



## **SUMMER AT THE SLATE CONTENT PLAN**

Overall content goal: Position the Summer Camp as the number one destination for kids aged 3-14 and enroll 50-60 kids before July to August 2022. This will involve a combination of owned, paid and earned media.

### **How do we achieve this?**

#### ***First, Positioning/Awareness***

- Put out loads of content with happy kids in the sun (we need more pictures of older kids).
- Introduce our themes.
- Show our facilitators.

#### ***Then, Engage.***

- Create online contests.
- Conduct live social media appearances in collaboration with the facilitators.

#### ***And then, Promote.***

- Create targeted social media ads.
- Share content with key collaborators.
- Conduct live social media appearances in collaboration with the facilitators.

#### ***To further break it down, here are some key steps that we will be taking:***

- Create and promote a hashtag; current suggestion- #summerattheslate. This will be used in social media posts, flyers, conversations, emails, banners, stickers, and every form of communication for the duration of the project.
- Create a Facebook event page.
- Create and request for content from the facilitators.
- Create cover photos and designs and theme logo. This will be used on all platforms as well as on the flyers.
- Create promotional tweets.
- Use video recap from last year as promotional content.

- Create engaging contests for the older kids' demographic (12-14).
- Go live on Facebook and Instagram.

#### **TYPE OF CONTENT NEEDED**

1. Promotional content.
2. Educational content.
3. User-generated content.
4. Quotes/videos from facilitators.
5. Behind the scenes updates.

#### **SYSTEMS NEEDED TO ENSURE SMOOTH RUNNING**

1. Create content calendar for each development phase (Positioning, Engaging and Promoting). This includes copies and captions.
2. Create engaging designs to accompany written content.
3. Use social media scheduling tools.
4. Learn how to run social media ad campaigns.

#### **PHASE ONE: POSITIONING**

This is to run for 2 weeks starting on the 17<sup>th</sup> of May. It will include pictures, graphics, and short video clips/GIFs, showcasing the fun of summer. This goal of this phase is to create Top of Mind Awareness such that anytime someone thinks of summer in Abuja, they think of The Slate Center. Content ideas for this phase include but are not limited to:

(In no particular order)

- Video montage, introducing the facilitators for summer of skills.
- Introductory video (synopsis animation) showing the individual themes. (outsour
- Unveiling the themed logo for the summer camp.
- Introducing the hashtag #summerattheslate.
- Pictures of past camp activities.
- Video recap of 2019 summer camp.
- Quotes from facilitators, citing their expectations and anticipations for the summer.
- Quotes from parents and kids, about their previous camp experience.

#### **PHASE TWO: ENGAGING**

This will commence on the 31<sup>st</sup> of May and will run for 3 weeks. It includes facilitating conversations around the summer camp. This will see us engage our customers in polls, surveys, contests, and live online video interviews with our facilitators. Content ideas for this phase includes but are not limited to:

- Live interviews with facilitators.
- IG & Facebook live contests.

- Post challenges (User Generated Content)
- Post collaborations with facilitators.
- Live Q&A with Facebook mum forums.

### **PHASE THREE: PROMOTING**

This will commence on the 31<sup>st</sup> of May and run until the end of camp. It is designed to put information about the summer in front of different audiences. This will see us promote our activities on Instagram & Facebook, simultaneously. Content ideas previously shared will be promoted, based on traction received.

<b>WHAT</b>	<b>WHO</b>	<b>WHEN</b>
Themed designs	Mr. Michael & Mr. Austin	Weekly
Content calendar	Ms. Jane	8 <sup>th</sup> of May
Facebook mum/teacher forums	Ms. Grace	
Schedule letters to facilitators	Ms. Diane	10 <sup>th</sup> of May
Social media campaign budget	Mr. Austin	
Radio jingle script	Ms. Jane	10 <sup>th</sup> of May
Conduct live social media appearances in collaboration with the facilitators.	Ms. Jane & Ms. Grace	
Conducting Facebook mums Q&A	Mrs. Adetutu & Ms. Grace	
Video recap of 2019 summer camp & 2020 Easter camp	Mr. Austin & Mr. Michael	11 <sup>th</sup> of May
Create Facebook event page	Ms. Jane	8 <sup>th</sup> of May
Sorting pictures and videos from past events	Ms. Lilian	10 <sup>th</sup> of May

Details of weekly posts can be found in the content calendar.