**Content Development for Social Media and Websites**

David Vasquez

My background includes developing content for social media and websites for both professional and personal projects. When starting on a new project the first step I take is to analyze the platform and intended audience. I would design content geared towards a student event differently then I would for a professional event involving faculty and staff. The next part of my strategy is to assess the resources I have available. When working in Student Life in Employer Relations we had a graphic designer and marketing team and I utilized the skills of the team in the projects I worked on.

An example of how I would implement this includes a project I am currently involved with. I am a project sponsor for a Computer Science Senior Capstone project and we are developing an idea I have to help students find and attend on campus events. The software will be a mobile app where students can follow campus organizations and see all their events in an easy to find space.

My strategy includes developing a strong user interface that is easy and intuitive to use. The marketing strategy includes developing a list of on campus partners who I am in the process of reaching out to. These include individual Colleges, Student Clubs, the Student Experience Center and also other organizations that have events. I will work to preload their events into the app and have them help promote it. I also am reaching out to the Daily Barometer and hope to have an article written about it. Finally, I intend to approach some of the Ba260 Intro to Entrepreneurship classes since I know some of the faculty. I hope to have some of the students help run a beta test.