**Name/roll no.: I191771 Jiyad Khan Partner’s name/roll no.: i191751 Shehroz Khan**

**Feedback comments:**

**Week 4**

**Activity Worksheet**

Use the following reflection questions to develop your social media campaign post (you can be creative, and it can be of a social, cultural or environmental nature) keeping in mind the conventions of **precise word usage, sentence structure, tone, organization, channel of communication chosen and layout of your correspondence**. Your final draft for the post must not be more than 100-150 words. In addition to writing it, chalk out details like the suitable layout, visuals and hashtags for gathering attention on socials. Mention the tone chosen before the start of the rough draft as well.

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| --- | --- |
| **Who is the intended audience?** | The intended audience is the victims of domestic violence and sexual assault that have been quiet due to fear of victim blaming, or they’re ashamed to make their voices heard. |
| **What is your message** (your social/environmental/cultural cause + your position/stance + impact)? | My message is that they are indeed the victims and that we are here to listen to them and make sure the perpetrators are punished. |
| **What is the purpose of this social media post?** (inform, instruct, build trust, call to action, or persuade) | The purpose of this post is to assure victims that they have a platform they can fully trust where they can safely and freely send us details about their incidents. |
| **What is the audience demographic characteristics?** (age, gender, race/ethnicity, education etc.) | Their demographics can range across a wide variety, with ages of 18 to even 50. They can be either male or female, education doesn’t matter and they can be of any ethnicity. |
| **What kind of tone and style would you choose for this audience?** | I would choose a light mix of formal and informal language. |
| **How would you organize this post to ensure of ease of access of information relevant to reader?** | The post will be short, concise, and relatable in words that the reader can actually feel it. |
| **Which social media platform would you choose for this post and why?** | Facebook. Because a lot of people use Facebook so it’s easy to find all the audience there. |
| **Think of the layout of this post. What would you use to supplement the layout and help your readers visualize your message?** | I would use a picture related to a domestic violence victim, along with a couple of paragraphs to emphasize the importance of the tone and the message to the reader. |
| **What kind of vocabulary would you make for this audience?** | My vocabulary will be as simple as possible to ensure people even people who aren’t fluent in English can understand it. |

**Add your finalized draft here (make sure you add a snapshot of the social media post on your chosen platform as a visual reference as well):**

