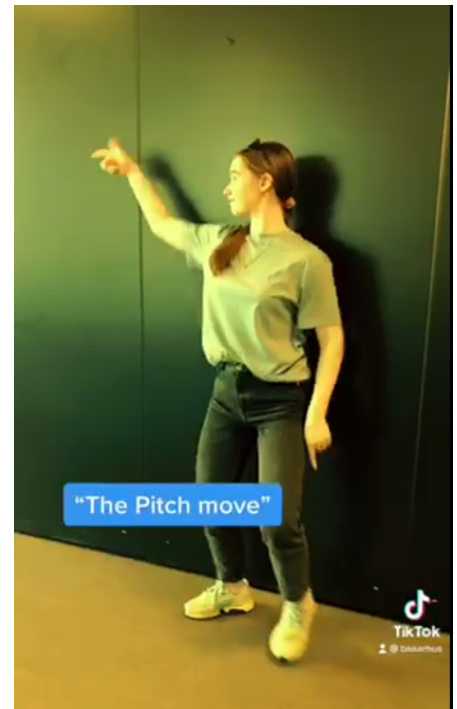
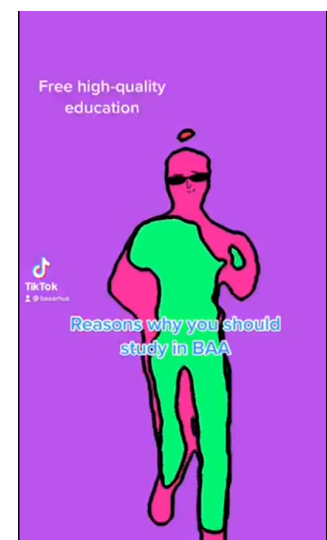


General SoMe design principles

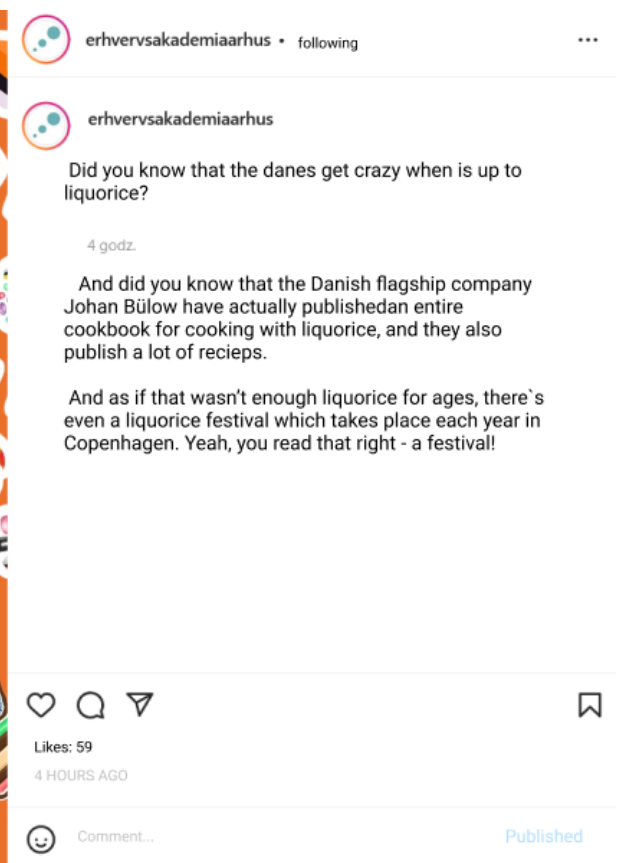
TIK TOK– Tik Tok with the dance moves was filmed in order to attract and invite people to the event that BAA is organizing in the Basement Bar. Social aspect plays a huge part there, so the video was showing creative dance moves that could help shy new students break the ice with other new students. The video effect is very colorful, making people feel like they're in a club/social event. Our tone of voice is funny, so the dance moves are created in a humoristic style related to the lifestyle of a BAA student.



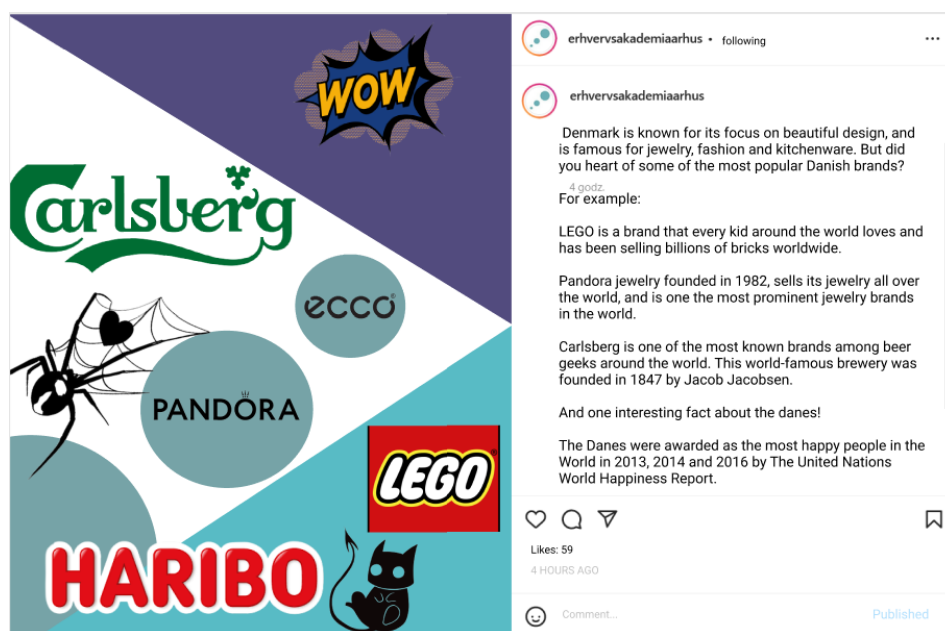
Other TikToks were made to show the advantages of studying in BAA and for that the video effect that's very trendy right now was used that's eye-catching and very entertaining. Since this effect is popular right now, there's a higher chance of people seeing it and being encouraged to think of applying to BAA.



INSTAGRAM- The post for one of the favorite things for the danes – liquorice of course is made with interesting design, more colorful and funny, because they have a lot of funny recipes with liquorice. They even have a whole book of liquorice recipes. And this design shows how creative they can be and what colorful personalities they have.

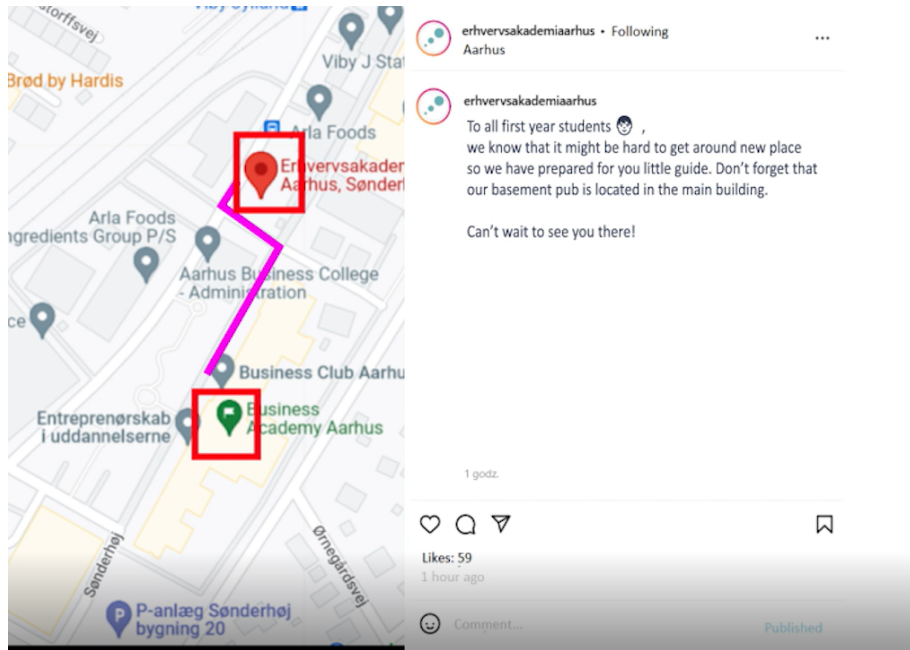


The second post with the most famous Danish brands is again designed in a different way, because we don't want you to get bored while you're reading something interesting about their story. Also we have one bonus fact about the danes, which again shows how happy and colorful they can be!



You can use Instagram as a place to put short animations that will help new students to get knowledge about the structure of our academy.

the animations should not be detailed. The main point is that it will be super short and will consist only of the most important info. (no logo animation, no illustration if this is really not needed)



FACEBOOK

The Facebook events were made to ensure early social growth within the new student environment. We want to introduce them to a large social network quickly, so they can settle in and get comfortable more easily. Tone-of-voice inspiration has been taken from the student-organized Basement Bar, which we have also made a collaboration with in the “Welcome Basement Bar” event. This has been done with a more youthful voice, accompanied with the use of emojis. The covers for Virtual Open Day and Speed Dating have been made in accordance with the official BAAA logo design manual.

