

mid-semester check-in

Building a Website 2018

we're halfway through this semester!

we now have **tech skills**, including:

coding

html

CSS

jQuery

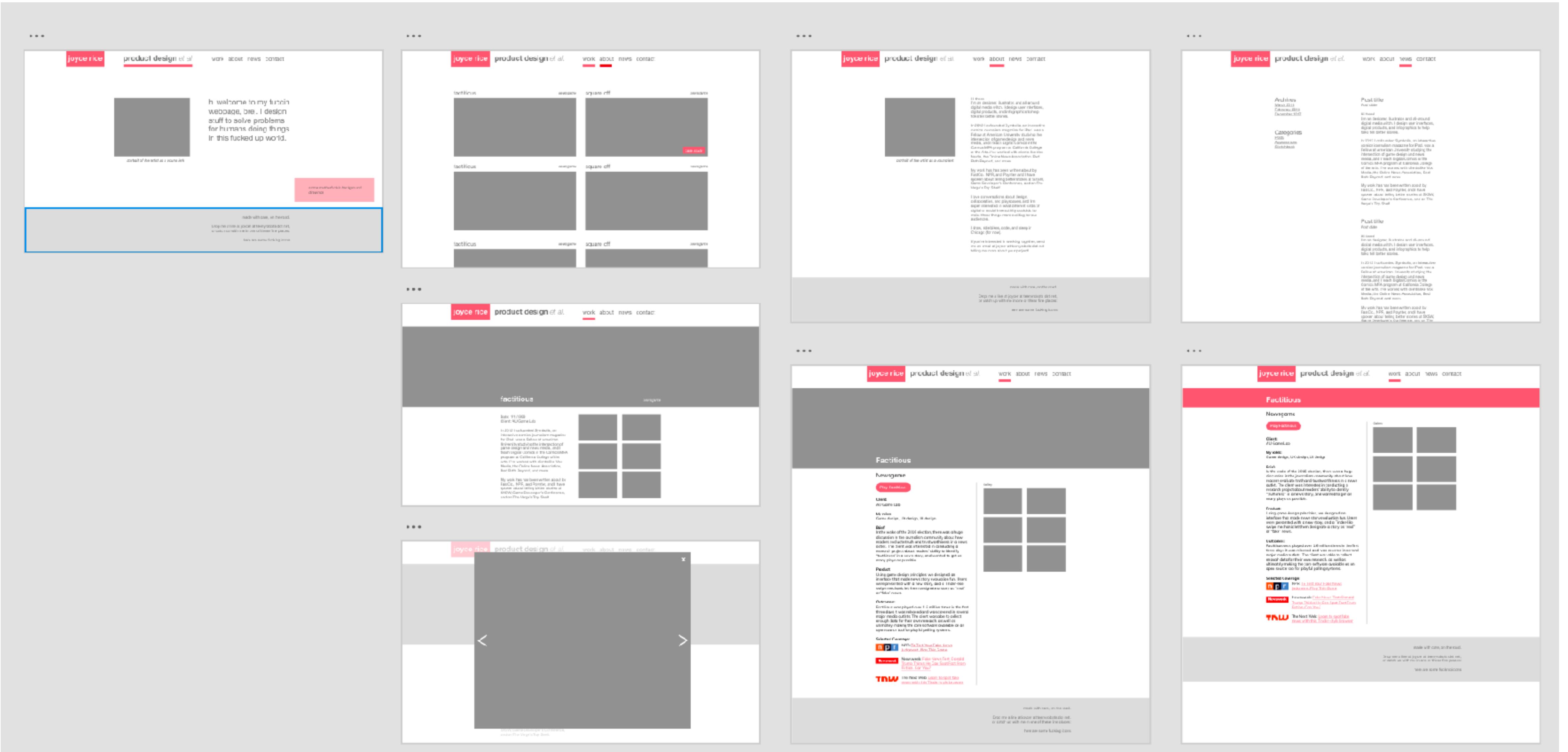
js libraries

GitHub

command line

you've built **three websites**, and
gotten **feedback** on your designs

we've worked on **designing** and
wireframing interactions online



we have studied other web presences

and we're marketing ourselves
online though a **social media**
stream and a **blog**

*by the end of this week, you
should have:*

- 6 social media posts
 - 1 blog post

it's time to start thinking about how
the pieces of your **cohesive web
presence** come together

NATE KITCH

nate@natekitch.com Contact About Twitter Behance Instagram



Instagram Search

The World Cup has united England. Enjoy it while it lasts Gaby Hinsliff

It's football, not a miracle, but sometimes it's enough just to live for the moment, however fleeting.

Journal

SAVAGE GRACE

MUSIC

Home Moments Notifications Messages

Tweets 8,138 Following 1,106 Followers 1,733 Likes 5,313 1

Nate Kitch

@natekitch European Illustrator | Let's make some shapes! nate@natekitch.com Winchester, Un-united Kingdom natekitch.com Joined October 2011

Tweet to Nate Kitch

1 Follower you know

1,133 Photos and videos

SWIRL

we have professional **goals**

overarching **goals**:



granular **social media goals**, such as:

- increase followers
- increase likes/retweets/etc
- increase conversations (mentions)

we're going to evaluate **my** social media goals

I use two primary social media streams,
instagram and twitter.

We're going to
evaluate my
instagram presence



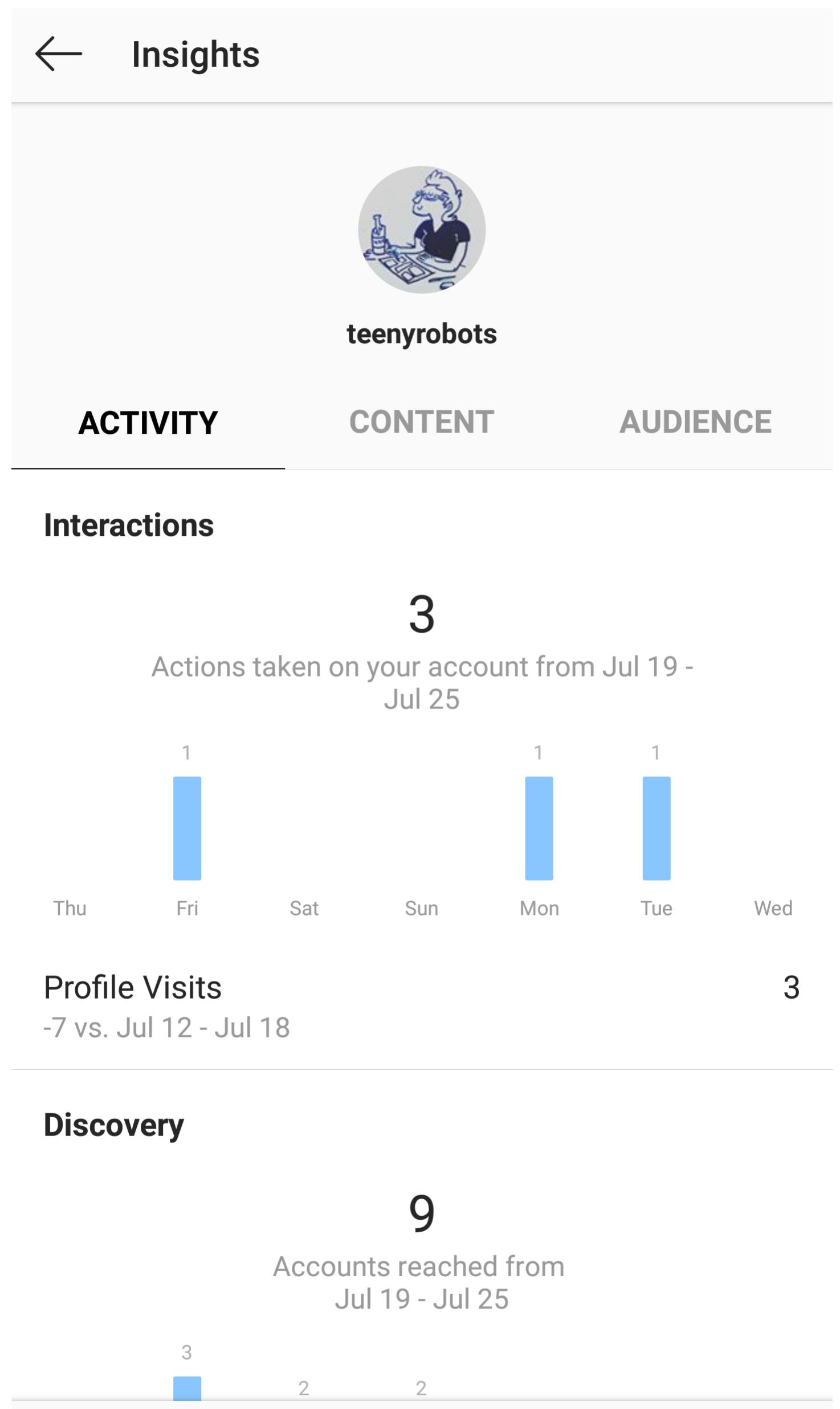
teenyrobots

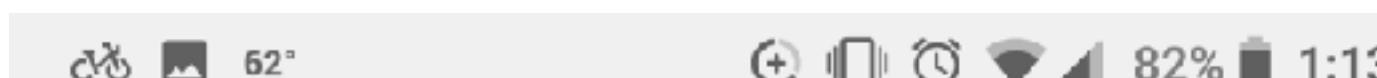
my instagram **goal** is to **increase my exposure to people that like comics and games**

my **metric** for that goal is my
follower count

**my goal is to increase my
followers by 1% per month**

I can **evaluate** that goal using Instagram's built-in analytics



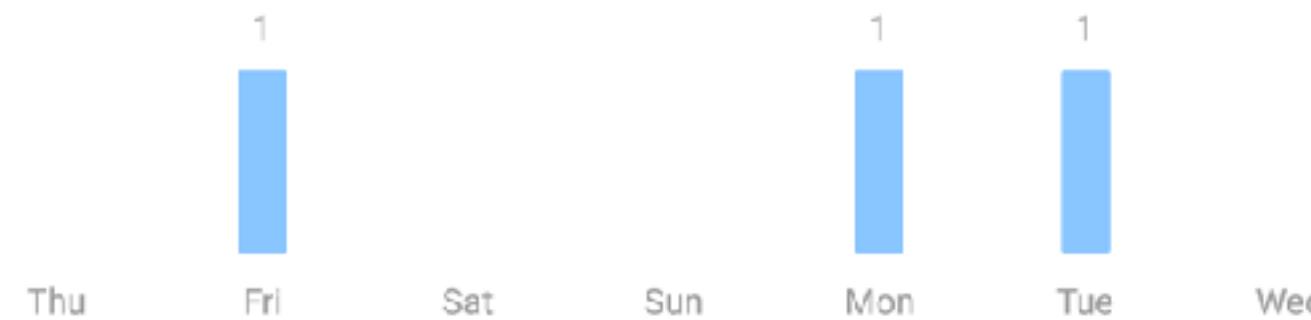


← Insights

ACTIVITY CONTENT AUDIENCE

3

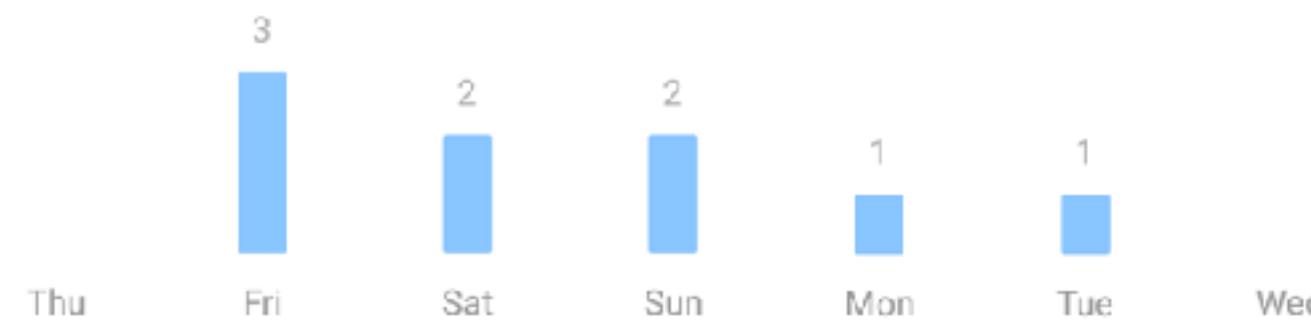
Actions taken on your account from Jul 19 - Jul 25

**Profile Visits**
-7 vs. Jul 12 - Jul 18

Discovery

9

Accounts reached from Jul 19 - Jul 25

**Reach**
-27 vs. Jul 12 - Jul 18**Impressions**
-32 vs. Jul 12 - Jul 18

← Insights

**teenyrobots**

ACTIVITY CONTENT AUDIENCE

0 posts this week

+0 vs. Jul 12 - Jul 18

Posts

See all >



Post photos or videos to see new insights.

[CREATE POST](#)

← Insights

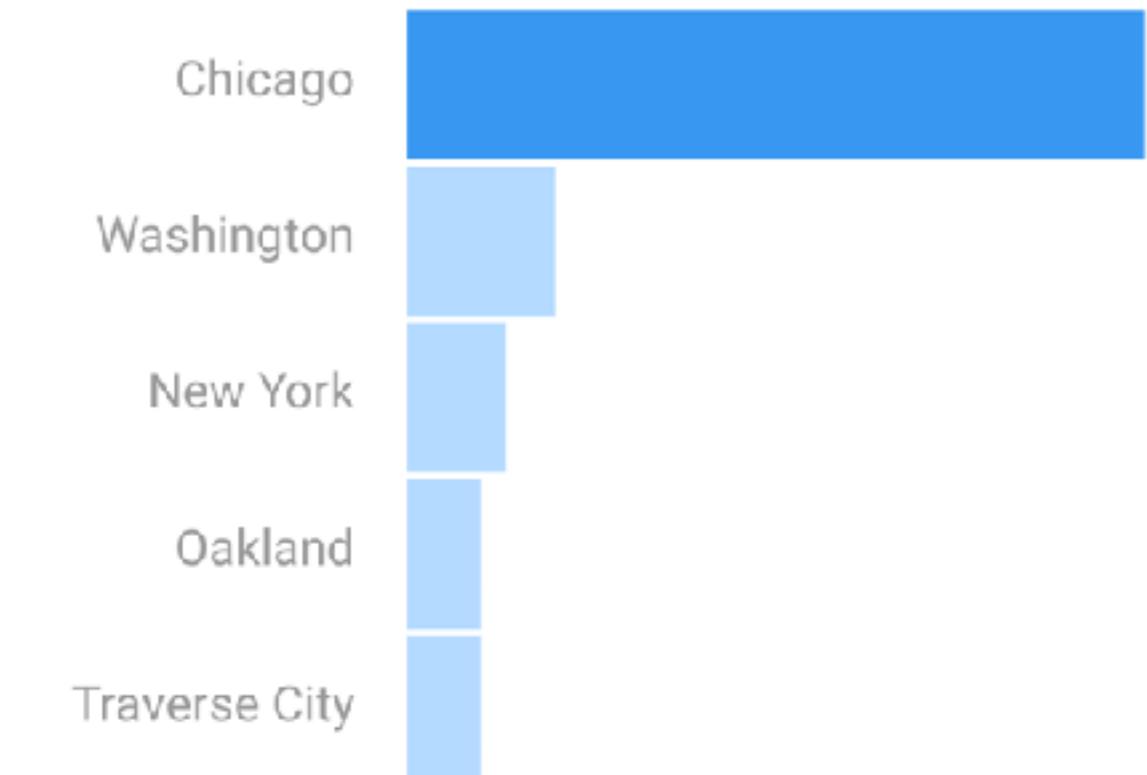
**teenyrobots**

ACTIVITY CONTENT AUDIENCE

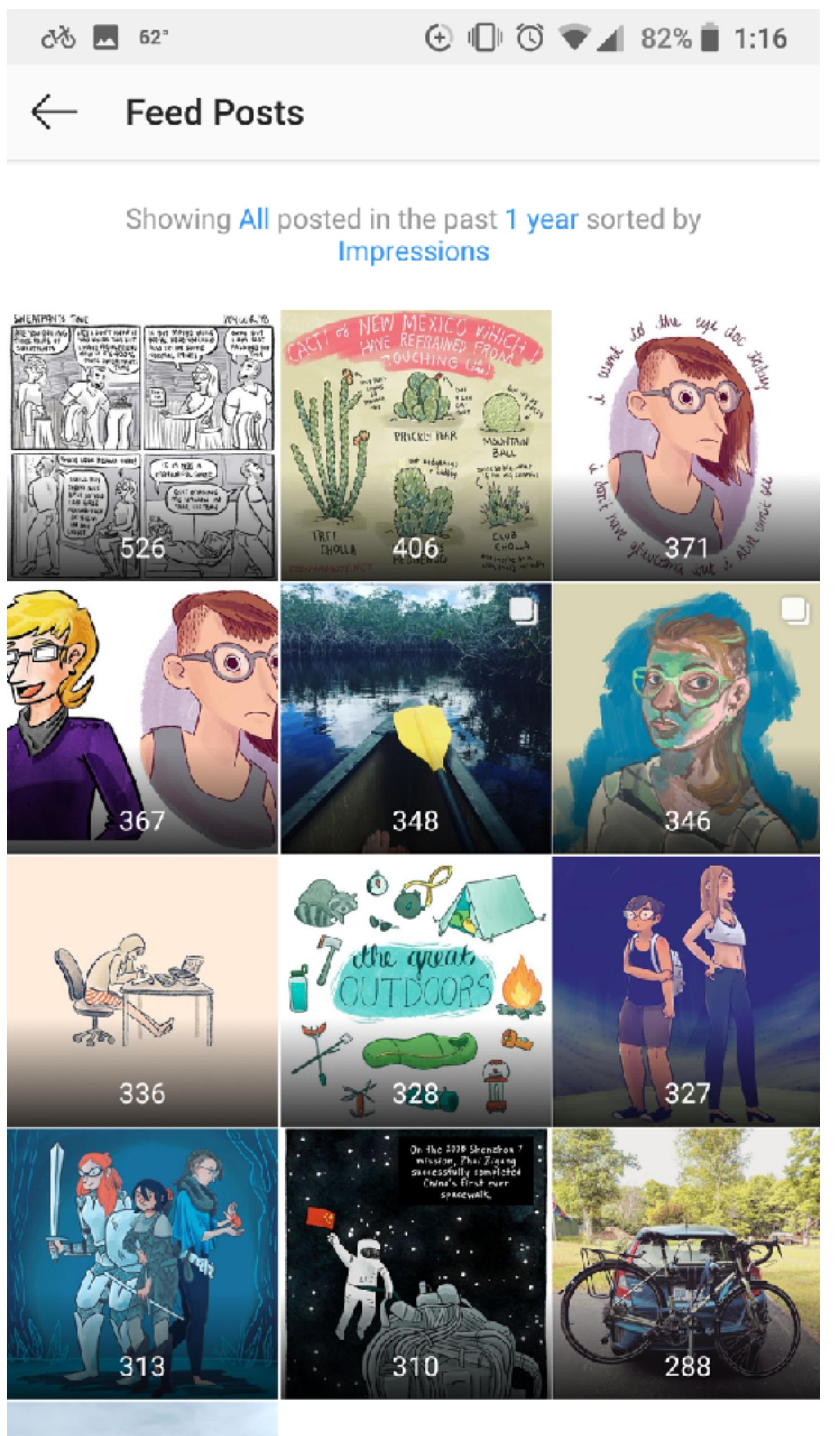
305 followers

+1 vs. Jul 12 - Jul 18

Top Locations

[Cities](#) [Countries](#)

am I meeting my goal?





[View Insights](#)

[Promote](#)



Liked by [kvnmo](#), [redgoldsparks](#) and 54 others

teenyrobots A trip to Uniqlo

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#comic #diarycomic #sweatpants #uniqlo #comics
#autobiocomics #shopping

[View all 7 comments](#)

Comments

 **teenyrobots** I've been in New Mexico this week and I'm really heckin into it

12w

 **teenyrobots** #illustration #cactus #newmexico #sandias #desertlife #cholla #digitalnomad #procreate

12w [Reply](#)

 **superserum** You can eat the whole prickly pear, not just the fruits.

12w [1 like](#) [Reply](#)

 **teenyrobots** @superserum so u feel me

12w [Reply](#)

[View more replies \(1\)](#)

 **jackie.roche** Much respect for not touching the fuzzy-looking ones!

12w [1 like](#) [Reply](#)

 **liz.gollner** New Mexico is the besssst

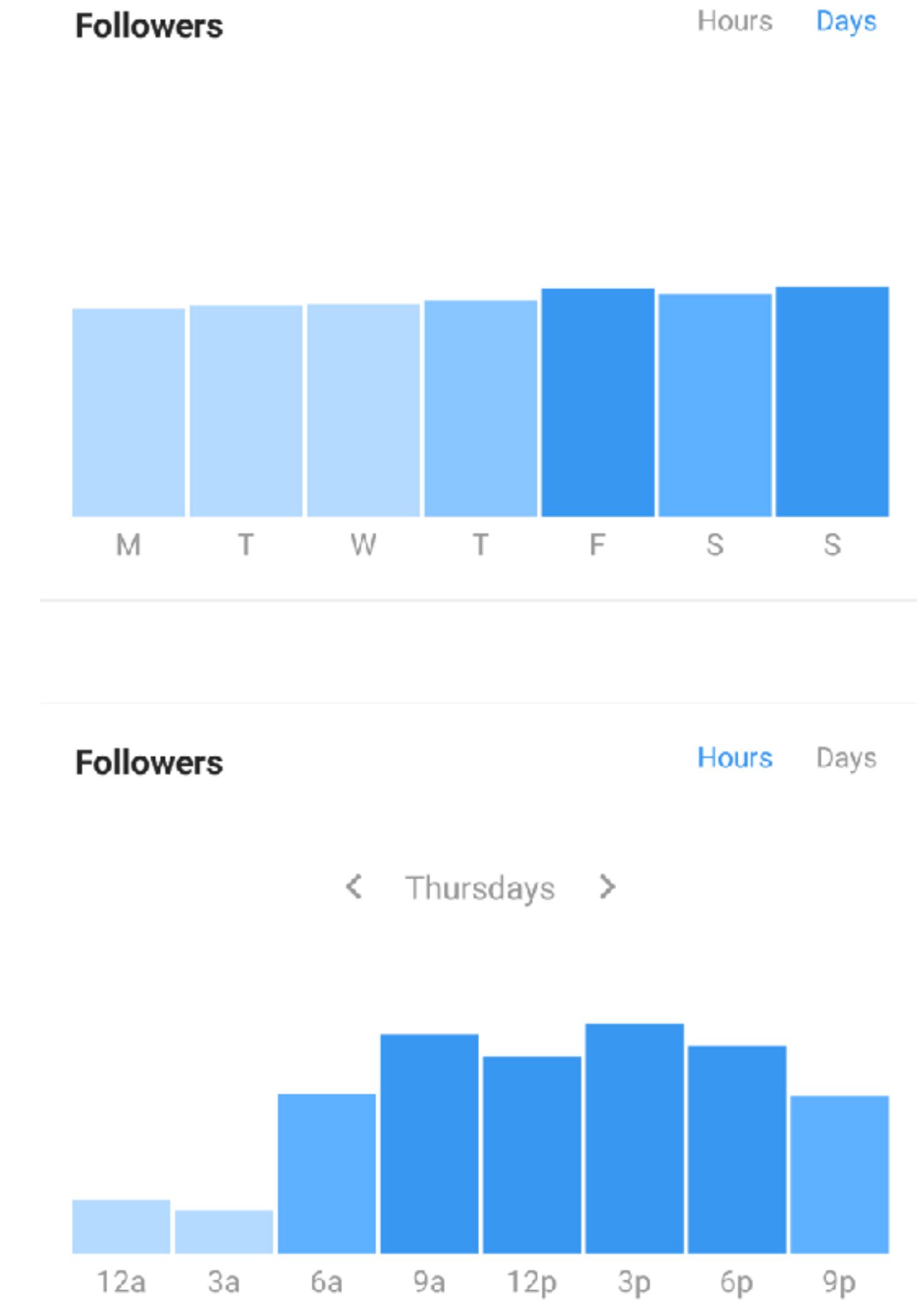
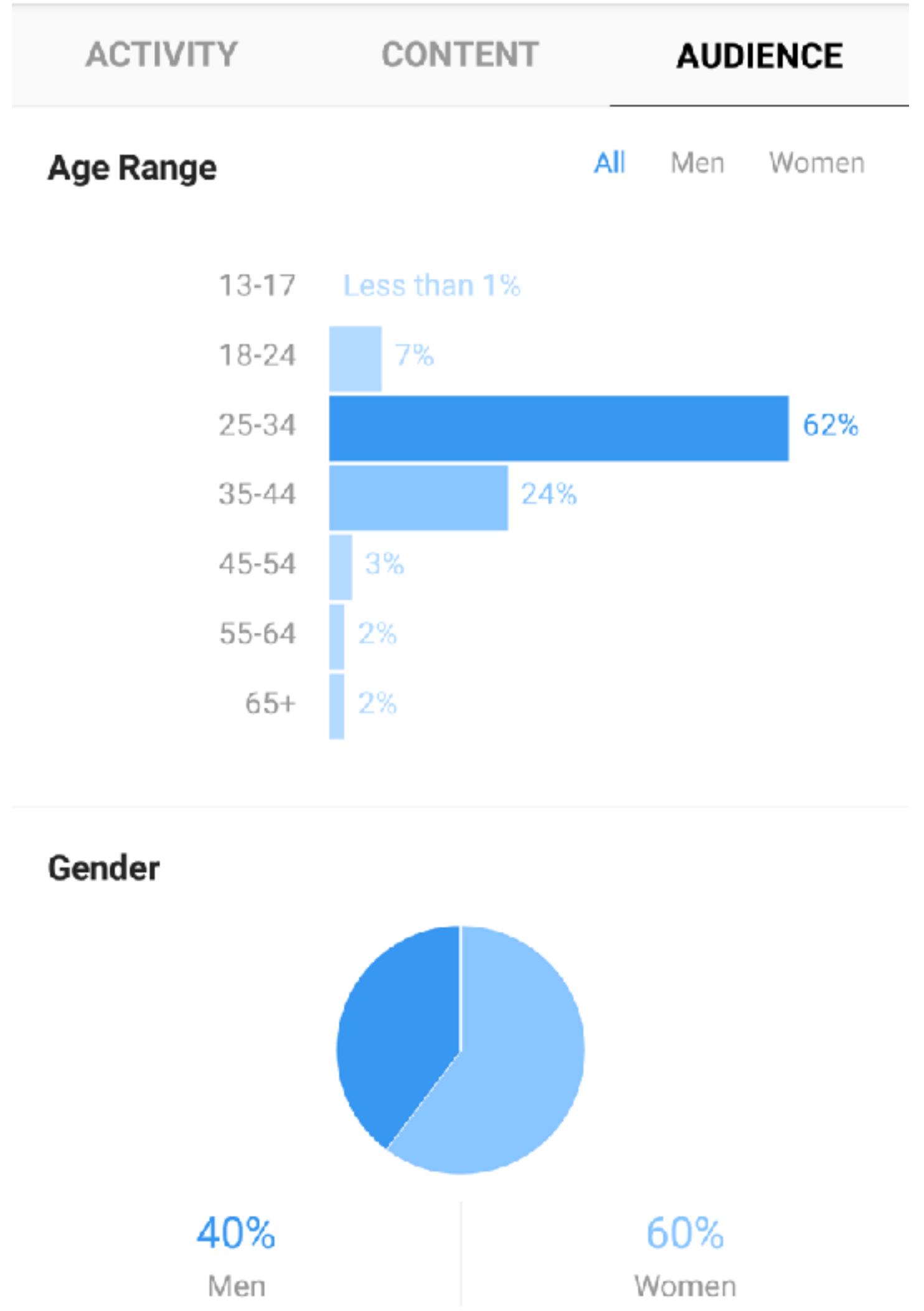
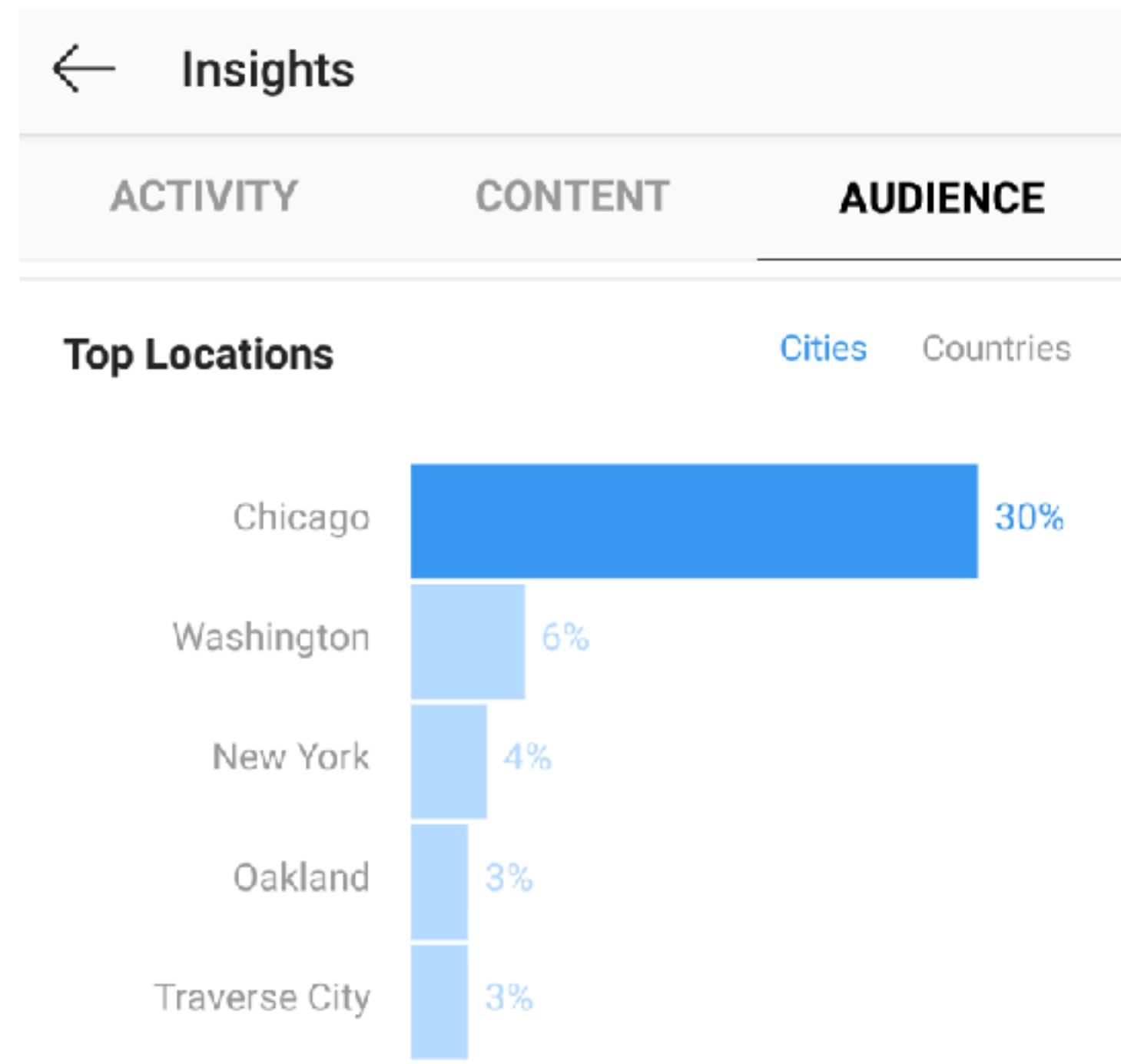
12w [1 like](#) [Reply](#)

 **kvnmo** @megcreat

12w [Reply](#)

 **renaissance_mar** This comic speaks so deeply to me.

12w [1 like](#) [Reply](#)



To reach my goal, I should consider:

- posting more comics
- speak to an audience around my age
- post near and on the weekends
 - around 9am or 3pm

For twitter: analytics.twitter.com

evaluate your progress:

1. send me screenshots of your timeline
(including dates)
2. summarize your goal progress using metrics
3. are you on track to meet your goal?
4. how might you change your posting behavior
to meet your goal?