

Social media communications plan

BROOKE HARRISON

OVERVIEW

I'll be using Twitter and Facebook, two popular social media platforms among teens and college students, to promote Jami's Tumblr page and, consequently, her friend's story.

Jami's Tumblr page is about exploring the idea of writing while under the influence and the effect this may have on a writer's process. Although I don't necessarily approve of Jackson Pierce's methods, I think he has an interesting story to share. What he does is unconventional. Therefore, I'll be using these social media platforms to grab the audience's attention quickly and to encourage them to check out Jami's Tumblr page.

TWITTER

Twitter is a micro-blogging platform which allows users to share "an expression of a moment or idea." Tweets are short and pithy but can contain text, images, links, or videos.

Best practices:

(1) Twitter allows users to capture the reader's interest with a "hook." A catchy headline or image can accomplish this. The visual aspect is especially beneficial. (2) Keeping the tweet short and sweet is the best way to ensure that it will be read. (3) Twitter is about conversation. To fully engage, it's a good idea to use hashtags, which connect a particular tweet or idea to those who are looking for it. (4) Also, it's okay to tweet multiple times about the same topic. Tweeting at a particular time of day (noon, early evening, or late at night) may afford it a wider audience.

Audience:

Jami's audience includes people who are interested in writing and in learning from the writing processes of others. The Twitter audience, therefore, is writers who are looking to connect with other writers and industry professionals.

Tactics:

- Capture the reader's attention with a "hook."
 - o Ask an interesting question, link to the answer.
 - o Give the reader a hint of what's to be discovered on Jami's Tumblr page.
- Use visuals to catch the reader's eye.
 - o Attach an image/gif to the tweet.

- Pull an image from Jami's Tumblr page to attach to the tweet.
- Create a hashtag to group the promotional tweets.
- Link to Jami's Tumblr page.
- Tag all involved parties.
 - Tag Jami (author/creator of the Tumblr)
 - Tag SOANDSO.
- Tweet multiple times throughout the day.



**I didn't want to use my personal Twitter account, so I decided to use this extra account I'd created for a recent school project. I hope this is alright!*

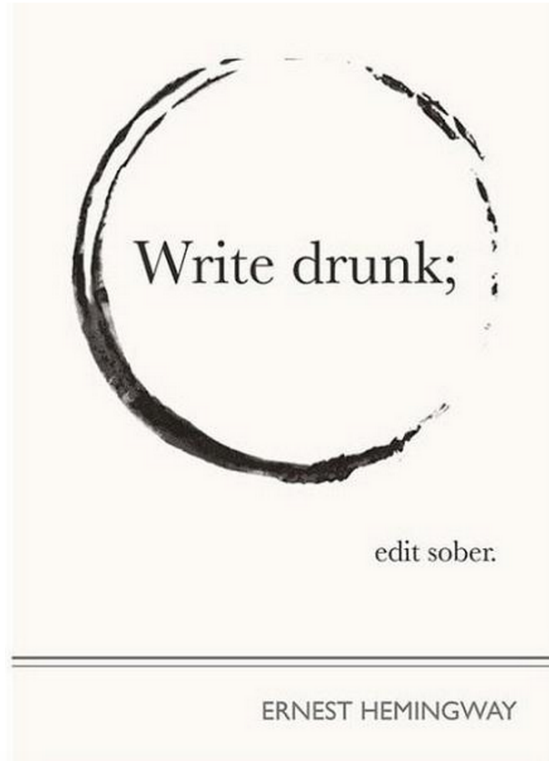
In the above screenshot of my promotion via Twitter, I've used several of the tactics I described above. I attached a picture of Jami's Tumblr to the tweet and linked to the Tumblr page. I've used the hashtag #writedrunk.



Plato

@Plato_knowledge

Writer's block? #writedrunk ...i-
writingundertheinfluence.tumblr.com



I teased Jami's Tumblr page with a question that will catch the eyes of fellow writers. (We're always on the lookout for tips to prevent or break through writer's block.) Again, I've included an image (the Ernest Hemingway quote Jami references multiple times on her Tumblr page) and the hashtag #writedrunk.

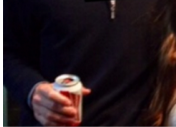
Plato
@Plato_knowledge

Why write while intoxicated? The answer and more in this Q&A with Jackson Pierce: [...i-writingundertheinfluence.tumblr.com/aboutme](http://writingundertheinfluence.tumblr.com/aboutme)

← ↻ ★ ...


Tumblr

Q&A
This interview was conducted by the creator of this blog, and answered by the writer of the drunk posts on the tab above. Please feel free to explore this site and read or watch as much of the...



[View on web](#)

8:07 AM - 9 Apr 2015

 Reply to @Plato_knowledge

I've asked a question and linked to the answer. This is the "hook" I wrote about above – one of my Twitter tactics.

FACEBOOK

Facebook is an online social networking site which promotes community amongst its members.

Best practices:

(1) Facebook invites users to provide as much information as is necessary. There is no character limit to a Facebook post. However, the author runs the risk of losing reader interest if the post doesn't stand out in some way. (A solid block of text is not catchy.) (2) A Facebook post can be accompanied by links, photos, and videos. (3) Facebook is about community. It's about passing along information/ideas. The author can do this by "tagging" the involved parties. (4) Strategic posting on Facebook, much like strategic tweeting, takes time of day into account.

Audience:

The Facebook audience is more personal – friends/family, people who are more interested in supporting Jami and her project.

Tactics:

- Give more background information.
 - o I'll explain to the reader what I'm sharing and why I'm sharing it.
- Link to the Tumblr page.
 - o Link to the Tumblr page and allow Facebook to attach a photo automatically.
- "Tag" Jami and/or Jackson Pierce.



Brooke Harrison

Check out this great Q&A with @JacksonPierce, conducted by @JamiChiusano, on the Tumblr page she created to share Pierce's work. Interesting AND humorous. 😊
<http://wui-writingundertheinfluence.tumblr.com/aboutme>

Like · Comment · 9 minutes ago · 🌐

👍 4 people like this.



Write a comment ...

I've given a bit of background information and tagged both Jackson and Jami. I've linked to the Tumblr page, which Facebook provides an image/blurb for automatically.



Brooke Harrison

I'd like to share the work of my friend @JamiChiusano, fellow EWM major. She created this Tumblr page to showcase the work of her friend @JacksonPierce, who decided to write diary entries while under the influence of alcohol. Jami has created an archive of quotes/images/videos of other writers, past and present, who have employed similar methods. She's also conducted a Q&A with Pierce, which is both interesting and funny. Hope you enjoy!

<http://wui-writingundertheinfluence.tumblr.com>

Like · Comment · 9 minutes ago · 🌐

👍 4 people like this.



Write a comment ...

I've given more background information – introduced Jami and the subject of her project as well as given a brief description of the project itself. I've linked to the Tumblr page.