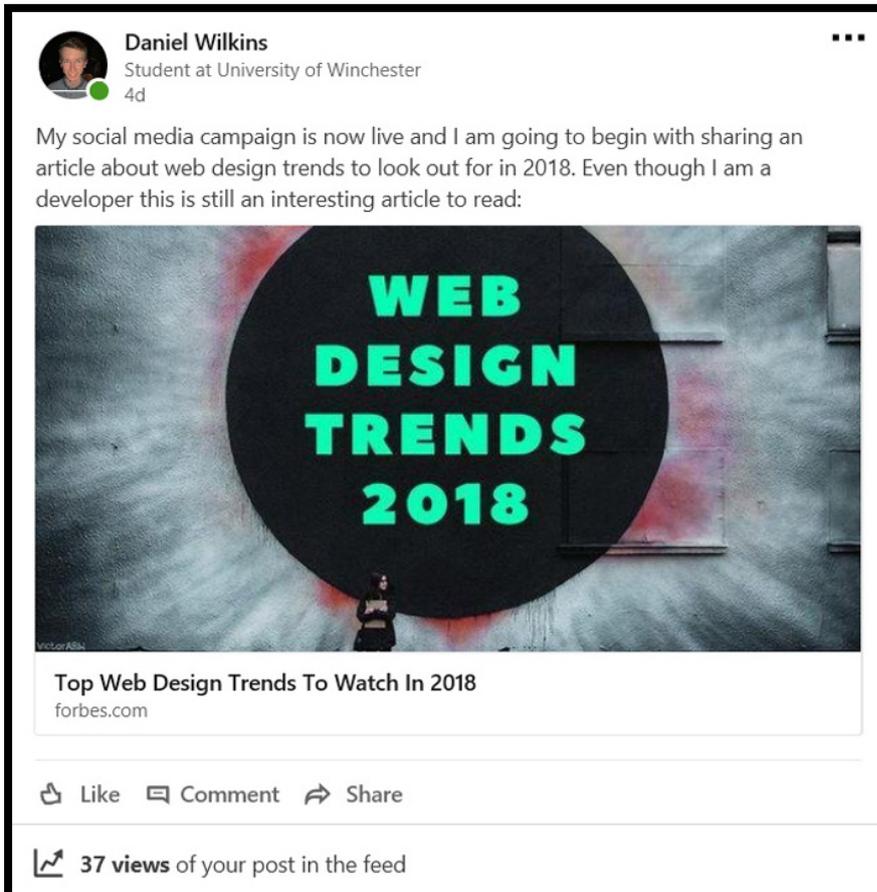
A 'Facebook' Post



A 'Twitter' Post



A 'LinkedIn' Post



Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

The Created Schedule for Week 2 of the 'Live' Campaign

Content Schedule for Week Beginning 05/03/18 - Daniel Wilkins						
Day	Time	Type of Post	Topic Area	Content of Post	Social Media Platform	Target Audience
Monday	12:00pm	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Show another example of CSS animations in practice	CSS animations	"Look at this cool example of CSS animations in action..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Tuesday	12:00pm	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
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	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Coding brain teasers	HTML, CSS and JavaScript related questions.	"What does this line of code do to a web page? Place your answers below..."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
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Sunday	12:00pm	Sharing of development articles	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Thanking followers and asking them what they would like to see the following week as well as providing the link to my website for any feedback	Asking for content ideas and promoting my personal website	"Thank you for all your support over the past week... what types of content would you like to see next week?... by the way if you haven't already, check out my website and post any feedback below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.

Preparation for Week 3 of the 'Live' Campaign

Introduction/Overview

At the end of the second week (Sunday), I again created another content schedule in preparation for the third week as from peer advice and evidence on the social media platforms, I believed I was posting too much. I wasn't receiving much interaction at all and thought that if I tried to post less, this would have helped to increase the interaction as well as attempting to increase my followers as I had noticed that my followers had decreased and were continuing to decrease on 'Twitter'. To counteract this, I attempted to show an interest in other people's posts/work by liking and retweeting this content. Also, on other platforms, I invited more people to like my 'Facebook' page as well as connecting with more people on 'LinkedIn'.

The Aspects Mentioned Above

The Decrease in 'Twitter' Followers



The Low Interaction on the Different Platforms

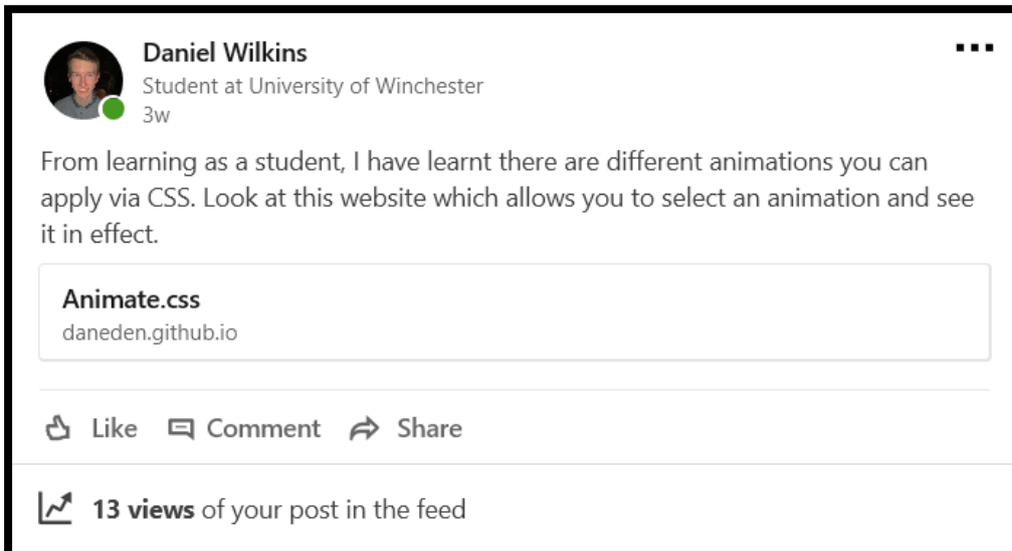
An Example of a Post Receiving Low Interaction on 'Facebook'



An Example of a Post Receiving Low Interaction on 'Twitter'



An Example of a Post Receiving Low Interaction on 'LinkedIn'



Content Retweeted on 'Twitter'



Examples of Content I Liked





Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

The Created Schedule for Week 3 of the 'Live' Campaign

Introduction/Overview

As is evident below, I maintained the same posting times but reduced the amount of posts to be released on the days. For example, for Monday, I reduced the amount of posts from three to two.

The Actual Content Schedule

Content Schedule for Week Beginning 12/03/18 - Daniel Wilkins

Day	Time	Type of Post	Topic Area	Content of Post	Social Media Platform	Target Audience
Monday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Tuesday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/ I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Wednesday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Thursday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Coding brain teasers	HTML, CSS and JavaScript related questions.	"What does this line of code do to a web page? Place your answers below..."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Friday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/ I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Saturday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
Sunday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Thanking followers and asking them what they would like to see the following week as well as providing the link to my website for any feedback	Asking for content ideas and promoting my personal website	"Thank you for all your support over the past week... what types of content would you like to see next week?... by the way if you haven't already, check out my website and post any feedback below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

Preparation for Week 4 of the ‘Live’ Campaign

Introduction/Overview

Although I didn’t manage to create a schedule at the time, I did utilise the previous schedule as I thought this was the best way to undertake my campaign at this stage due to the fact that I could manage with releasing the amount of posts per day as well as due to the fact that I was gaining some more interaction on ‘Twitter’. Although the interaction didn’t change considerably with ‘Facebook’ and ‘LinkedIn’, I still thought that I would have remained with this strategy to see if it would have eventually increased the interaction on the posts. I did not manage to post everyday due to other projects but this was still a beneficial content schedule.

The Created Schedule for Week 4 of the ‘Live’ Campaign

Content Schedule for Week Beginning 19/03/18 - Daniel Wilkins

Day	Time	Type of Post	Topic Area	Content of Post	Social Media Platform	Target Audience
Monday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Tuesday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
Wednesday	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

Thursday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Coding brain teasers	HTML, CSS and JavaScript related questions.	"What does this line of code do to a web page? Place your answers below..."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Friday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
Saturday	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
Sunday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post your comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Thanking followers and asking them what they would like to see the following week as well as providing the link to my website for any feedback	Asking for content ideas and promoting my personal website	"Thank you for all your support over the past week...what types of content would you like to see next week?...by the way if you haven't already, check out my website and post any feedback below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.

Social Media Campaign Project Processes in More Detail Document – Daniel Wilkins

Preparation for Week 5 of the ‘Live’ Campaign

Introduction/Overview

As is evident below, I did utilise the same content schedule again as the previous week because I thought this was the best way to release content because again, it would have allowed myself to cope with the workload. However, during week 5, I didn’t post much due to the fact that I was busy with finishing work for submission deadlines.

The Created Schedule for Week 5 of the ‘Live’ Campaign

Content Schedule for Week Beginning 26/03/18 - Daniel Wilkins

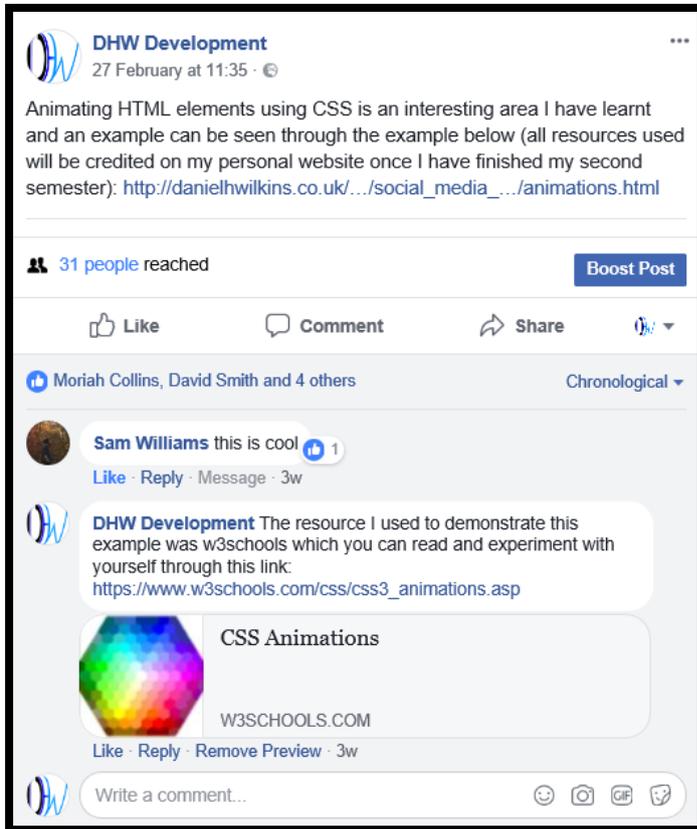
Day	Time	Type of Post	Topic Area	Content of Post	Social Media Platform	Target Audience
Monday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
Tuesday	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
	15:00pm	Provide an update/updates on one or more than one of my projects	Cherry Childcare/Whitchurch Silk Mill or both	"I have been further developing this project and this is what I have managed to achieve/I have found this interesting area whilst developing my projects..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
Wednesday	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
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Thursday	17:00pm	Filling in the blanks	HTML, CSS and JavaScript related questions.	"What is missing in this code to make x work? Leave your answers below."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
Friday	17:00pm	Coding brain teasers	HTML, CSS and JavaScript related questions.	"What does this line of code do to a web page? Place your answers below..."	Facebook and Twitter	Both industry specialists/potential employers and those interested in learning about development.
	12:00pm	Sharing of development articles or areas I have learnt about	Website development trends, interesting things to do with code, etc.	"I have been reading this article and it is really interesting, what do you all think of it? Post you comments down below..."	Facebook, Twitter and LinkedIn	Both industry specialists/potential employers and those interested in learning about development.
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Most and Least Successful Posts Weekly Across Different Social Media Platforms

Week 1

'Facebook'

Most Successful Post Example

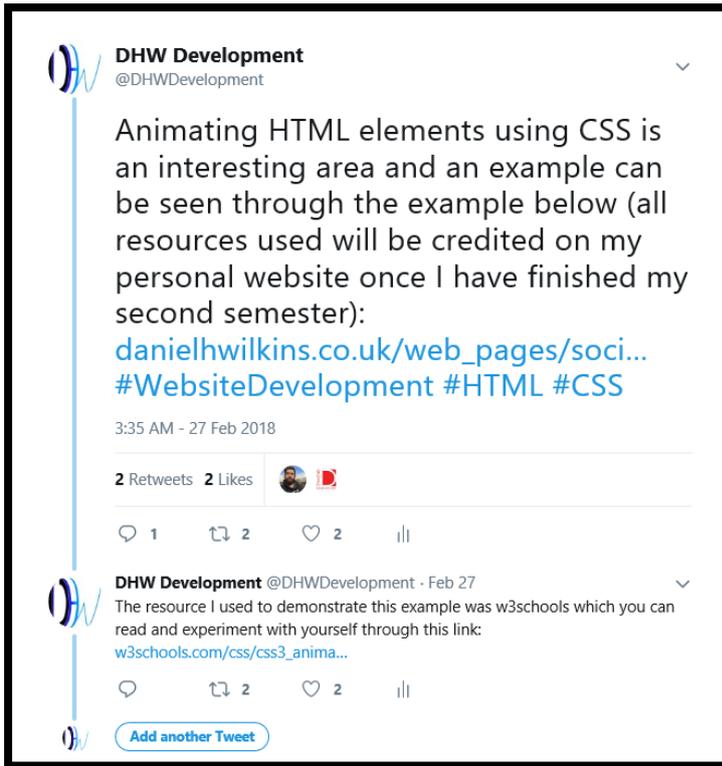


Least Successful Post Example

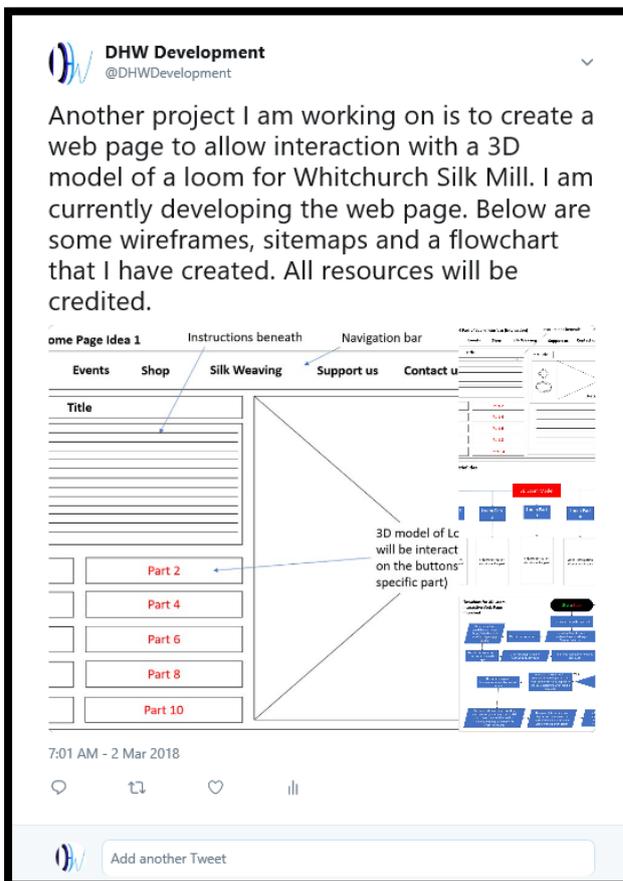


'Twitter'

Most Successful Post Example

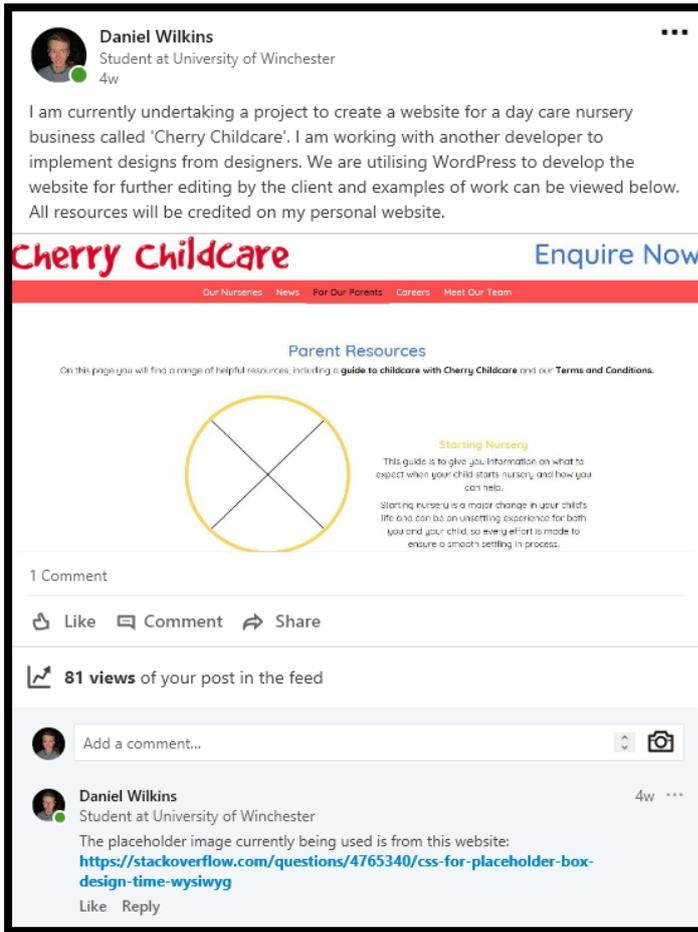


Least Successful Post Example



‘LinkedIn’

Most Successful Post Example



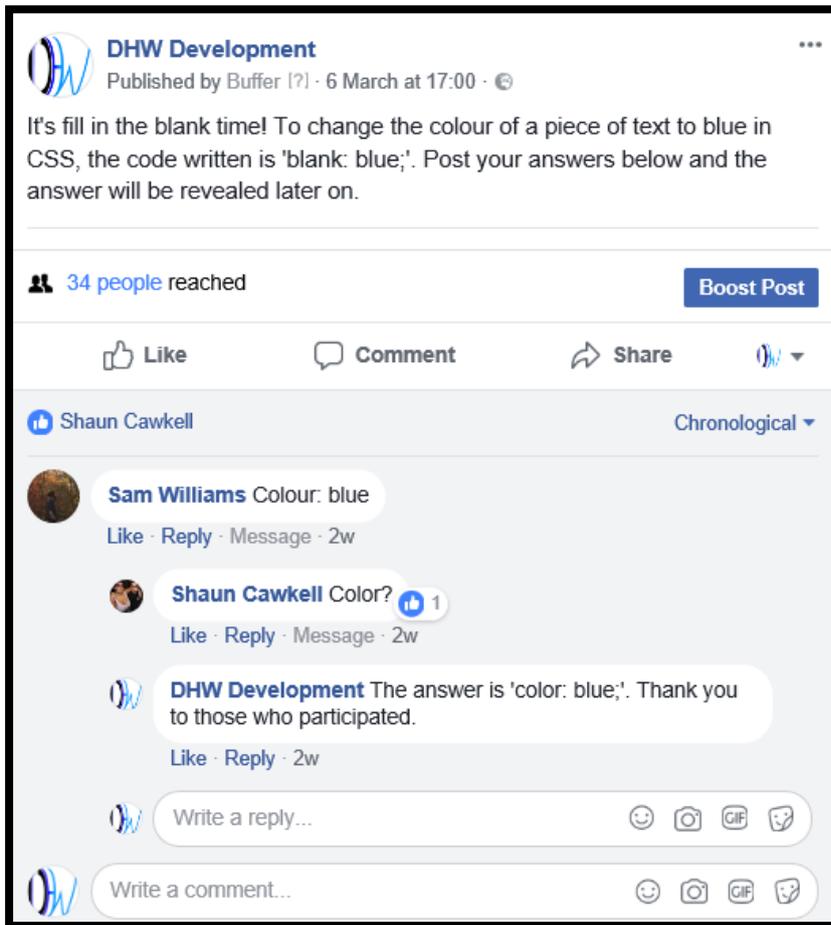
Least Successful Post Example



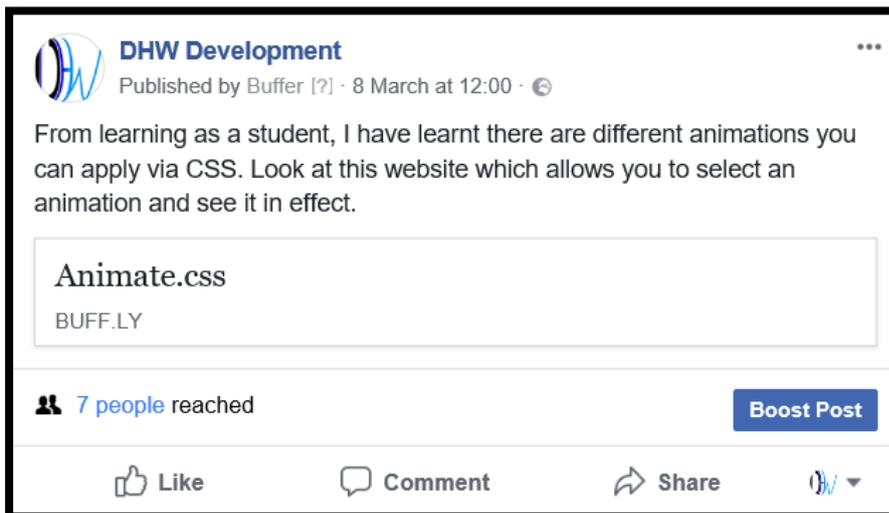
Week 2

'Facebook'

Most Successful Post Example

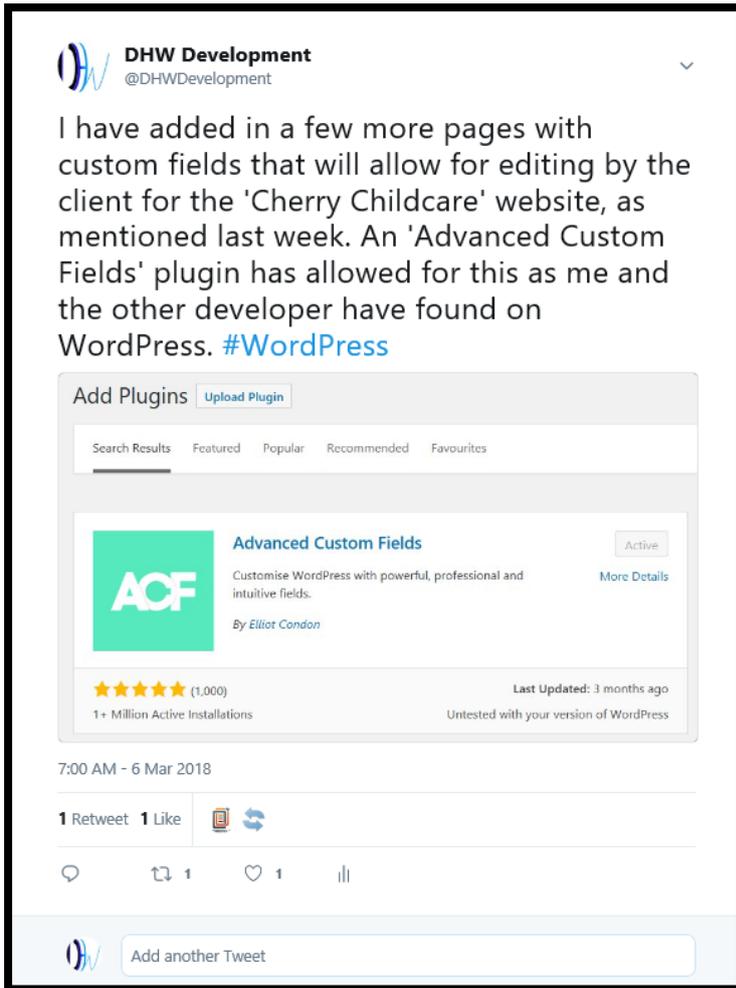


Least Successful Post Example



'Twitter'

Most Successful Post Example

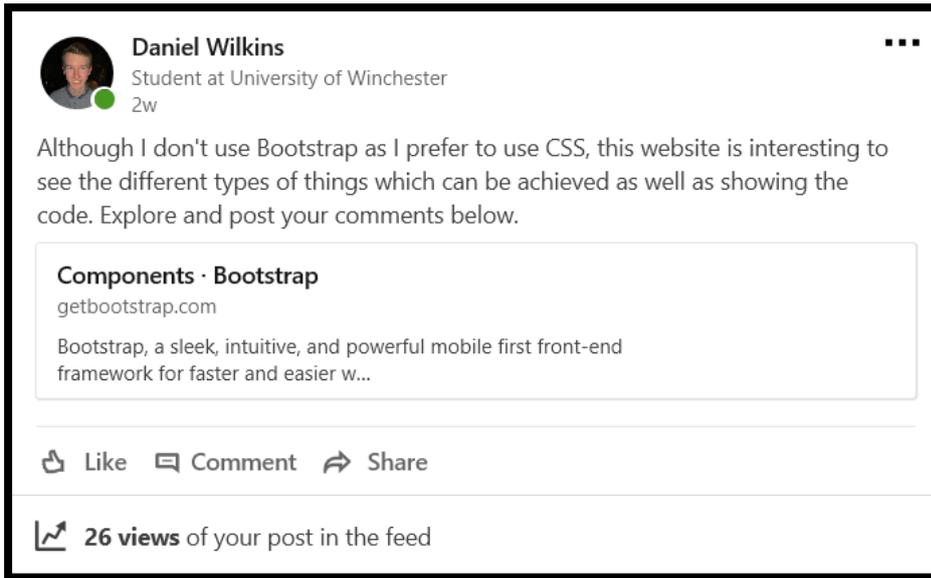


Least Successful Post Example



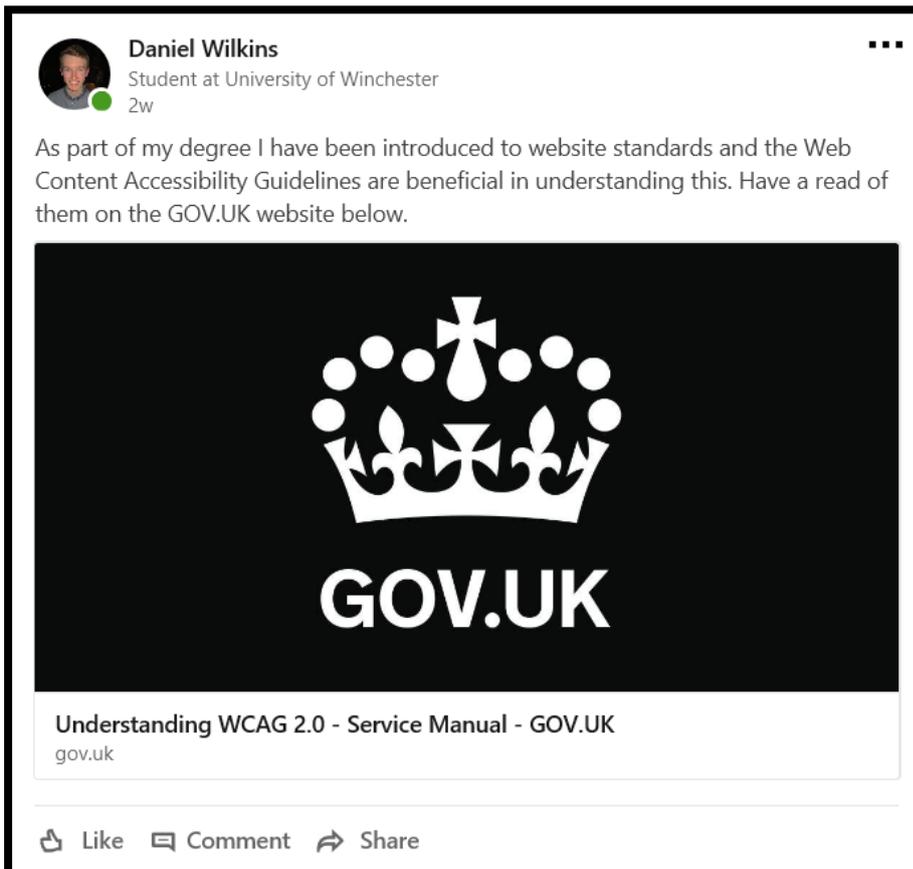
‘LinkedIn’

Most Successful Post Example



A screenshot of a LinkedIn post by Daniel Wilkins, a student at the University of Winchester, posted 2 weeks ago. The post text reads: "Although I don't use Bootstrap as I prefer to use CSS, this website is interesting to see the different types of things which can be achieved as well as showing the code. Explore and post your comments below." Below the text is a link preview for "Components · Bootstrap" from getbootstrap.com, with a description: "Bootstrap, a sleek, intuitive, and powerful mobile first front-end framework for faster and easier w...". The post shows interaction icons for Like, Comment, and Share, and a view count of 26 views.

Least Successful Post Example

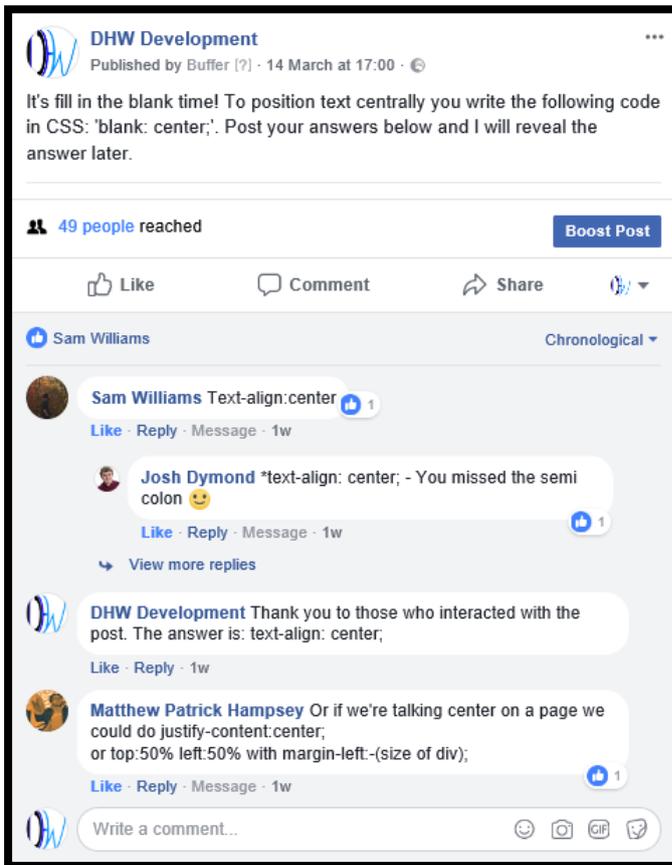


A screenshot of a LinkedIn post by Daniel Wilkins, a student at the University of Winchester, posted 2 weeks ago. The post text reads: "As part of my degree I have been introduced to website standards and the Web Content Accessibility Guidelines are beneficial in understanding this. Have a read of them on the GOV.UK website below." Below the text is a large image of the GOV.UK logo, which features a white crown on a black background with the text "GOV.UK" in white. Below the image is a link preview for "Understanding WCAG 2.0 - Service Manual - GOV.UK" from gov.uk. The post shows interaction icons for Like, Comment, and Share.

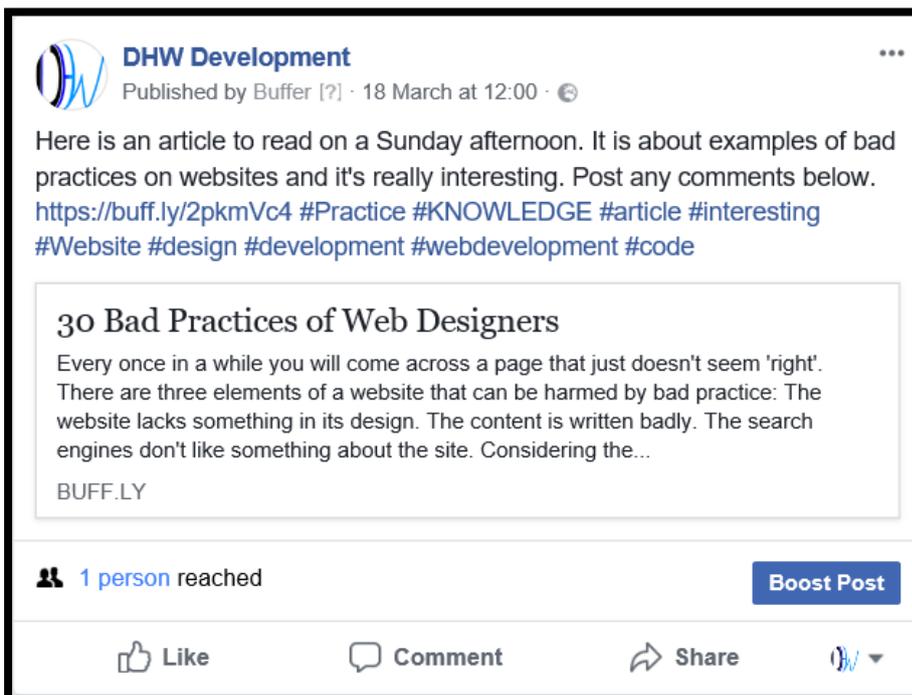
Week 3

'Facebook'

Most Successful Post Example



Least Successful Post Example



'Twitter'

Most Successful Post Example



Least Successful Post Example



'LinkedIn'

Most Successful Post Example



A screenshot of a LinkedIn post by Daniel Wilkins, a student at the University of Winchester, posted 2 weeks ago. The post text reads: "Have a look at these interesting Pens on CodePen, they are really interesting. From some of the ones I have looked at, the code is there as well to understand how each Pen works. Post any thoughts or questions below." Below the text is a CodePen logo and the URL "codepen.io". The post has 33 views and includes interaction buttons for Like, Comment, and Share.

Least Successful Post Example

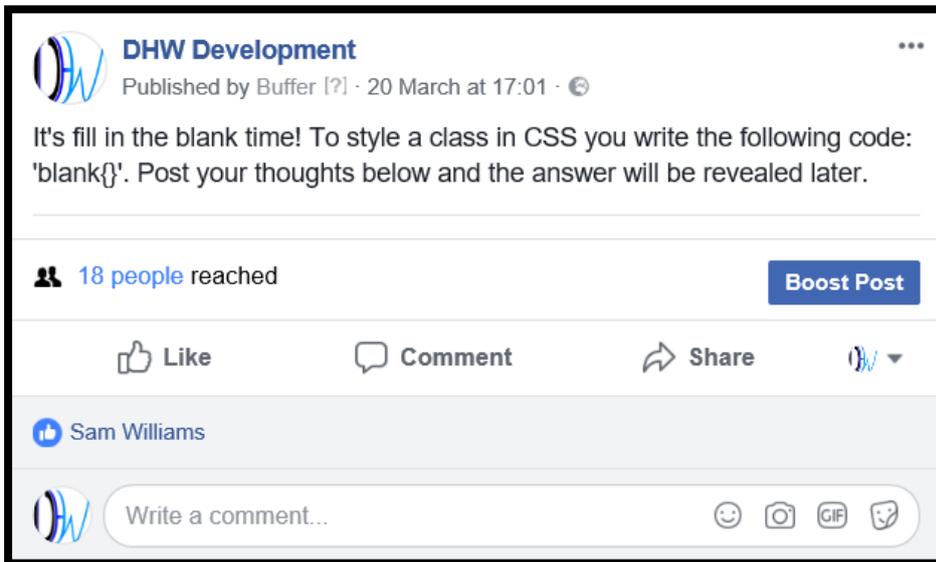


A screenshot of a LinkedIn post by Daniel Wilkins, a student at the University of Winchester, posted 1 week ago. The post text reads: "Here is an article to read on a Sunday afternoon. It is about examples of bad practices on websites and it's really interesting. Post any comments below." Below the text is a graphic with the word "BAD" in large green letters on a blue background, with various web design terms like "safe fonts", "color not readable", "written for search engines", and "content duplicate content" visible. Below the graphic is the article title "30 Bad Practices of Web Designers" and the URL "problogdesign.com". The post has interaction buttons for Like, Comment, and Share.

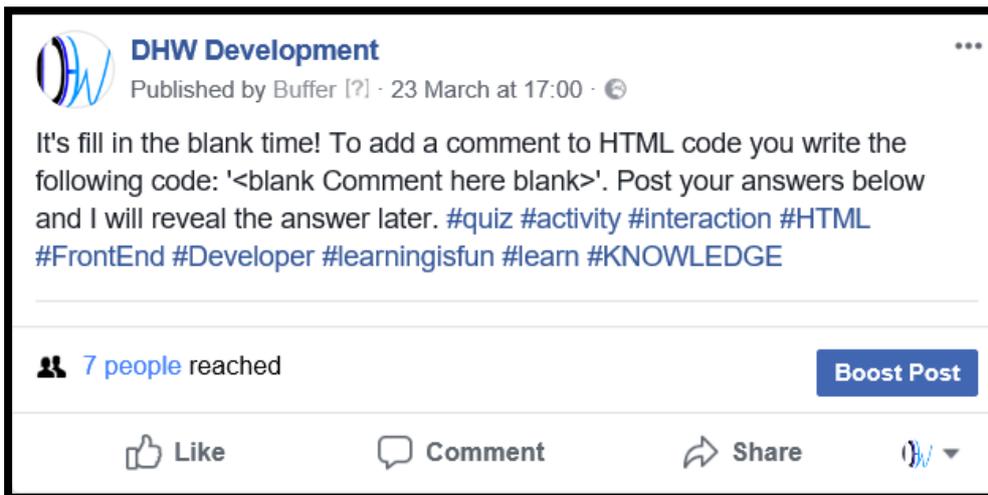
Week 4

'Facebook'

Most Successful Post Example



Least Successful Post Example

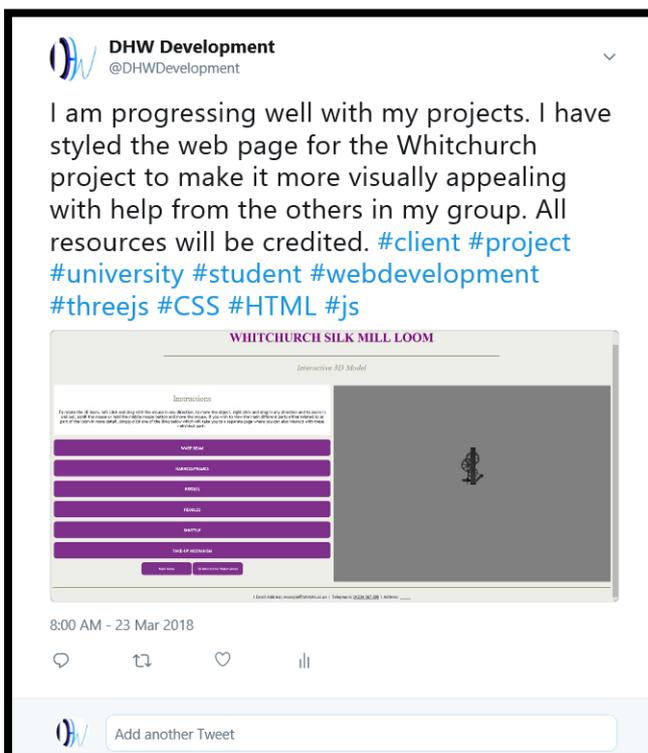


'Twitter'

Most Successful Post Example



Least Successful Post Example

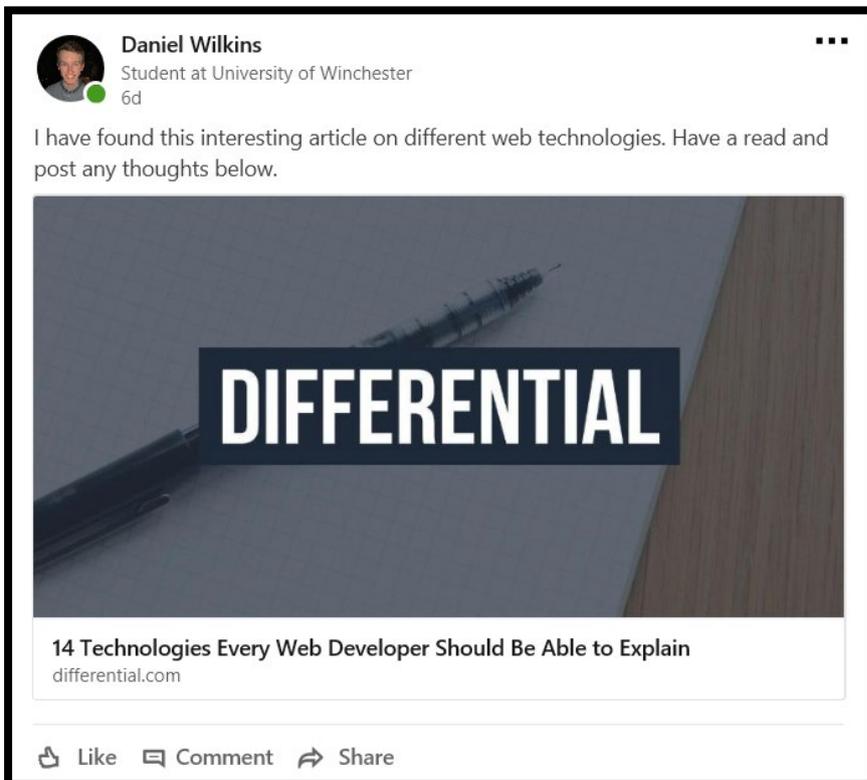


‘LinkedIn’

Most Successful Post Example



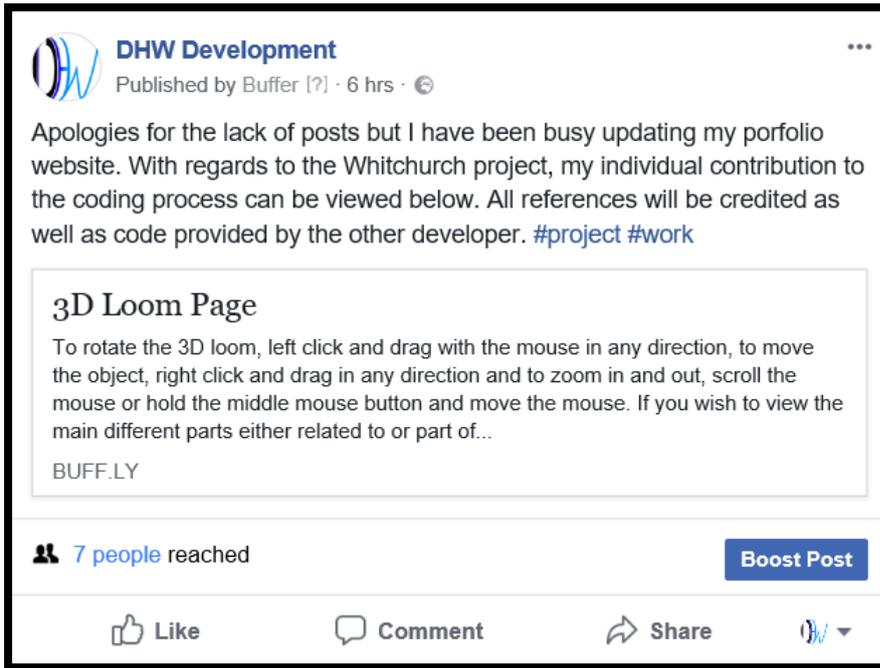
Least Successful Post Example



Week 5

'Facebook'

Most Successful Post Example (Only Posted Twice due to Workload)

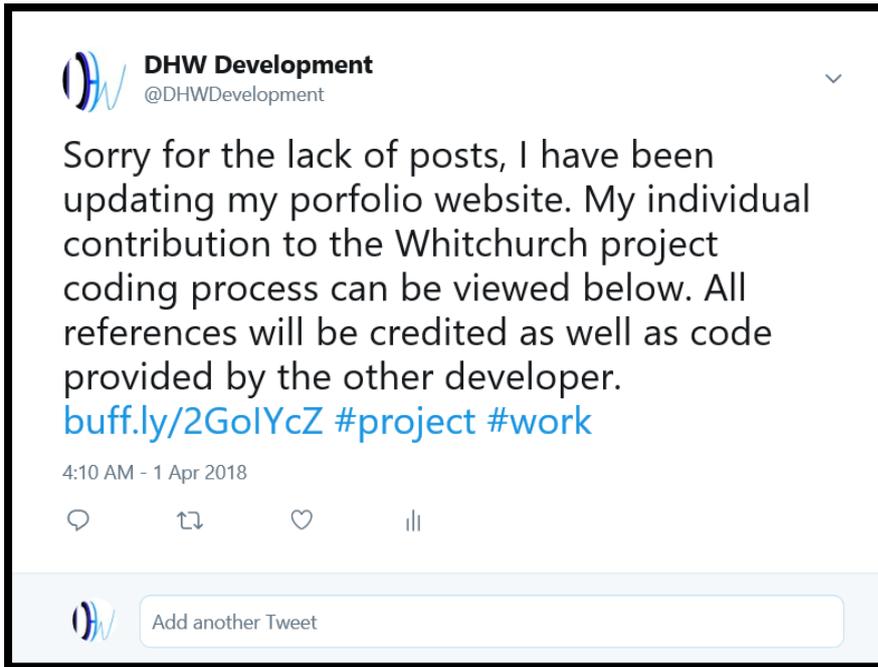


Least Successful Post Example (Only Posted Twice due to Workload)



'Twitter'

Most Successful Post Example (Only Posted Twice due to Workload)



Least Successful Post Example (Only Posted Twice due to Workload)

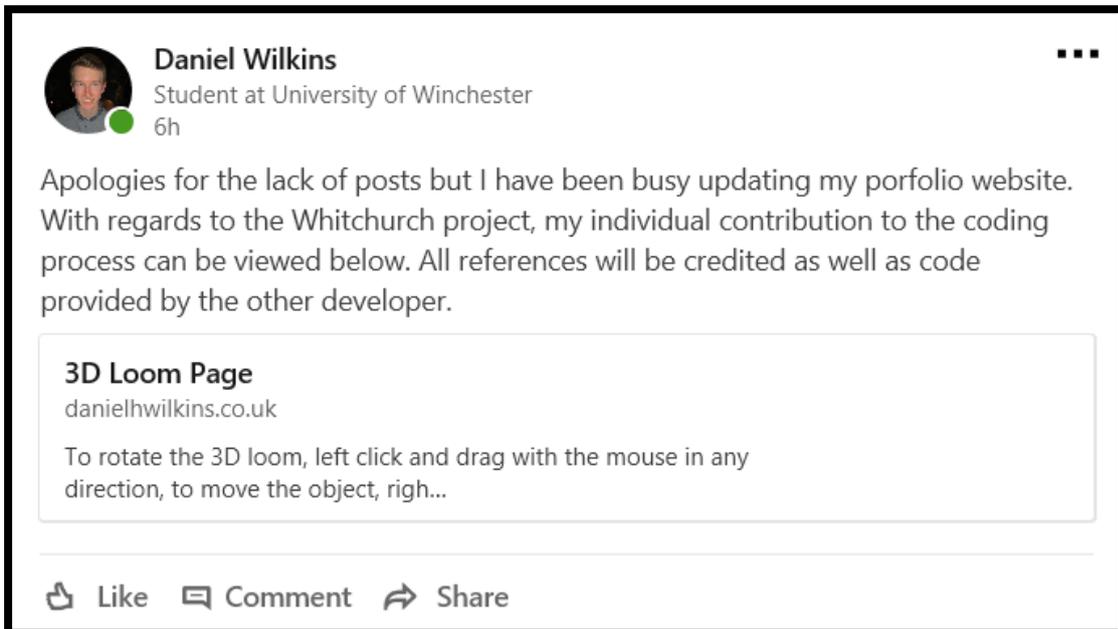


‘LinkedIn’

Most Successful Post Example (Only Posted Twice due to Workload)



Least Successful Post Example (Only Posted Twice due to Workload)



Example of Scheduling Posts Utilising ‘Buffer’

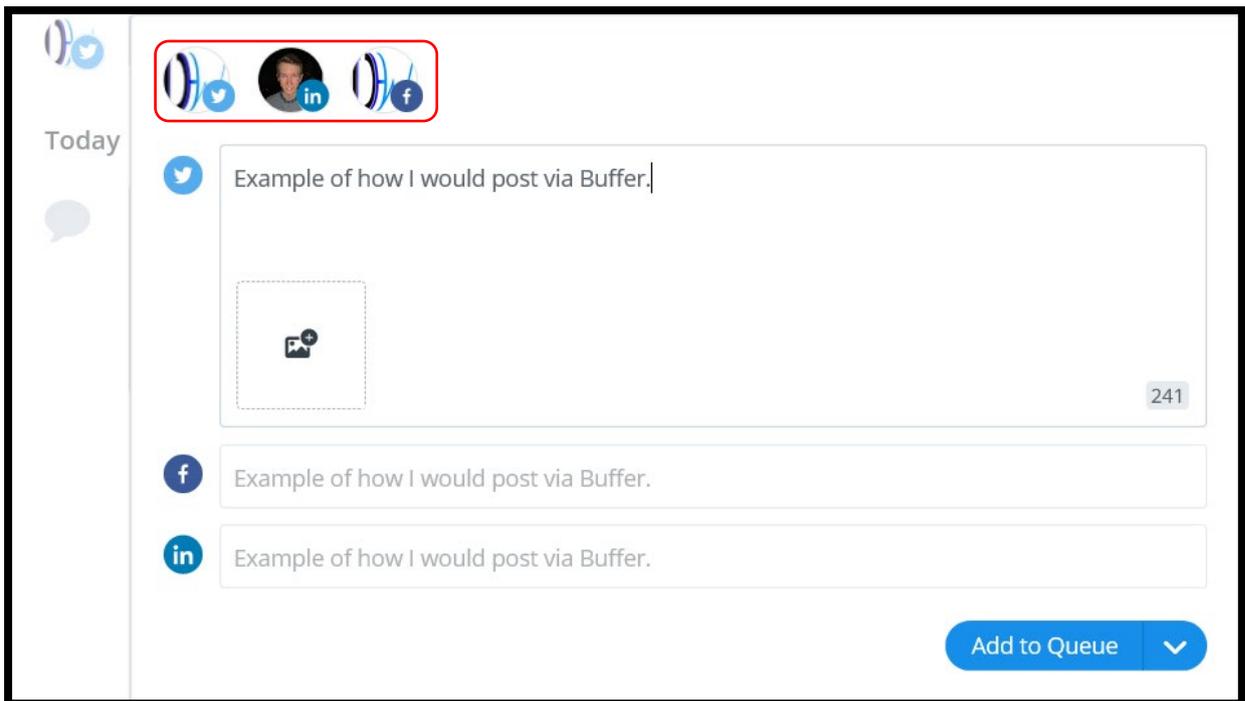
Introduction/Overview

At the very beginning of the campaign, I didn't use the scheduling software 'Buffer' even though mentioned in the action plan but I did intend to use it. Then, after a few days of the campaign, I then used 'Buffer' to help and sometimes I would have scheduled the posts in the evening for the following day or in the morning of the day the posts would have been released. Examples of how I achieved this can be seen below.

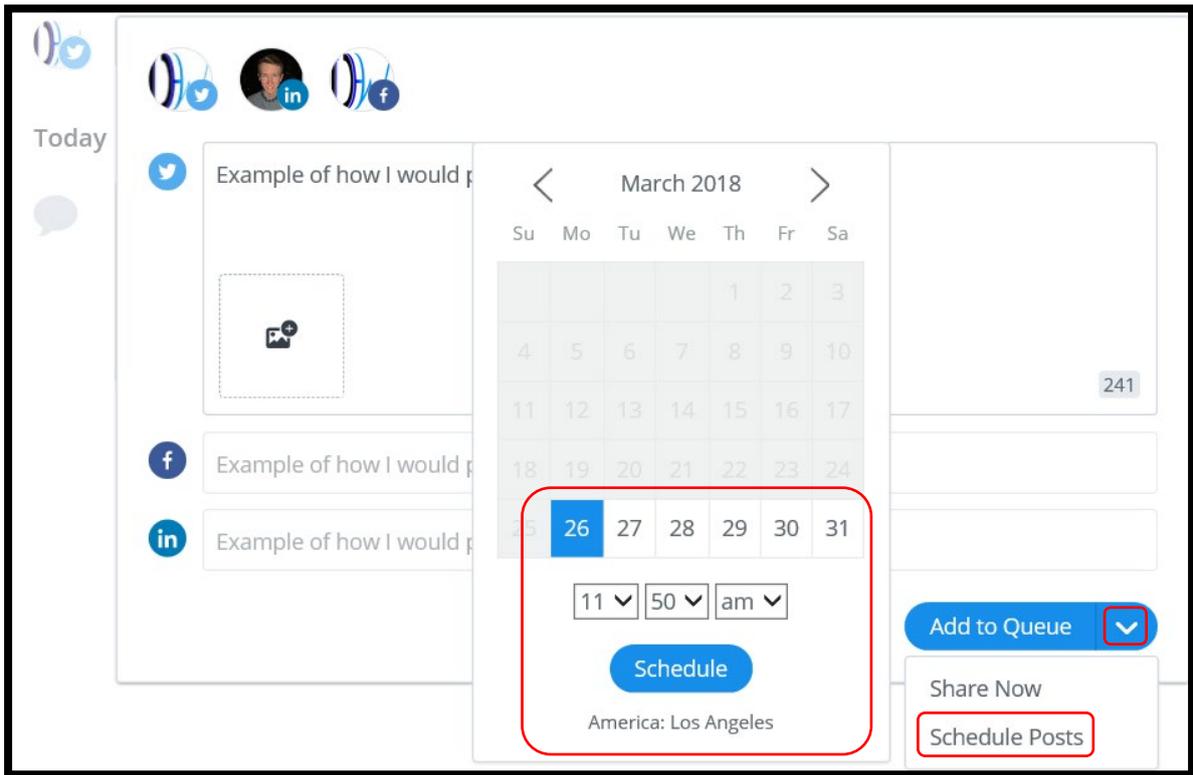
First of all, I would have selected which social media platforms I wanted to release the posts to. The profiles first of all had to be configured with 'Buffer' for this to happen. In order to choose which social media profiles to release the posts to, I had to select the icons highlighted at the top. Then I would have written the content for each post of which I could have customised for each platform if I wished. After I had written the content, I would have then scheduled what time the posts would have been released by selecting the arrow next to the 'Add to Queue' section and then selecting a time. Normally this would have related to an American time zone of which I researched was approximately seven or eight hours behind the time in the United Kingdom which meant that I had to calculate the times for each platform. Once this had been completed, I then selected 'Schedule Posts'.

Examples of Using 'Buffer'

Selecting the Platforms to Release to and Writing Content



Scheduling the Times for the Posts to be Released



Weekly Analysis of Website Traffic/Social Media Platforms

Introduction/Overview

The weekly statistics for this project can be viewed in a separate report placed at the end of the page for this project on my website.

Please Note: As previously mentioned, to view the social media channels, simply click on the links provided at the end of the page for this project on my website.

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