

Task 1: Engaging Content Ideas

1.Game Show Trivia: Create trivia questions based on famous game shows like "Jeopardy!", "Wheel of Fortune", and "Family Feud". This engages followers by testing their knowledge while aligning with LazyTrunk's gaming theme.

2.Behind-the-Scenes Moments: Share behind-the-scenes footage or anecdotes from popular game shows, giving followers a glimpse into the production process and adding an element of exclusivity.

3.Celebrity Cameos: Compile clips of celebrities participating in game shows or funny moments featuring them. This leverages the popularity of both the shows and the celebrities to engage LazyTrunk's audience.

4.Interactive Polls: Create polls asking followers to choose their favourite game show or predict game outcomes. This encourages engagement and sparks conversations among followers.

5.Game Show Bloopers: Share hilarious bloopers or outtakes from game shows, providing entertainment value and showcasing the lighter side of gaming.

6.Fan Art Fridays: Dedicate a day each week to share fan art inspired by iconic game show moments, fostering a sense of community among LazyTrunk's followers.

Task 2: Curated Game Segments or Fun Moments

1."The Price Is Right":

- a. Showcase contestants' over-the-top reactions to winning big prizes.
- b. Feature memorable fails from contestants guessing the prices of items.

2."Who Wants to Be a Millionaire":

- a. Highlight intense moments where contestants contemplate their final answer.
- b. Share heartwarming moments where contestants win life-changing amounts of money.

Task 3: Methodology and Tools

For research and curation, a combination of methods and tools were utilized:

1.Social media Listening Tools: Platforms like Sprout Social and Hootsuite were used to monitor conversations around game shows and gaming trends.

2.Content Aggregation Platforms: Websites like Reddit and BuzzSumo were scoured for trending topics, viral content, and fan discussions related to game shows.

3.Audience Engagement Analysis: LazyTrunk's social media analytics were reviewed to understand which types of content resonate most with the audience.

4.Content Relevance Assessment: Each content idea was evaluated based on its alignment with LazyTrunk's brand identity, relevance to the gaming theme, and potential for audience engagement.

Content Pipeline Strategy

To keep LazyTrunk's content pipeline fresh and engaging, the following strategy is proposed:

1.Regular Content Calendar: Implement a content calendar with designated days for specific types of content, ensuring a consistent flow of engaging material.

2.Crowdsourced Content: Encourage followers to submit their favourite game show moments or create their own content inspired by LazyTrunk's theme, fostering community engagement.

3.Content Variation: Maintain a balance between different types of content (e.g., trivia, behind-the-scenes, user-generated) to cater to diverse audience interests.

4. Continuous Monitoring: Regularly monitor social media trends, industry news, and audience feedback to adapt content strategy accordingly and stay relevant.

5. Utilize Content Discovery Tools: Leverage tools like Google Trends, Feedly, and Pinterest to discover trending topics and inspiration for new content ideas.

By implementing these strategies and utilizing appropriate tools, LazyTrunk can ensure a steady stream of engaging content that resonates with its audience and strengthens its social media presence.

References:

- Sprout Social
- Hootsuite
- BuzzSumo
- Reddit
- Google Trends
- Feedly
- Pinterest