

Nora Jaafar
Alexa Summers
WEB 237
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Target Audience:

Age: 18+

Gender: All

Location: USA

Income: \$40,000/year

Interests: Professional/collegiate sports; shopping; going to events; vacationing; going out to eat with friends and family; watching movies/using streaming services

Values: Politically moderate; importance of family and friends; fiscally conservative; 'All American' middle class people

Pain point: Living good lives while working hard but are lacking in their familiarity with technology, science and emerging technologies

Platform Selection:

Facebook will be the primary platform for this social media campaign for the biotech brand, 'Bios+'. The target audience persona is an American adult who enjoys their free time with friends and family and lives a typical middle-class lifestyle somewhere in the USA. They make a middle-class income of \$40,000/year on average. They are not familiar with advanced technology and science and their technological skills are limited to basic use of a computer, cell phone, smart TV, etc. The reason I am choosing Facebook is because I know that most Americans who are not particularly political or have an education past a bachelor's degree are on Facebook in some way. My goal with the social media campaign of Bios+ is to bring awareness about biotechnology to a large audience in an easy-to digest, palatable way.

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Content Plan:

I will create posts on Facebook that will support the overall narrative of the social media campaign by using photos of everyday items in people's lives that are produced with biotechnologies. An example would be food photography which has long been a trend on all social media platforms. This will encourage user engagement and interest since everyone likes food and everyone needs to eat. It will, hopefully, garner further interest in the Bios+ brand and showcase how biotechnology is not some far-removed thing only meant for scientists and technologists. It is something that plays a role in all of our lives everyday whether we are aware of it or not.

Sample Posts:



Did you know?



Engagement Strategy:

At least one engagement strategy I would like to use to encourage audience interaction is asking users to reply to a food-related post with their own photos of meals they have

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shared with friends which incorporated the use of biotechnology as a means of engineering at least one thing in the meal. I believe this will show a human aspect of the engagement since people love sharing photos of themselves at social events and allows them to show off their knowledge of how biotechnology might be being used in their lives to help them stay happy and healthy.

Sources:

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