# Story App: Social Media Strategy

## Introduction

This document describes the social media strategy that will be used to promote the Story web-based digital story-telling app.

## Goals

The social media goals for the app are:

* Generate a strong and active community of app users who engage with the app's social media profiles and promote and talk about it.
* Specifically, the goal is to get 1,000 followers of each profile in the first month of each profile’s existence.

## Strategy

The goals will be achieved by strategies for **posts and content**, **collaboration**, following **other media** for post topics, suitable use of hashtags and social media platforms’ insights data.

### Posts and content

Content should be specifically about digital story-telling and also about the broader creative worlds of art, design, photography, film making, literature, street art and more. Posts should include stories about creative endeavours in each field and trends, developments and explorations in each; they should encourage people to get involved with digital storytelling and explore their creativity.

Overall there should be a clear, consistent message which is carried through all posts. Posts should tell the story of the app – why exists, who is for, what users can do with it and why it creativity is good.

Stories, articles, posts must live up to their headline. They should be informative, interesting, enjoyable, have a point to them.

‘Click-bait’ will avoided.

### Collaboration

Similar profiles will be followed and promoted. Their posts will be liked, commented on, and re-posted. Hopefully, in return this profile’s content will be re-posted and promoted in the same way.

Other profiles which would be followed include one in creative fields.

### Insights and hashtags

I will use the insights capability on each platform to find out about audience reach, growth, interests and demographics and about engagement with posts and with the profile overall.

A wide range of appropriate hashtags will be used for posts. These will include:

#creative #digital #digitalmedia #film #design #art #storytelling #digitalstorytelling #photography #literature

### Other media

There are a lot of sources of content in the Web. These will be used to find post material serendipitously.

## Summary

The aim for the application is to create a Web-based digital story-telling platform so users can have the opportunity to tell their stories creatively. The range of end users is wide – artists, creatives, educators, their students, anyone who has a story to tell – and so will be the range of media which the platform supports. So, the social media profile will have an equally broad focus in the arts and that will be reflected in the posts content. Collaboration with other, like-minded social media platforms with the goal of promoting the application and also of promoting and encouraging creativity generally will be beneficial, as will the use of social media platforms’ insights information to measure how well goals are being met.