

# Content for the Web

Jacquelyn Pizzuro  
Worksheet Content Discovery:  
Social Media Posts

<p style="text-align: center;"><b>Target</b></p> <hr/> <p><b>Who</b> is the item for? (audience)</p> <hr/> <p><b>Why:</b> What is the item's job?</p> <hr/> <p><b>Why:</b> What is the value to the audience?</p> <hr/>	<p>Business Name and Type (See the Canvas assignment page for ideas) Sage Gardens</p> <hr/> <p>Company Profile Hosts, organizes free local garden walks for the community (and other garden related events)</p>	<p>Create a social media blast for an event announcement across five social media apps. (See the Canvas assignment page for ideas)</p> <p style="text-align: center;">Annual Garden Walk Event!</p>
<p style="text-align: center;"><b>Plan</b></p> <hr/> <p><b>Where</b> will the item be located?</p> <hr/> <p><b>What</b> elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p><b>How</b> will you create the item?</p>	<p>What information is on the event notice? (See the Canvas assignment page for ideas)</p> <p style="text-align: center;"><b>Use Content Map on next page</b></p>	<p>Social Media Channels:</p> <ol style="list-style-type: none"> <li>a) Facebook event</li> <li>b) Facebook post</li> <li>c) Twitter post</li> <li>d) Instagram post</li> <li>e) Linked In</li> </ol>
<p style="text-align: center;"><b>Design</b></p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<ul style="list-style-type: none"> <li>• informative, welcoming</li> <li>• N/A</li> <li>• Green, white, light pink/purple</li> <li>• sans serifs</li> <li>• green leaves, plants, etc. → images</li> <li>• decorative, elegant graphics</li> </ul>	

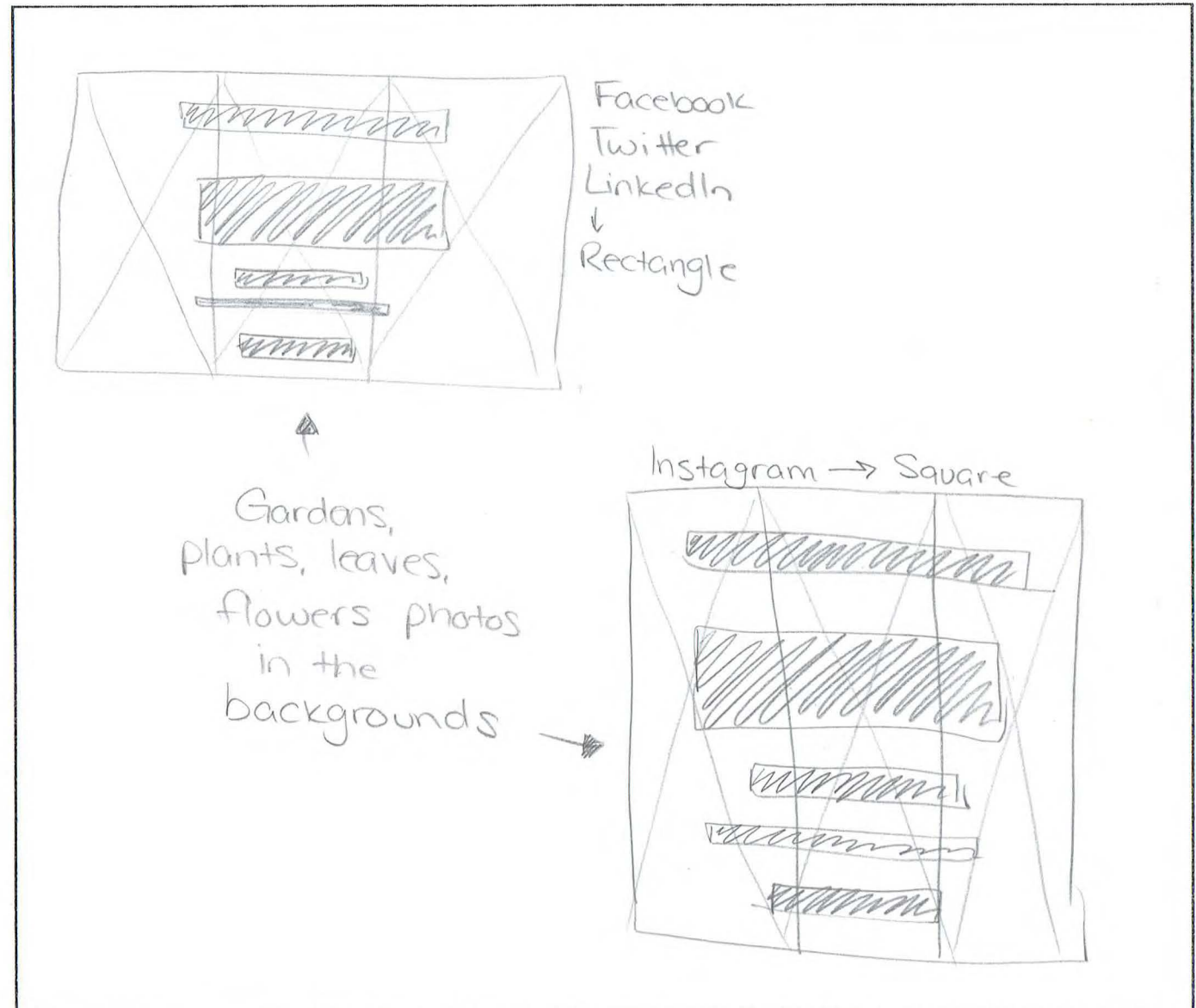
# Content for the Web

## Worksheet Content Discovery: Social Media Posts

### Wireframe

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

List your blog items
Facebook Event
Facebook Post
Twitter Post
Instagram Post
Linked In Post



### Content Map

What information is on the event notice?

