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December 1, 2022

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Dear Kennethia Dorsey,

Throughout my fall semester, I have been following The Black Menaces' social media presence and have gathered research in order to make this content strategy plan. The purpose of this content strategy plan is to inform The Black Menaces about what they are doing in regard to their online presence, how their online presence is received by their audience, and what changes should be made to increase online circulation while maintaining the communities current goals and values.

Introduction

My main findings from my research are that The Black Menaces are inconsistent in branding and that the current content does not meet the expectations of the audience on each platform. My proposed content strategy plan is to strengthen The Black Menaces' goal of amplifying marginalized students' voices on predominantly white institutions to promulgate that many of these institutions are not safe or welcoming to minority students through additional content and reinforced branding. These recommendations intend to show the result in reformations on each chapter's institution; as well as encourage students from all over the country to promote change on their own campuses to make them more safe and welcoming for marginalized students.

Methods

In order to determine whether or not The Black Menaces' online presence meets the users' needs and expectations, circulates a consistent message that accurately reflects the purpose and value of The Black Menaces, and makes the best use of affordances and

platforms to showcase the content, I conducted three kinds of research: a rhetorical analysis of The Black Menaces' Instagram and TikTok accounts, a mini social media campaign that reflected my initial recommendations, and an usability research report on both the existing presence and my proposed campaign. These three kinds of research were supported by secondary readings that discussed best practices for social media, and theories of circulation and multimodality.

Rhetorical Analysis

The purpose of the rhetorical analysis was to gain a keen understanding of The Black Menaces' social media presence across Instagram and TikTok to determine whether or not the community was circulating a message that aligned with their mission of Creating Awareness and Making Change (theblackmenaces, 2022). To conduct this research, I coded 30 social media posts, paying attention to how many likes and comments it received, the topic of the post, what, if any, branding was used, what hashtags were used, what the post format was (video or photo), and whether or not it was a repost. In addition, I analyzed The Black Menaces' website for more information on the founding of the organization and the intended purpose of the community.

This research allowed me to identify The Black Menaces' audience, their goals and values, their marketing brandings, and some of their audiences' expectations. These expectations were drawn from which posts received the most engagement from the audience, and what aspects of each of these posts had in common. After I reviewed my research, I was able to produce initial findings and recommendations that I then used to create a social media mini campaign.

Social Media Mini Campaign

In addition to my initial recommendations I proposed in my rhetorical analysis, I conducted a core strategy and messaging framework according to the values and missions of The Black Menaces prior to my social media mini campaign. Then, I created my own social media mini campaign based on both the rhetorical analysis, the core strategy statement and messaging framework, as well secondary readings.

The mock posts that I made in this social media mini campaign increased consistency in branding and hashtag use. In addition, some of the posts are user-generated and/or have a call to action that the audience can directly engage with. Lastly, the posts focus on showing changes that can be made in addition to raising awareness so that the content

aligns with both of The Black Menaces' main goals.

Usability Research

After completing my social media mini campaign based on the findings I discovered with my past research and readings, I needed to test if my recommendations would succeed in engaging audience members and increase circulation. To do this, I set up interviews with participants that would provide feedback on whether my campaign was more engaging than the current content, and if I needed to change or add anything else that would make it more engaging. The purpose of the usability research was to gather feedback from The Black Menaces' audience about their behaviors, expectations, and preferred experiences while engaging with the communities online presence. The participants that I interviewed included followers and those who occasionally engage with The Black Menaces' content so that I could get a variety of responses on each question.

To discern how effectively The Black Menaces are meeting their users' needs and expectations, I developed three research objectives. These objectives are as follows:

- Research Objective 1: To identify if the content provides necessary information to raise awareness and promote change, and whether or not the content inspires users to do this in their own communities.
- Research Objective 2: To identify ways The Black Menaces could strengthen their branding based on the audience's current perception of them.
- Research Objective 3: To identify what affordances should be used on each platform based on what users expect and want from the community.

Questions Asked:

For each research objective, I developed research questions to help identify if the objectives were achieved within the community's social media presence. These questions showed how current strategic practices were viewed from the audience, how the proposed content strategy was received, and what else needed to be changed to meet the needs and expectations of the audience. Before conducting the interviews, 5 questions were geared towards research objective 1, 8 were for research objective 2, and 6 for research objective 3. Some questions targeted at least one objective, though some targeted more. These questions are:

1. What changes are you aware of or would you expect on campuses where Black Menaces have chapters?

2. Do reposts engage your attention when you use platforms?
3. What about The Black Menaces' posts makes it easy or difficult to identify the post as part of their organization
4. What, if anything, about the posts seem welcoming to you?
5. What kinds of information do you expect to see on The Black Menaces' social media accounts? (TikTok and Instagram)
6. For what purpose(s) do you (or would you) use The Black Menaces' social media accounts?
7. If you currently follow The Black Menaces' accounts, what kinds of information or posts seem to be missing?
8. If you follow The Black Menaces' accounts, what kinds of posts seem unhelpful to you and why?
9. If you follow The Black Menaces' accounts, what kinds of posts do you most enjoy and why?
10. What would you like the accounts to offer in order to be helpful to you? (can be asked whether participants follow or not). Would scheduled posts be helpful?
11. If you don't currently follow, what kinds of posts would encourage you to follow?
12. What encourages you to engage in discussions via posts?/What encourages you to share a post? Does this influence your perception of The Black Menaces?
13. What, if anything, lends to the credibility of The Black Menaces?
14. If you already follow The Black Menaces, would these new approaches (your added value or innovation) be an added benefit or interest? Why or why not?
15. What do you want the Black Menaces to post differently? What would you like them to do in addition to what they are posting?
16. Does looking at the new content make you interested in adding a chapter at your university? OR Does it make you interested in joining an inclusive organization on your campus?
17. Does this content make you interested in having difficult conversations with the people in your life?

In addition, some preliminary questions were asked about the participants' online activity and their online activity related to The Black Menaces. These questions are:

1. Do you use/watch/visit/belong to The Black Menaces?
2. Which accounts of The Black Menaces do you follow and why?
3. If the participant doesn't follow any of The Black Menaces' accounts but uses platforms, ask why.
4. Which social media platforms do you use and why?
5. Do you follow other accounts similar to The Black Menaces - such as activist

pages - and why?

When showing the participants my proposed campaign, I asked them to comment on what they noticed when looking at the mock posts, what they thought of the posts, and any other commentary they would like to share that they thought would be beneficial.

UX Demographics:

The participants that I interviewed were all female and between the ages of 20-22. Two were located in Ohio and the other in Indiana, though originally from Illinois. All three of the participants are college students with varying fields of study. Each participant would consider themselves politically left-leaning with interests in activism. These demographics, specifically the participants' political views and age range, align with the The Black Menaces target audience. In addition, participants use TikTok and Instagram, the main platforms that The Black Menaces are most active on.

Secondary Readings

In order to solidify my findings and recommendations, I read a variety of articles and journals, and watched a few videos that taught me introductory material on social media presences, how to utilize technological affordances, best practices on each platform, and how to form content based on a communities goals and in a way that would tell a story, not just superficial content.

Findings

My findings were drawn from each research method of my report to identify whether or not The Black Menaces meet the users' needs and expectations, circulate a consistent message that reflects the goals and values of the community, and utilizes best affordances on each platform.

Necessary Information that Inspires Users

The participants all explained how they each wanted to have more context with each of the posts. This would include more information about the topic being discussed, resources for on and off campus viewers, and one participant expressed interest in wanting to know

why/if certain topics were specific to certain chapters. In addition, one participant wanted to know more about The Black Menaces' members; knowing more about each member and relating to them (pathetic appeal) would make the participant engage more in the posts, and be more likely to be inspired. Furthermore, the participants said that they would feel more inspired to spread awareness and create change in their own communities if the information gave them enough knowledge to feel confident in talking about certain political/social topics with someone with a differing opinion. They felt that the current posts did not offer the extent of information they wanted/needed to take initiative in their own community.

My Campaign Provides Necessary Information that Inspires Users

The participants liked the added information that I included in the mock posts, both on Instagram and on Tikok. In addition, they appreciated having sources listed to aid to the credibility of what the posts were about. One thing that stuck out to two of the participants was the video asking for audience's personal experiences with discrimination (linked below). One participant liked that the organization would engage with their community and share their stories, and the other thought that it would diversify The Black Menaces' content even more. For context, the participant is a part of an organization on her campus striving to make their campus more accessible for disabled students. She thought that this post would be beneficial to hear from more minority groups, such as disabled students, who faced different types of discrimination that The Black Menaces haven't touched upon. The new posts, overall, provided logical, ethical, and pathetic appeals that not only engaged the participants, but made them feel more inspired to get involved in their own community.

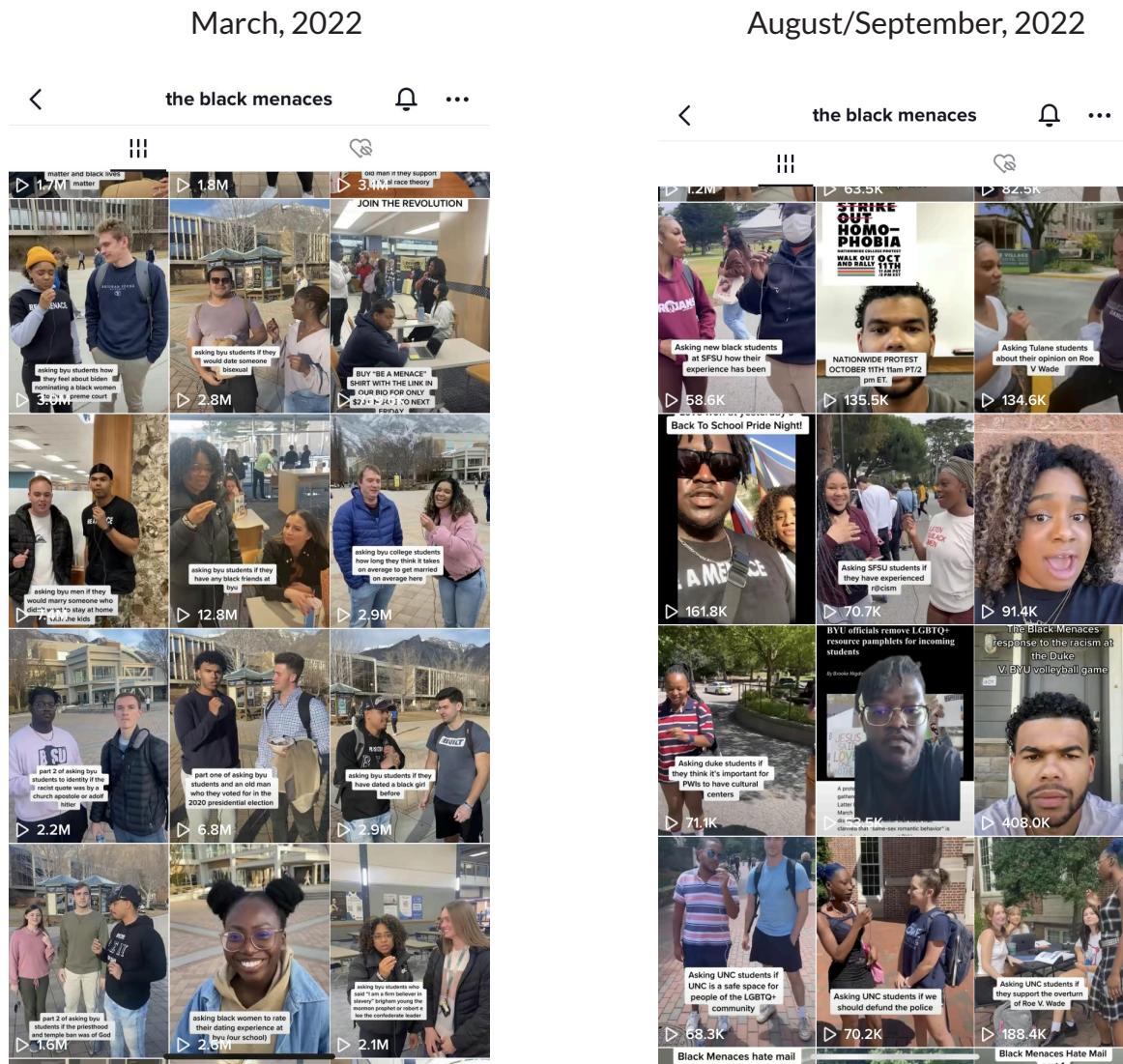
<https://drive.google.com/file/d/18A2fQfDE9qChhrtLsJd-iBdUJmwN1Elw/view?usp=sharing>

Audience's Perception of The Black Menaces

The Black Menaces first became viral in the first few months of 2022 when they were only an organization at Brigham Young University. The posts from early 2022 show only the original five founding members interviewing students across campus about a multitude of social topics. In addition, The Black Menaces website starts with a picture of the original five members. The pictures throughout the website are only of these five members, most of them interviewing students wearing a "BE A MENACE" T-shirt that's available for

purchase. As a result, the original five members, the interview format, and the neutral color scheme has become a staple in their branding.

As 2022 progressed, The Black Menaces have added chapters from other universities. Having these chapters from all over the country works towards The Black Menaces' goal of spreading awareness and creating change, but it unfortunately works directly against the branding they unconsciously promoted. As a result, The Black Menaces' engagement has decreased significantly. Below is a screenshot of an example of how many views their TikTok content was receiving in March of 2022 compared to the content that I coded and analyzed in August/September of 2022.



The Black Menaces went from having millions of views on each post to not even receiving half a million views on their newer content. The new menace chapters are important for

their message, so it is important to look at what else has caused the decreased engagement in their posts to figure out how The Black Menaces should proceed on social media.

Since The Black Menaces just recently added new menace chapters, their use of hashtags has been inconsistent on TikTok. In addition, the use of hashtags is inconsistent on Instagram in general; some posts use hashtags while others do not.

On TikTok, the use of hashtags was inconsistent between chapters. The main hashtag differences was #blackmenace versus #blackmenaces, and #menacechapter versus #menacechapters. Some posts included either one or the other, while others included both variations. In addition, some hashtags that were only used a couple of times were #bmpodcast, though the posts did not promote their podcast, as well as #blackmenacesvlog, which was only used by the UNC chapter. In addition, hashtags did not use camel case to make it easier to read.

On Instagram, ten posts out of 14 did not utilize hashtags. Similar to TikTok, the posts that did include hashtags did not utilize camel case to make it easier to read, and they did not include the same hashtags.

The hashtags that The Black Menaces use “should be viewed as ‘communicative genres’ in the sense that they are dynamic, interactive functions of designed software being appropriated by users for tacit, recurring purposes of meaning-making within and across social technologies” (Daer et. al, 2014). Since their hashtags are inconsistent, their purpose is counterproductive and will not serve as “communicative genres” (Daer et. al, 2014).

When interviewing the participants, none of the participants could identify changes that The Black Menaces have made on the campuses that they are located on. However, each participant expected changes brought about by raising awareness. Similarly, the participants had a hard time identifying The Black Menaces themselves by their posts. With the rise of interviews on social media, the use of interviews by The Black Menaces has backfired as an identifying feature. However, the participants still perceive the community as an accepting organization due to the variety of students they interact with, and the topics they cover. Interestingly, each participant said that one of the main ways they could identify The Black Menaces was by the controversial questions asked, and the shocking responses. Another identifying feature for most participants are the five founding members, last being the welcoming atmosphere and the goal to raise awareness. They had a harder time identifying The Black Menaces if the posts included the other

members on both the founding chapter campus and on the other chapter locations, or if the interviewers didn't ask a contentious question. The mock TikTok below shows the changes that the audience found helpful.



My Campaign Guides Audiences' Perception of The Black Menaces

The participants responded well to the branding in my campaign. They all stated that they had an easier time identifying The Black Menaces on TikTok when they wore a "Be a Menace" t-shirt, and included what chapter they were from. In addition, the participants thought that including takeaways about the topic with the interviewees would be beneficial for not only spreading awareness, but also to make changes in individuals' beliefs and actions towards sensitive topics. On Instagram, the use of The Black Menaces' logo with a set color scheme made The Black Menaces more identifiable. In addition, posting more than just reposts on Instagram made the organization appear more dedicated to their cause. One user also wanted to know which topics were most relevant on each chapter campus because it would reveal where certain political/social issues are relevant and why.

Users' Expectations on Each Platform

In my rhetorical analysis I determined that When The Black Menaces do post on

Instagram without reposting their TikTok content, they usually post aesthetic looking pictures that resemble the Instagram infographics that Nguyen analyzes in *How Social Justice Slideshows Took Over Instagram*. The Black Menaces, like many other Instagram users, post graphics that “tend to be heavily over-designed, featuring whimsical, colorful, and even ‘grotesque’ typefaces and illustrations” because that is what Instagram has recently begun promoting in the algorithm (Nguyen, 2020). However, these posts usually don’t include any type of branding besides their name, which is hard for users to notice when mindlessly scrolling. To receive more engagement from their audience, The Black Menaces should utilize their color scheme more with these info-graphic-like posts, or even include their logo so the audience immediately recognizes them.

In addition, The Black Menaces try to post content that the algorithm favors without realizing that their audience has different expectations. The audience is used to seeing interviews on campus and the original five members. They expect that from The Black Menaces. To begin adding new content to this expected feed, The Black Menaces need to make a strategic plan to introduce their new content that fits it into their audience's expectations and needs.

The Black Menaces do not take advantage of the affordances of Instagram to the best of their ability due to the fact that their new content is not received well. They utilize reels by reposting their TikTok content, but they do not post a lot of picture content – which is what Instagram is known for. I believe that this content is not being received well due to the immense amount of reposts and lack of scheduled posting. When their posts don't do well, they usually push forward reposts which trains their followers even more to ignore the important original content they want to post on Instagram.

Some things The Black Menaces do well on Instagram is utilize the highlight reel affordance on their profile as well as post to their Instagram story to circulate content they believe is important. However, they could add another section to their highlighted reels that pins this important information, such as resources or rally/protest information. The only highlighted reel they have is from 16 weeks ago about Scholarship information. While this was helpful for those who were looking to apply to their scholarship, the time period they were accepting applications ended in mid August. The highlighted reel is not actively serving a purpose anymore.

Another affordance they take advantage of on Instagram and TikTok is adding a link to their other platforms and important information. On both platforms they include a link to their Linktree account which is good for circulating their content.

Unfortunately, The Black Menaces do not have a cohesive strategy across their channels. This is in both design and content. While they post a variety of content related to their

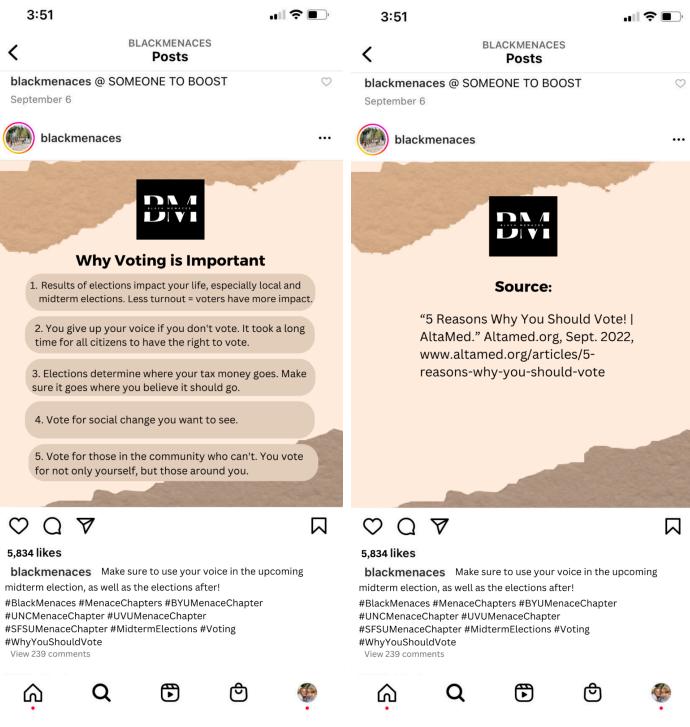
mission statement, there is no strategy for when specific topics will be posted, and on which platform. This makes it extremely difficult for their audience to know when to look out for new content and where to find it.

The Black Menaces have trained their audience to only recognize interviews asking controversial questions. Not utilizing affordances and scheduling content makes it nearly impossible to successfully circulate new types of posts needed to grow and expand their organization.

My usability research solidifies my findings about the current content The Black Menaces are posting. What the participants found most unhelpful was the reposts on Instagram. While they did say that it might catch their attention, if the video wasn't changed in any way to work with Instagram's affordances, it probably wouldn't motivate them to continue watching, especially if they had already seen the post on TikTok. One participant said, "Why do you have an Instagram if you're just going to post the same content?" Another participant said they wouldn't be engaged because reposts are "repetitive and boring." However, all of the participants enjoy the current TikTok posts, but wish there were more identifying features and more information.

My Campaign Provides Content that Meets User Expectations

The three participants found my campaign more helpful than the current posts. Specifically, they enjoy how the Instagram posts have more information and are more educational. In addition, they enjoy information carousels that include educational content, such as a mix of resources, how to get involved, and history on the topic. Lastly, they enjoyed that the reposted content utilized Instagram's affordances and was not just the same content from TikTok reposted. Since they enjoyed the original content on TikTok, there were no other affordances that they wanted The Black Menaces to utilize.



Recommendations: Content Strategy Plan

There are three sections within the content strategy plan: substance, structure, and workflow and governance. I believe that the recommendations I've suggested based on my wil will meet the users' needs and expectations, circulate a consistent message, and make best use of platform affordances to showcase content.

Substance

Audience:

The primary audience for The Black Menaces is students in highschool and college (Generation Z) that have opinions on social and political topics. I know that their audience is geared towards Gen Z because their biggest following is on TikTok, which has the most (60%) viewers from Gen Z (Doyle, 2022). While their content is reflective of more liberal viewpoints, many of the students on campus have more conservative opinions. By showcasing these different viewpoints, The Black Menaces elicit an emotional response (pathos) in those who are watching with an opinion on the content in addition to sharing

the reality (logos) of what the population at the institution believes. These people are more likely to interact with the post – whether that be through sharing, liking, or commenting. The more controversial a topic is, the more engagement they get. For example, in a post that asked students who they voted for in the 2020 presidential election that had 126.0K likes, one user shared their shock by commenting: “How do they ‘not remember’” (@jasmine_jay_) and received 44.3K likes. This is just one of many comments that show that the audience is made up of people with strong opinions of social and political topics.

The secondary audience is the people who hold power in institutions. While student engagement is crucial to spread awareness and propose new regulations on campus, the people who will either accept or reject these regulations need to know why they are necessary. If these people see what the population on their campus believe, they might be more inclined to change rules and regulations to reflect those beliefs. This is their secondary audience because only a few posts ask about how students feel about certain rules and regulations on campus. An example of this are posts that ask BIPOC students if they have experienced discrimination on campus.

Messaging:

When a user first lands on The Black Menaces’ Instagram or TikTok, the audience should feel that the organization understands the importance of social justice in today’s society. After spending a few minutes on their platforms, users should feel inspired because they understand The Black Menaces provide ways to uplift marginalized students’ voices and promote change on PWIs. The Black Menaces’ content demonstrates that they provide what users need because they highlight the lack of safe spaces on predominately white institutions, initiate difficult conversations with students on multiple campuses, provide resources for students to utilize, and discuss directly with administration to hopefully reform curriculum, systems, and management.

Topics/Types of Posts:

Based on the current content, The Black Menaces are posting content that can be classified as three topic: race/racism, LGBTQ+, feminism, and inclusivity as a whole. The posts that received the most engagement were posts that discussed race/racism and LGBTQ+ topics. As a result, most of their content was from these two topics. Based on my usability research and taking into consideration The Black Menaces’ mission, I suggest that their content topics be expanded. If The Black Menaces’ expand their content topics, a larger audience would be able to engage and relate to the posts. Topics that I think would be beneficial to include in posts would be disability rights/ableism, classism,

anti-Semitism, islamophobia, and many more. Raising marginalized voices, especially voices on each menace chapter campus, would increase diversity in their content, and display their determination to make changes on PWIs for all types of students.

Purpose:

When planning posts, The Black Menaces must review every piece of content to make sure that it serves a purpose that reflects their goals and values. For example, The Black Menaces would like to expand their menace chapters to different campuses across the country. The original open application post was not received well by the audience because it did not explain the importance of the creation of new chapters. A way that this could be solved would be to include the reasons how and why new menace chapters would aid in the fight for equity at PWIs. Each post must have the purpose of raising awareness or creating change in some way.

Voice and Tone:

When discussing important topics about oppression and the fight for equity, the tone of the content should be appropriate for the intended message, the audience, and the purpose. Based on the Usability Report, users are expecting entertaining content as well as informative content. The best tone and voice is one of light-heartedness while also being aware of the seriousness of the topics. The users enjoy the tone of the content thus far, the one recommendation I would suggest is to be vigilant about how posts can be perceived, especially if content is expanded into more serious topics. Some ways to be aware are “Don’t ignore criticism” and “Have a crisis communications plan” (Martin, 2022). This ensures that if something is perceived in a negative way, The Black Menaces will know how to proceed and what needs to be changed after listening to their audience's criticism.

Sources:

The content is both original and curated. Using outside sources to back up claims strengthens the credibility of the content and also shows the dedication The Black Menaces have for their cause. The original content is also needed because it is the foundational content that engages the audience and creates the kairos needed to bring up outside sources. In addition, content of resources should be posted to create a safe space and guide users to ways they can find support.

Structure

Structure of Posts:

The Black Menaces should make adjustments to their TikToks prior to reposting them on Instagram to utilize Instagram's affordances. This would include adding carousel infographics, posting on their instagram story, and addings more highlights.

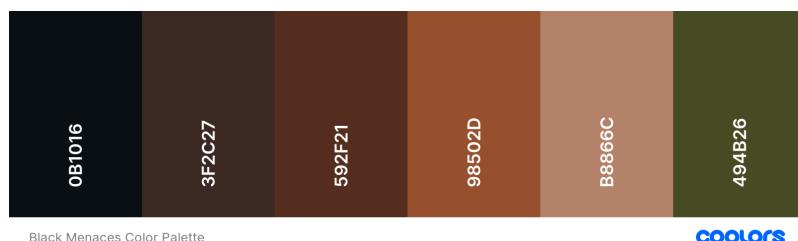
Content Placement:

TikTok best circulates the kinds of materials the community seeks to promote because their branding is based on interviewing the student population. On TikTok, you can share pictures but the main type of content is a video format. Instagram is good at sharing pictures, which The Black Menaces rarely do. I suggest that The Black Menaces post mainly videos on their TikTok. These videos would be their interviews, but also include something about checking out their instagram to learn more about the importance of the topic discussed. This way, users will feel more willing to head over to their Instagram and learn more. Instagram should include the infographics and share the details about each topic (why is it important and why changes need to be made). In addition, Instagram would be a good place to share on and off campus resources, and other ways to get involved.

Workflow & Governance

Branding & Style Guide:

The Black Menaces have unconsciously made interviews and the founding members their brand. However, The Black Menaces want to expand their content further than interviews and also showcase new menace chapters successfully. A way to do that while keeping their branding is to use their color scheme displayed on their website in their Instagram posts. Below is an example of a color scheme they could follow in future posts.



Furthermore, they should include their logo in a visible area to catch the eyes of their audience. By utilizing these aspects of their branding, they can condition their audience to recognize them even without the interview format and the founding members. On TikTok, a way they can increase their branding across chapters is by requiring members to wear

the “BE A MENACE” t-shirt. This t-shirt is on their website and will strengthen this aspect of their brand while promoting it.

I’ve learned how important branding is from the secondary readings I have done to support my research. Martin suggests that organizations “Develop consistent brand guidelines” (Martin, 2022). In addition to utilizing a color scheme and wearing a “BE A MENACE” t-shirt, they should include their logo in a visible area to catch the eyes of their audience. Furthermore, TikTok videos should include which menace chapter it takes place on for easy identification.

Best Practices for Writing on the Web:

The hashtags that The Black Menaces use “should be viewed as ‘communicative genres’ in the sense that they are dynamic, interactive functions of designed software being appropriated by users for tacit, recurring purposes of meaning-making within and across social technologies” (Daer et. al, 2014). Since their hashtags are inconsistent, their purpose is counterproductive and will not serve as “communicative genres” (Daer et. al, 2014). Consistency in which hashtags The Black Menaces use as well as when they use them will allow hashtags to be the “communicative genres” (Daer et. al, 2014) they were theoretically supposed to be. Camel case will also improve hashtag readability and clarity. This use of hashtags with their content will circulate more consistently and invite the people from different genres they are hoping to engage with.

Another best practice is to take advantage of the kairos of each occasion and use ethos, pathos, and logos to circulate their posts and receive engagement from their audience. The Black Menaces get the most circulation for the content that utilizes that kairos of the occasion and produces a strong emotional response in their audience due to controversial topics.

Lastly, The Black Menaces should listen to their audience so they can “deliver what they want” and “[build] a community” with their followers (Martin, 2022). Audiences that receive content they like will engage with it more and share it. This includes responding to comments and creating user-generated content. In addition, it also makes the audience feel important and close to the members of the organization.

Editorial calendar:

POSTING SCHEDULE						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	✓	✓	✓	✓	✓	✓
8	✓	✓	✓	✓	✓	✓
15	✓	✓	✓	✓	✓	✓
22	✓	✓	✓	✓	✓	✓

Key: ✓ TikTok ✓ Instagram

Each time that The Black Menaces post on each platform, they should be alternating between each topic so that users won't expect the same content just on different days. Something that will help The Black Menaces in the long run is to schedule content in advance. One tip that Martin suggests in *21 Social Media Best Practices to Follow in 2022* is:

Don't Be a Last Minute Melvin. Coming up with content right before you need to post it is a recipe for burnout.

Planning your social media content allows space to create high-quality content, logically put together campaigns (organic and paid), and seek collaboration and feedback from your team. (Martin, 2022)

By planning content in advance, it will allow The Black Menaces to set up a schedule on both Instagram and TikTok that their followers can look forward to.

Example Posts:

3:51

BLACKMENACES Posts

blackmenaces @ SOMEONE TO BOOST
September 6

blackmenaces

7,261 likes
blackmenaces Lets show BYU just how many of us demand for change
#BlackMenaces #MenaceChapters #BYUMenaceChapter
#UNCMenaceChapter #UVMenaceChapter #SFSUMenaceChapter
#HonorCode

[View 418 comments](#)

3:51

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#HonorCode

[View 418 comments](#)

3:51

BLACKMENACES Posts

blackmenaces @ SOMEONE TO BOOST
September 6

blackmenaces

7,261 likes
blackmenaces Please sign the [petition](#) so queer students aren't discriminated against on campus any longer!

Share this post to make a difference and fight for the rights of queer students!

[View 418 comments](#)



Conclusion

Overall, this content strategy plan highlights the many different ways The Black Menaces can change their current social media practices to increase engagement from the audience and promote more circulation across the internet. These changes represent The Black Menaces' goals and values, and meet users' needs in a way that encourages a positive perception of the community.

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