

# Building a Website 2018

ILLUS-236-01 / ELECT-240-05, Summer 2018  
M/Tu/W/Th, 2am-6pm, SANF LAB C

instructor, **Joyce Rice**  
contact, [jrice2@cca.edu](mailto:jrice2@cca.edu)  
office hours, **by appointment**

@teenyrobots

# intro time

your **name** and your  
**favorite thing the internet**



# BUILDING A WEBSITE

## CALIFORNIA COLLEGE OF THE ARTS

Instructor, Joyce Rice  
Contact, *jrice2@cca.edu*  
Office hours, by appointment

# The Lais of Marie de France

The Lais of Marie de France are a series of twelve short poems about courtly love composed in the twelfth century. Although they are nearly a thousand years old, their lessons about sweet, sweet romancing persist.

generate your own comic lai:

gentle —► brutal  
honorable —► passionate

go!



11:47  
factitious.com

**options**

- save game
- start over
- sign out
- instructions

**about**

Here is a blurb about factitious. Lorem ipsum dolor sit amet, at has docendi imperdiet, epicurei urbanitas definitionem qui cu.. Lorem ipsum dolor sit.

AU GameLab JoLT

LAURA CURRAN COUNTY EXECUTIVE

## CLEANING UP NASSAU COUNTY

LEARN MORE

GAME TITLE TK

UI-dialogue

LAUREN ANDREWS

I am saying words, me, the player. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam convallis fermentum metus ac feugiat. Nullam vel aliquet odio, nec commodo augue. Mauris at eros

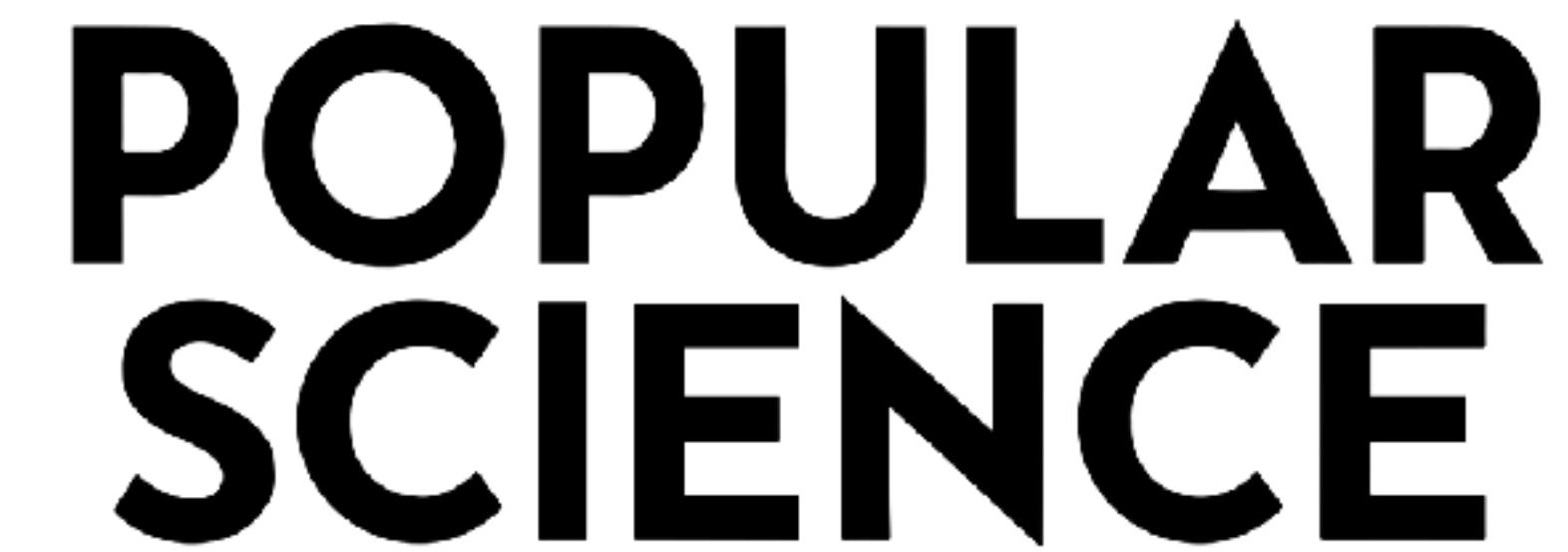
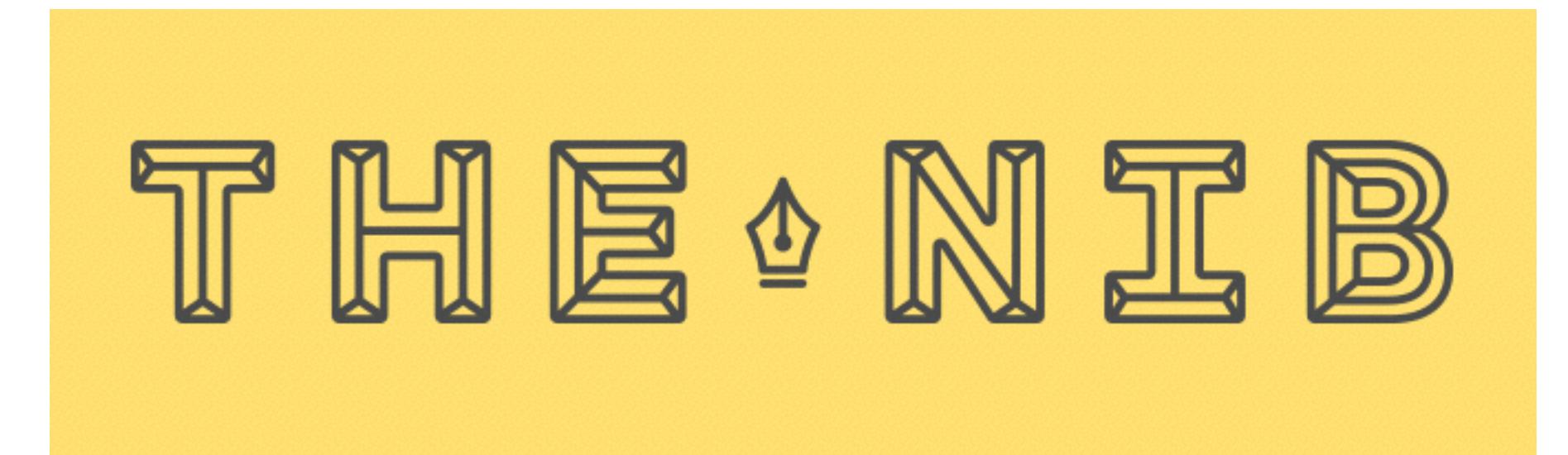
I am Lauren and I too can say words. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam convallis fermentum metus ac feugiat. Nullam vel aliquet odio, nec commodo augue. Mauris at eros

go to camp

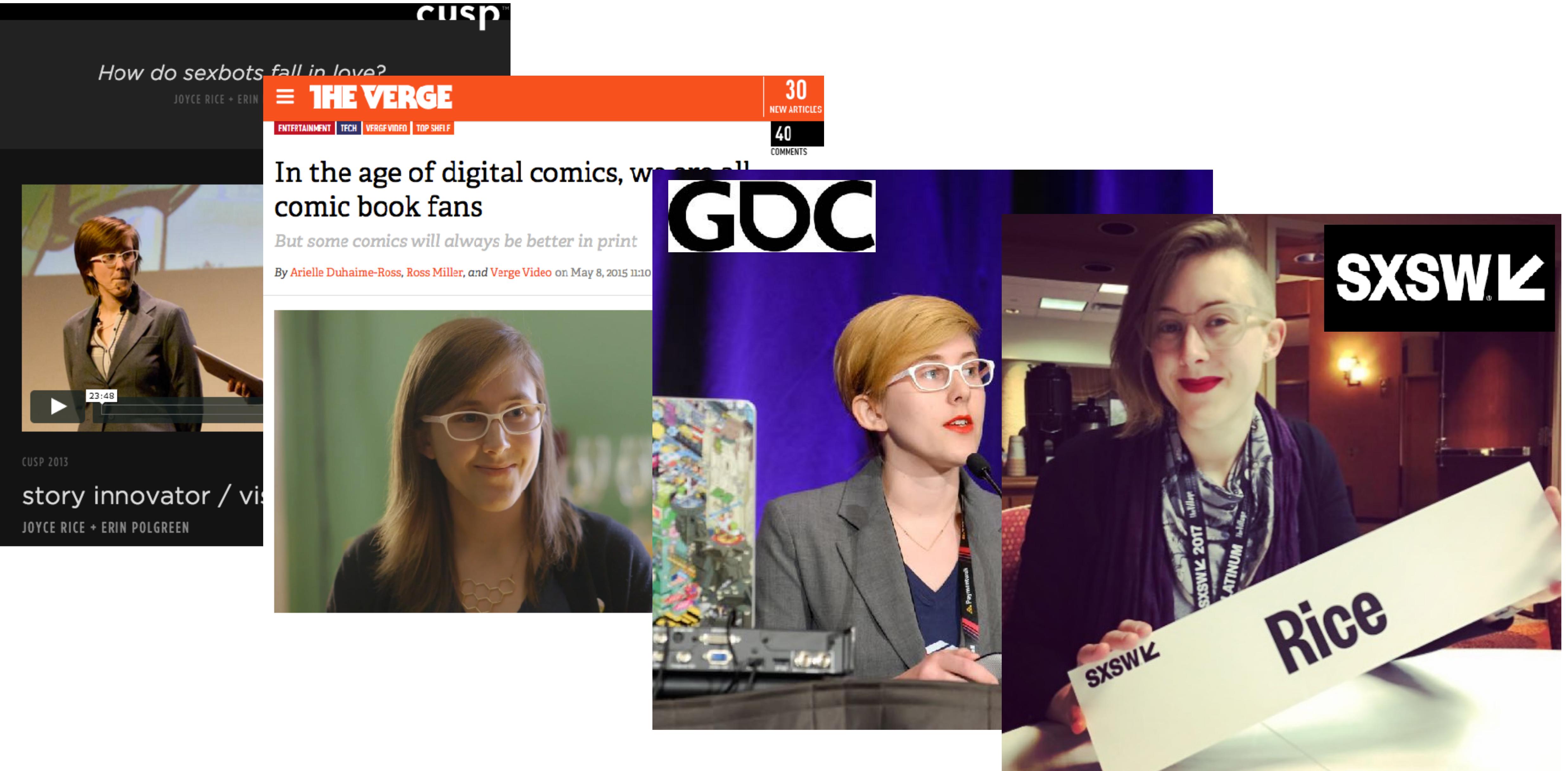




THE MIND IS OUR MEDIUM



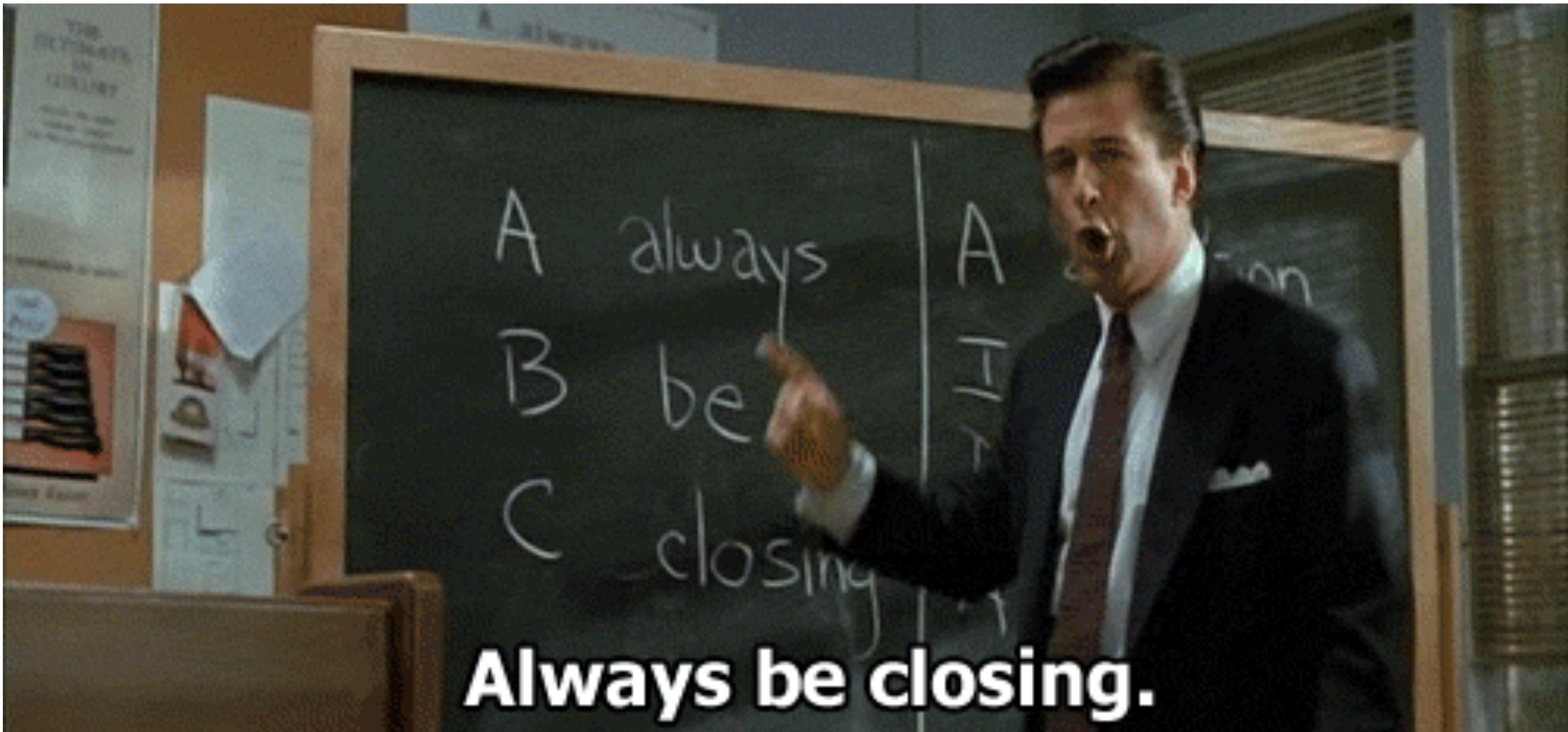
Portrait of the artist as a young jerk



# Angel Peak, NM

---





**Always be closing.**



## Relationships

[About Us](#) | [FAQ](#) | [≡](#)[comments](#)

search



Filter Posts :

[All](#) [Updates](#) [Dating](#) [Relationships](#) [Breakups](#) [Non-Romantic](#) [Infidelity](#) [Personal issues](#) [Untagged](#) [Learn More](#)

Use the FAQ link at top to familiarize yourself about community. Please review the posting guidelines in the sidebar at right before submitting.



This is an archived post. You won't be able to vote or comment.

7450

Update: I [30 F] am sitting in the back of my RV as my husband [32 M] rants about how lovely the trip would be if I hadn't joined him.

[\(● Locked Post ●\)](#)

submitted 2 years ago by throwaway546566

My first post is here. The TLDR of the first post is that I bought an RV with my money so I could write/travel in it while husband is away for business.

Husband insisted on taking the RV with him without me, I convinced him to let me come. Now he is ranting about how he doesn't want me on the trip while I sit in the back of the RV hating my life.

I promised I would update, but things got very hectic and this is the first chance I have gotten. This whole situation makes me very emotional, so please forgive me if this post is not as coherent as I would like it to be.

When I posted my first post, we were on the road in the RV and my husband

this post was submitted on 07 Aug 2015

**7,450** points (91% upvoted)

shortlink: <https://redd.it/3g5394>

## Relationships

[unsubscribe](#)

1,274,869  
readers

12,512  
users here now

Or, [Message The Moderators](#) for all other information.

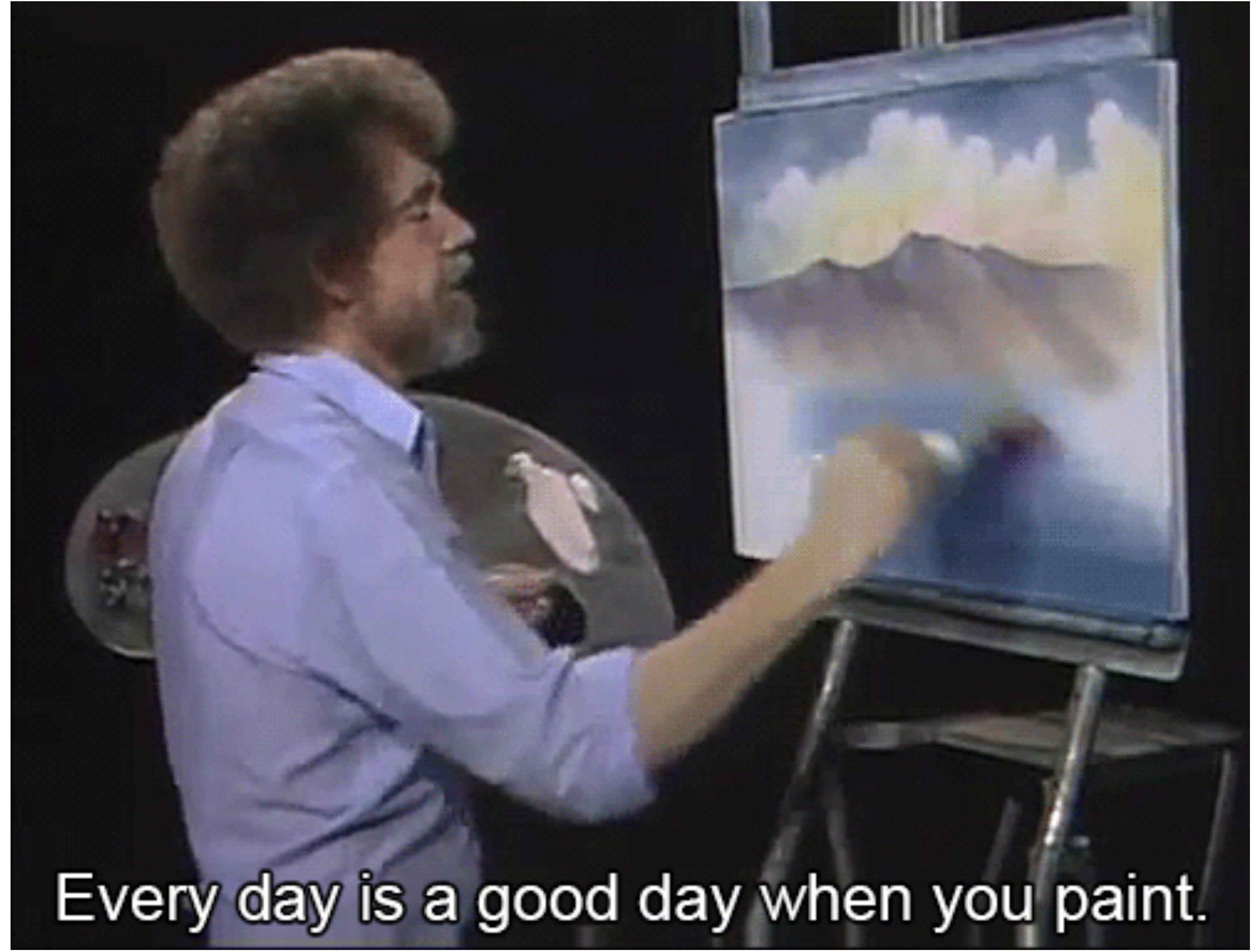
[/r/Relationships](#) is a subreddit for asking

# the *class*

# **BUILDING A WEBSITE**

CALIFORNIA COLLEGE OF THE ARTS

ILLUS-236-01 / ELECT-240-05  
Summer 2018, July 9 - August 15  
M/Tu/W/Th, 2am-6pm, SANF LAB C



**Every day is a good day when you paint.**



# BUILDING A WEBSITE

## CALIFORNIA COLLEGE OF THE ARTS

### I. Rationale and prerequisites

Having a significant web presence is essential to a modern career in art and design. This course teaches the process of designing, developing, and deploying a successful, discoverable website. We will cover: site design, wire framing, coding in the standard HTML/CSS/Javascript stack, version control, and deploying sites to the web. We will also cover the strategic use of social media streams and blogs to build a following and drive traffic to your site. The class culminates with a final project: each student creates and deploys a portfolio site with an accompanying blog and social media stream. Students will focus on technical craft, design theory, best practices, and how to continue growing and updating your web presence after this class.

this class is called building a website

but we will actually be building a  
**web presence**





# Hi, I'm Joyce!

I'm an experience designer with a focus in journalism and education. I make comics, games, and other digital products to help folks tell better stories.

I cofounded [Symbolia](#), was a [Fellow at American University](#), and I [speak internationally about media innovation](#).

If you'd like to work together, talk about tabletop games, or make jam comics, [holler at me on twitter](#) or [drop me a line](#).

**Joyce Rice**

@teenyrobots

Tweets

4,544

Following

493

Followers

774



What's happening?



See 2 new Tweets

**Leigh Alexander** @leighalexander · 46s

✓ Megan and Georgia

✗ Laura and Ellie

**Who to follow**

· Refresh · View all

Followed by Roxy 🌸 🇺🇸 🦁 and others

**Nazgul Queen** @celineore... ×

Followed by Nausheen Husain and others



TM ✅ @Tavim

Followed by Nausheen Husain and others

**Geoff Hing** @geoffhing**In case you missed it****Daniel Petricca** @TheCoffeeGoat · 14h

Being allergic to garlic sucks. I always test myself because no one should be allergic to garlic, right? It's in everything! It's the staple spice of civilization!

**kevin moore** @kevinMrr · 22h

"It is an iron rule of history that what looks inevitable in hindsight was far from obvious at the time."

- Yuval Harari, in his book "Sapiens: a brief history of humankind"

**meg** @MegDraws · 17h

Hmm yes strong agree, yes



## Teeny Thoughts

Joyce Rice is an [designer](#) & [cartoonist](#). She was creative director for [Symbolia](#) and she studied news design as a [Fellow at American University](#). She's currently available for hire, let's work together!



# Web presence

series of channels (web pages, social media streams, blogs/archives) that represent a person, business, or some other entity on the internet



CYAN



MAGENTA



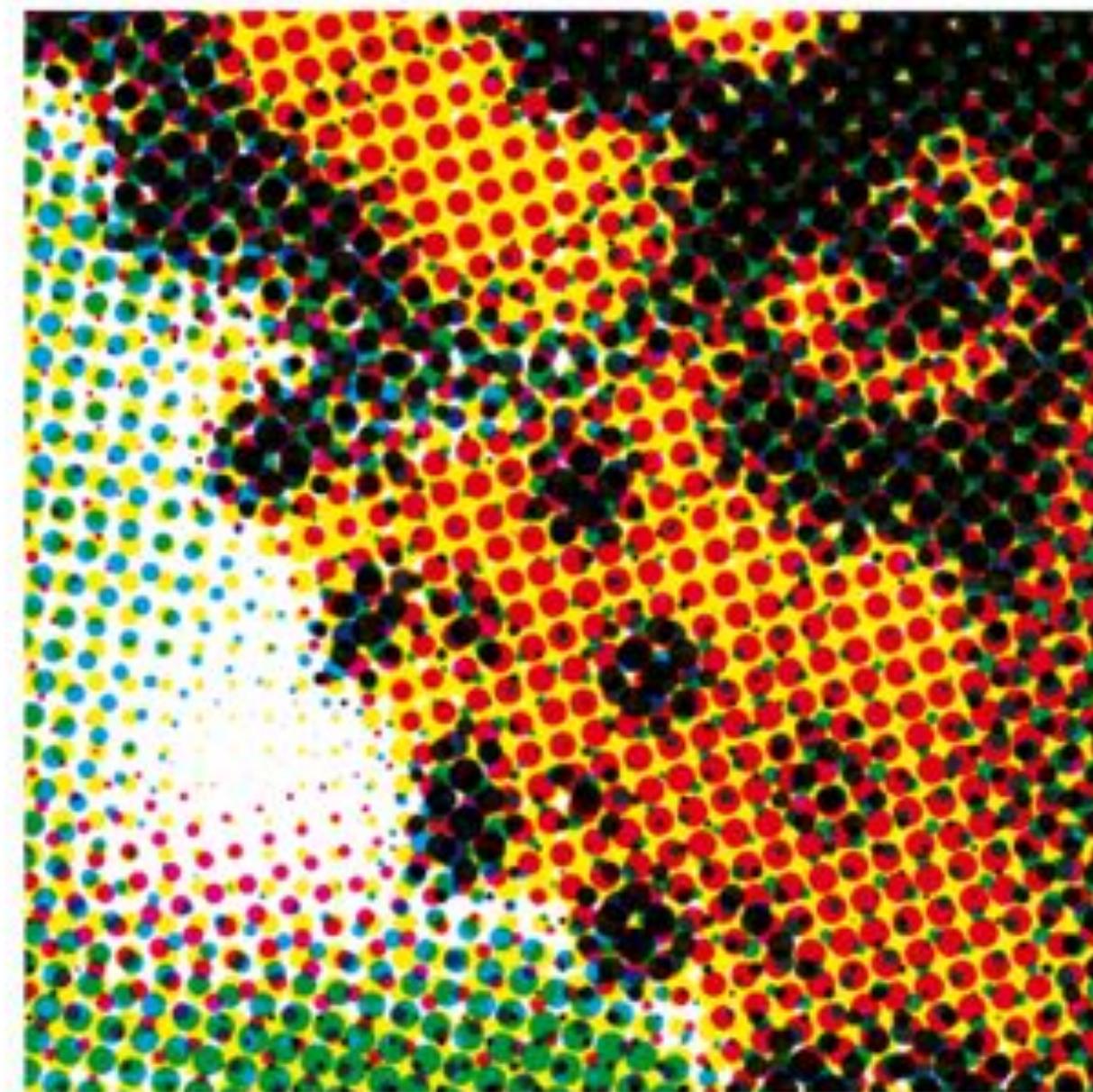
YELLOW



BLACK



FINAL CMYK



DETAIL VIEW

every web presence has a **goal** and  
a **target audience**



Hi, I'm Joyce!

I'm an experience designer with a focus in journalism and education. I make comics, games, and other digital products to help folks tell better stories.

I cofounded [Symbolia](#), was a [Fellow at American University](#), and I speak internationally about media innovation.

If you'd like to work  
games, or make jam  
[twitter](#) or drop me a



# Joyce Rice

@teenyrobots  
cartoonist + game designer working on ways to tell more playful stories / teaching digital comics at [OccaComics](#) / really into friendship

planes trains biomobiles

[teenyrobots.net](#)

Joined March 2009

594 Photos and videos

## Your Tweet activity

Your Tweets earned 1,041 impressions

### Tweets   Tweets & replies   Media

Pinned Tweet

Joyce Rice @teenyrobots · Apr 11  
According to no less than [@NASA](#), the space age was born in China. Learn all about China's contributions to the exploration of the final frontier in a new comic by [@jarirah](#) + yours truly on [@thenib](#)!

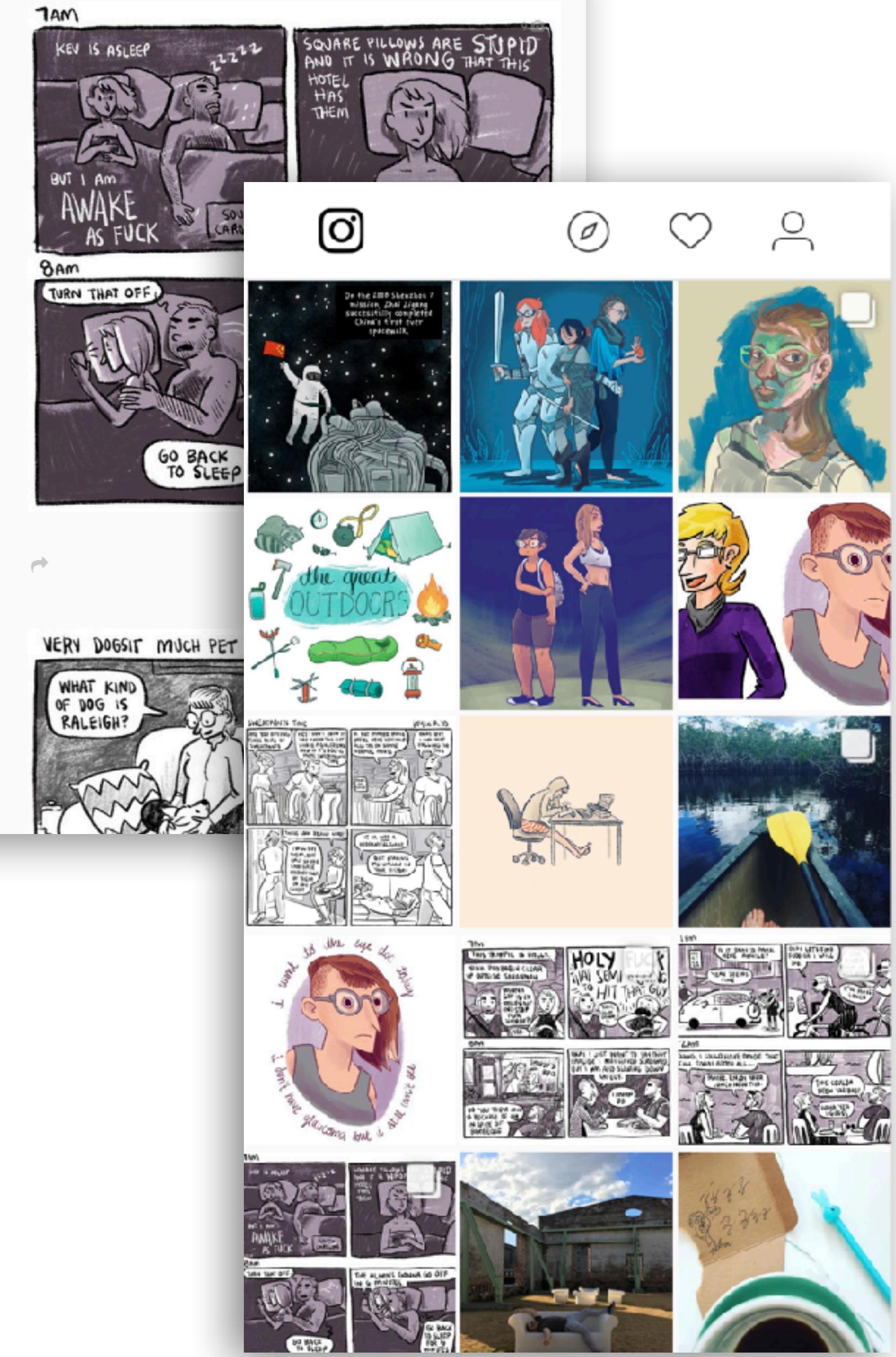
**China Enters the Space Race**  
They've been there since the beginning, but the US Government is still afraid of a spacefaring China.  
[thenib.com](#)

3 4



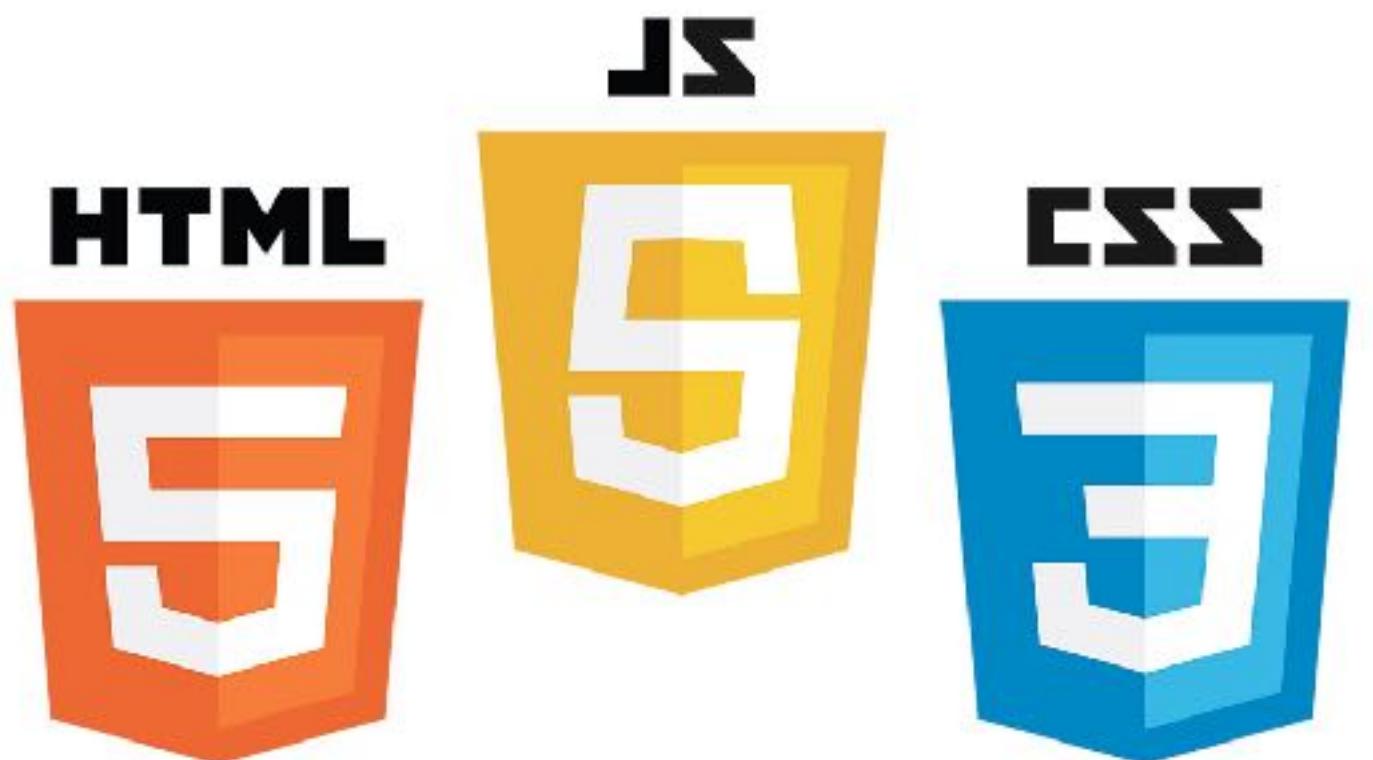
Teeny Thoughts

Joyce Rice is an [designer](#) & [cartoonist](#). She was creative director for [Symbolia](#) and she studied news design as a [Fellow at American University](#). She's currently available hire, let's work together!



your starting goal is to **get work**, and  
your target audience is **art directors**

we spend the first half of this course **practicing**



# Schedule of meeting topics and homework

(subject to change)

---

## WEEK 1

### Monday

Introduction to this course

*Homework:* 1. Review a web presence not presented in class, email your findings to me. Due tomorrow.

2. Make an account on Github.com. Due tomorrow.

3. Begin social media stream project\*, due final class period. Develop a plan for what kind of content you will populate that channel with over the next six weeks.

### Tuesday

Intro to HTML

*Homework:* Create a site map for an HTML site about your favorite artist. It must include one linked page, an outgoing link, an image, and headings. Properly tag all text. Email me a zipped file. Due tomorrow.

### Wednesday

Intro to CSS

*Homework:* Use styles to create a global look for your site about your favorite artist. Email me a zipped file. Due tomorrow.

### Thursday

Mini crit / Web design and wireframing

*Homework:* Create a sitemap and wireframe a site about your favorite art movement. It should include a landing page, a page about the history, and a page of works by one of the movement leaders. Write the HTML and CSS for the index page. Due Monday.



**Homework:** Create a site map for an HTML site about your favorite artist. It must include one linked page, an outgoing link, an image, and headings. Properly tag all text. Email me a zipped file. Due tomorrow.

this class culminates in a **final project**

# FINAL PRESENTATION

IN-CLASS ON THE FINAL DAY

---

## Requirements

- **Portfolio ready to present in the browser**

Your portfolio should be complete. Open your website on a lab computer at the beginning of class.

- **Portfolio submitted to the instructor:**

Commit and push your project to GitHub and request my review

- **Present your portfolio at the lectern:**

Prepare a 3-minute presentation which includes: each page of your website; your design process; your blog and social stream; your social strategy; what engagement did you see over time

- **Short critique:**

Critique your classmates' work based on clarity, ease of use, and unified message. The presentation and critique for each student will be no longer than ten minutes (timed by instructor).

- **Participation counts**

## **Monday**

Introduction to this course

*Homework:* 1. Review a web presence not presented in class, email your findings to me. Due tomorrow.

2. Make an account on Github.com. Due tomorrow.

3. Begin social media stream project\*, due final class period. Develop a plan for what kind of content you will populate that channel with over the next six weeks.



---

## V. Course Design and Conduct policies

This is a four-hour class with two ten minute breaks. You are expected to be on time, present, and participatory in each class session. Assignments, including readings, must be completed **before class** on the day they are due. Class will be conducted in our assigned room SANF LAB C.

Class time will be comprised of: lectures on technical concepts; demos on tools and techniques; class discussion and exercises; assignments applying new tools/techniques; class critiques; and studio time. You will be graded for participation in each of these areas. Open studio time is for working on class assignments and one-on-one Q&A with the instructor on specific challenges.

Food and drink are not allowed in the computer lab.

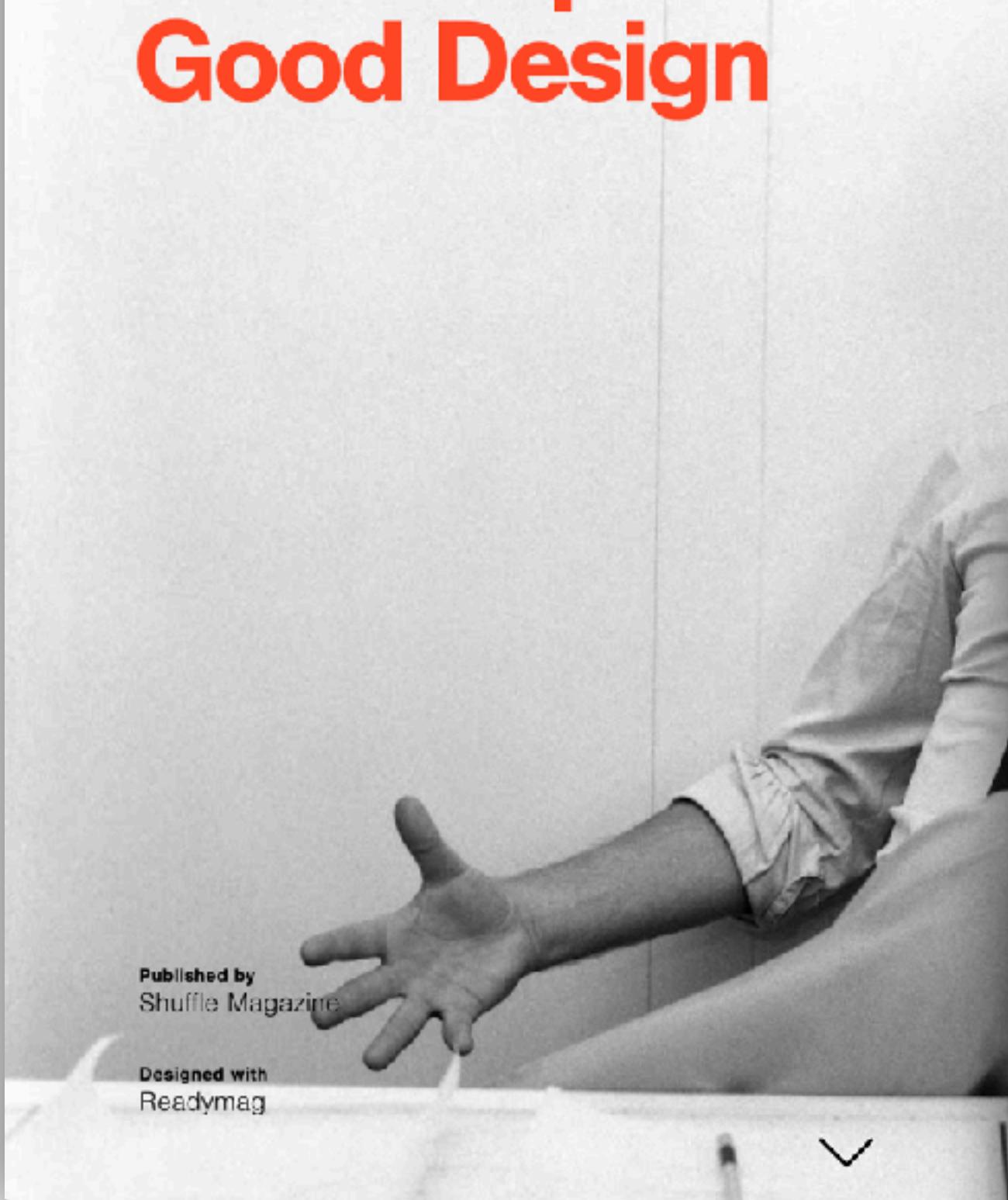
---

[bit.ly/web18syllabus](https://bit.ly/web18syllabus)

# three-part teaching philosophy

# 1. study

# Dieter Rams: 10 Principles for Good Design



Published by  
Shuffle Magazine

Designed with  
Readymag

AUSTIN KLEON

BLOG BOOKS NEWSLETTER ABOUT SPEAKING CONTACT

READ MY BOOKS

STEAL LIKE AN ARTIST JOURNAL

SHOW YOUR WORK!

STEAL LIKE AN ARTIST

Newspaper Blackout

The distance I can be from my son

July 9, 2018

ABOUT THE AUTHOR

Austin Kleon (@austinkleon) is a writer and artist living in Austin, Texas. [Read more→](#)

SUBSCRIBE TO MY NEWSLETTER

Join the 55,000+ readers who get new art, writing, and interesting links delivered to their inboxes every week:

email address

SUBSCRIBE

Read the latest newsletters→

We took the 5-year-old docent and his brother back to the Blanton Museum this afternoon. My favorite piece was Lenka Clayton's *The Distance I Can Be From My Son* (2013). In three short videos, Clayton films her son walking away from her until she can't stand it anymore and

FREE SHIPPING ON ALL ORDERS \$50+

BIRCHBOX◆ SHOP ▾ GIFT SUBSCRIBE

Want a free Benefit highlighter? >

for Real Life

Products that make you feel your best are hard to find. That's why we created Birchbox.

Get six of makeup, hair, skincare, and beauty samples for \$10/month.

SIGN UP TODAY!

Living proof Perfect hair Days<sup>®</sup> In-shower styler

Marcelle BB Cream

Benefit Resurfacing Mask

MAC Skin-Correcting Eye Cream

2. iterate



**“Every artist has thousands of bad drawings in them and the only way to get rid of them is to draw them out.”**

— **Chuck Jones**

tags: [art](#), [creativity](#)

# 3. modular



**GitHub**



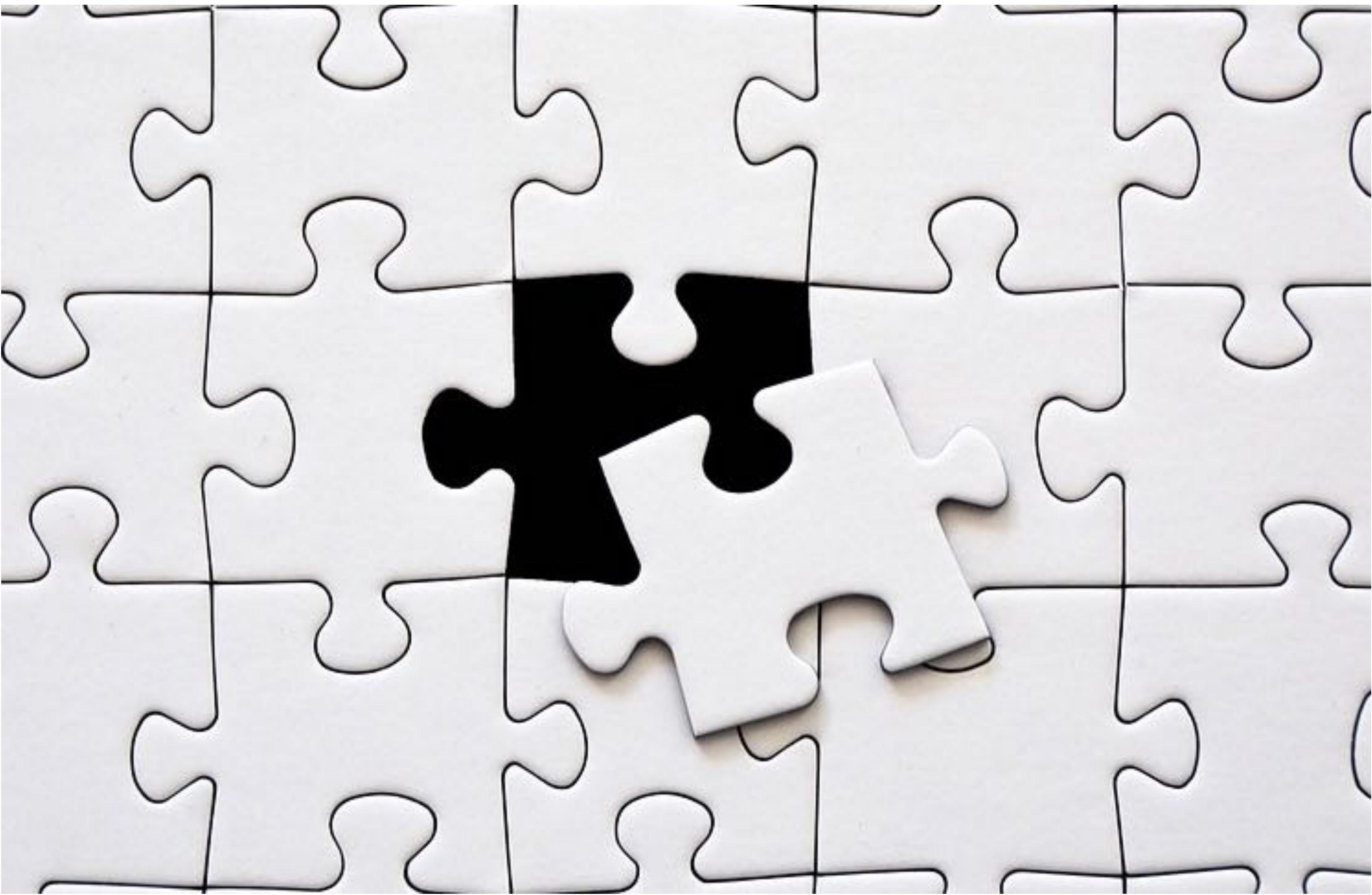
**WORDPRESS**



**Cyberduck**

I do not expect you to become an  
expert in any of these things

**I do not expect you to become an  
expert in any of these things**





Resources for developers, by developers.



Search the docs

Web Technologies →

Learn web development →

Developer Tools →

Do you like creating things for the web?  
We'd love to hear from you.

[Take our survey](#)

## Learn the best of web development

Get the latest and greatest from MDN delivered straight to your inbox.

[Sign up now](#) →

## ★ Hacks Blog

[read more at hacks.mozilla.org](#) →

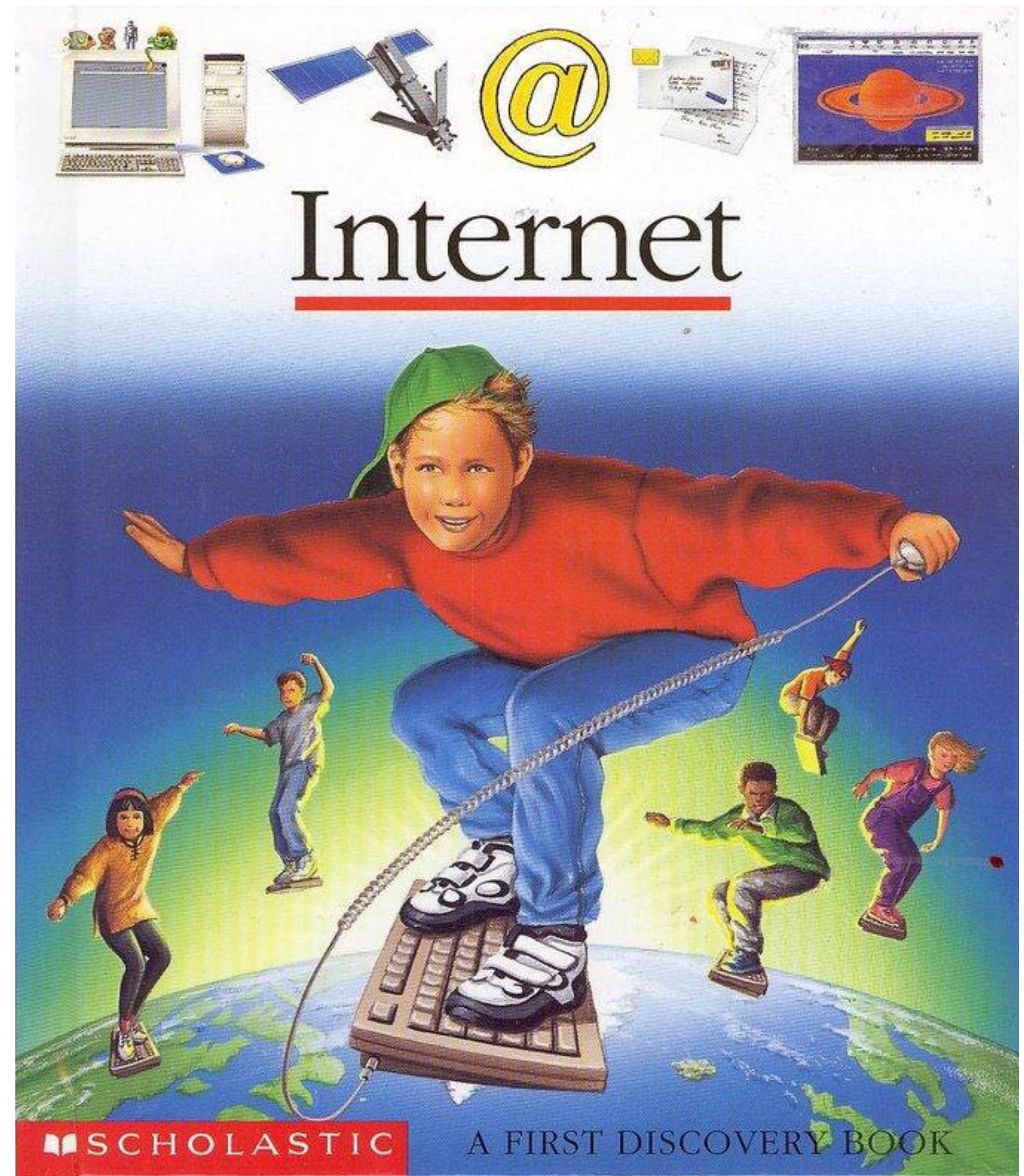
Get Involved

this is a class for **beginners**

you should be able to do **90% of  
the homework I assign** during  
the in-class studio time

Q's?

# the *background*



# what is the web?



The ARPANET in December 1969

---

- ARPANET



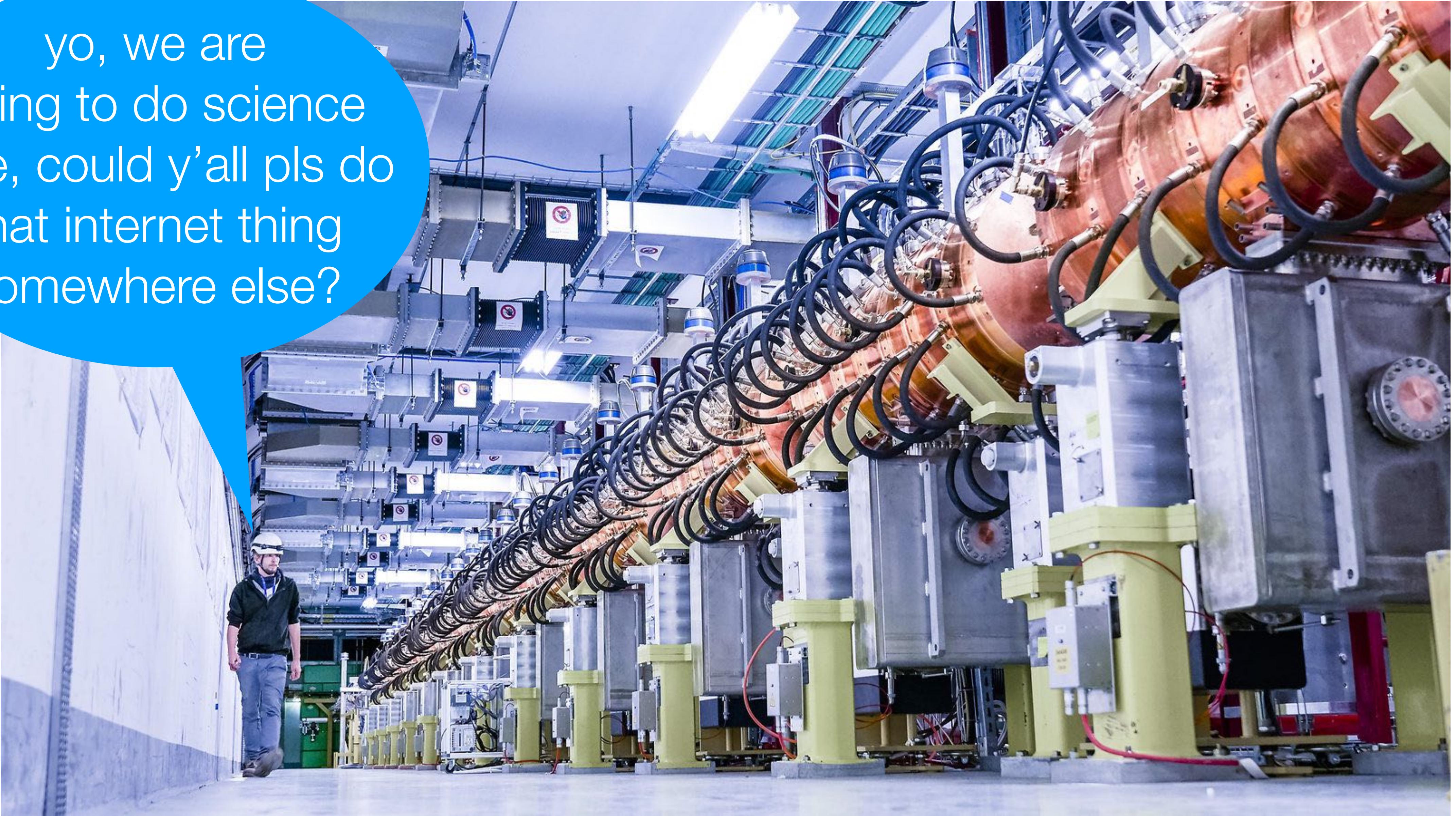
0



1



yo, we are  
trying to do science  
here, could y'all pls do  
that internet thing  
somewhere else?



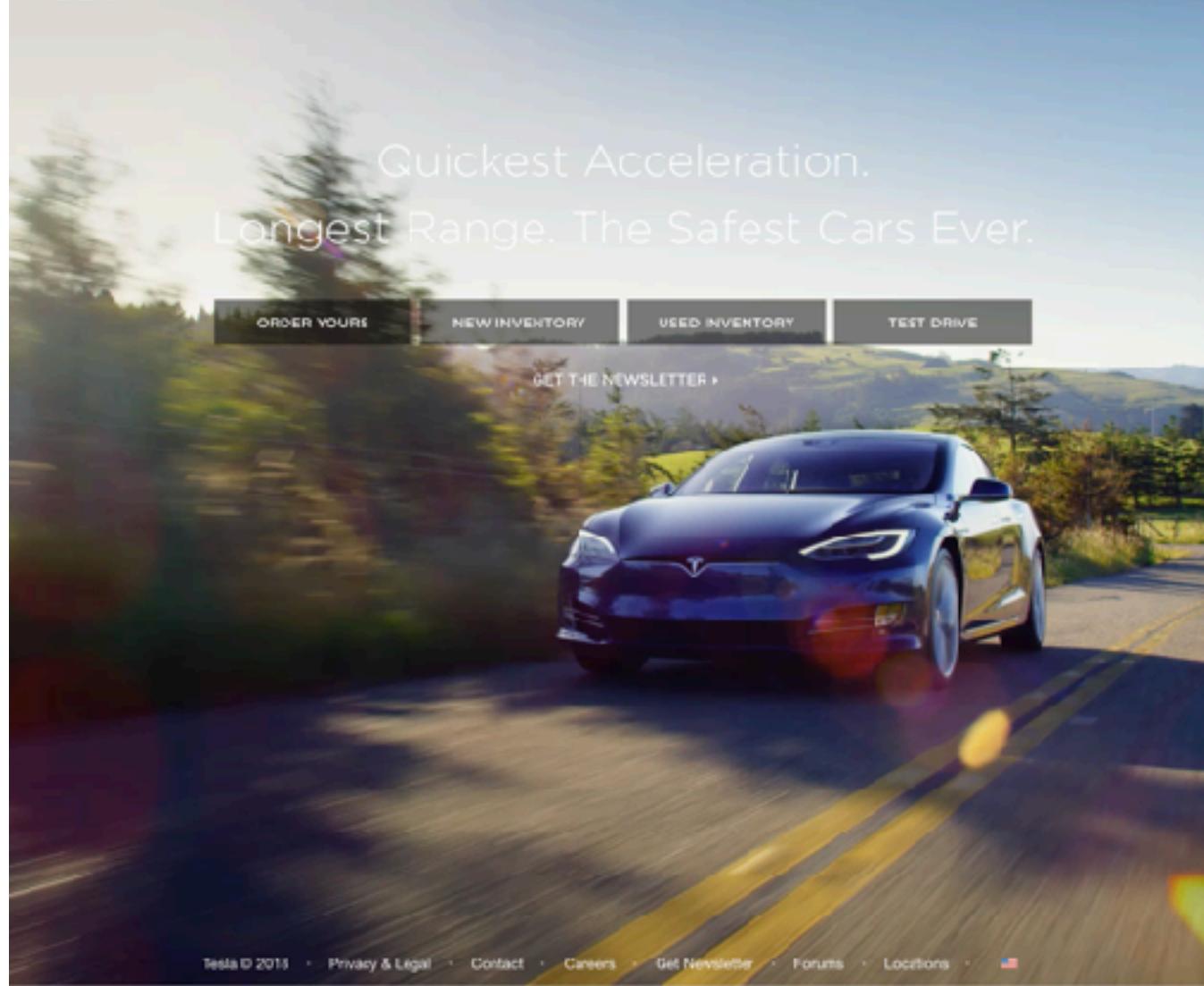




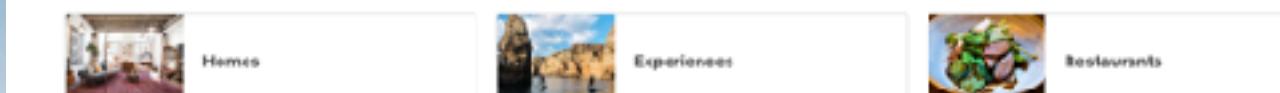
there are **almost 2 billion** webpages  
online today

– [internetlivestats.com](http://internetlivestats.com)





What can we help you find, Joyce?



### Introducing Airbnb Plus

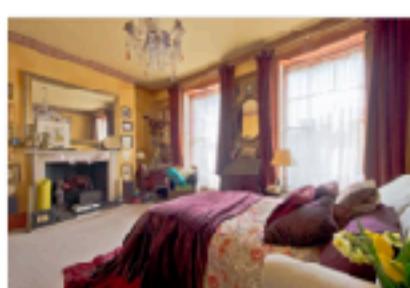
A new selection of homes verified for quality & comfort.

[Explore Airbnb Plus homes](#)

Plus



### Homes around the world



[Terms, Privacy, Currency & More](#)

[https://www.airbnb.com/homes/refinement\\_path%5B%5D=%2Fhomes](https://www.airbnb.com/homes/refinement_path%5B%5D=%2Fhomes)

**ENTIRE HOME - JOSHUA TREE**  
The Joshua Tree House  
\$60 per night - Free cancellation

**HOMESTAY - LONDON**  
\*\*CENTRAL\*\* Comfy Artist's Home  
£71 per night - Free cancellation

**2018 WALL CALENDAR**

My 3 year old loves **Super Simple Draw** (how great would it be to have an illustrated [Ed Emberley!](#)) but my 5-year-old never really showed much interest until the other day when they were both in the studio. It was really fun to watch them draw side-by-side and compare their drawings:



### Drawing side by side

July 8, 2013

#### ABOUT THE AUTHOR



Austin Kleon (@austinkleon) is a writer and artist living in Austin, Texas. [Read more](#)→

#### SUBSCRIBE TO MY NEWSLETTER

Join the **\$5,000+** readers who get new art, writing, and interesting links delivered to their inboxes every week

email address

[SUBSCRIBE](#)

[Read the latest newsletters](#)→



Home Moments Notifications Messages [Search Twitter](#) Tweet



**Joyce Rice**  
@teamyrobotics

Tweets 4,544 Following 493 Followers 774

**Who to follow** · Refresh · View all

- Followed by Roky and others
- Nazgul Queen @ciccone... Follow
- Followed by Melissa Beard-Jacob Imanz... Follow
- Eunice Lee @eunicaylee Follow

29. Find people you know

**Trends for you** · Change

- #FakeInsectFacts 5,721 Tweets
- Justin Bieber 66,501 Tweets
- #SundayFunday 15K Tweets
- #ThaiCaveRescue Four boys rescued from Thailand cave
- #UFC226 Daniel Cormier wins the heavyweight championship
- #MakeABandADrink

kevin moore @kevinMr · 1h In San Francisco again — the place is capitalism on steroids.

Upserve.org @upservetech · 8h Team @upservelab at work this Sunday morning, having fun playing around with @Mxpanel. Excited to get a much much much better understanding of our funnel in the months to come.

nickjvz (万清烈) @nickjvz · 8h when you squatting trying to power chug cold brew so you can poop before

weekender bags accessories custom info

sign in [Search](#) [Cart](#)

about.me

[Get started for free](#) Features Pricing Log In

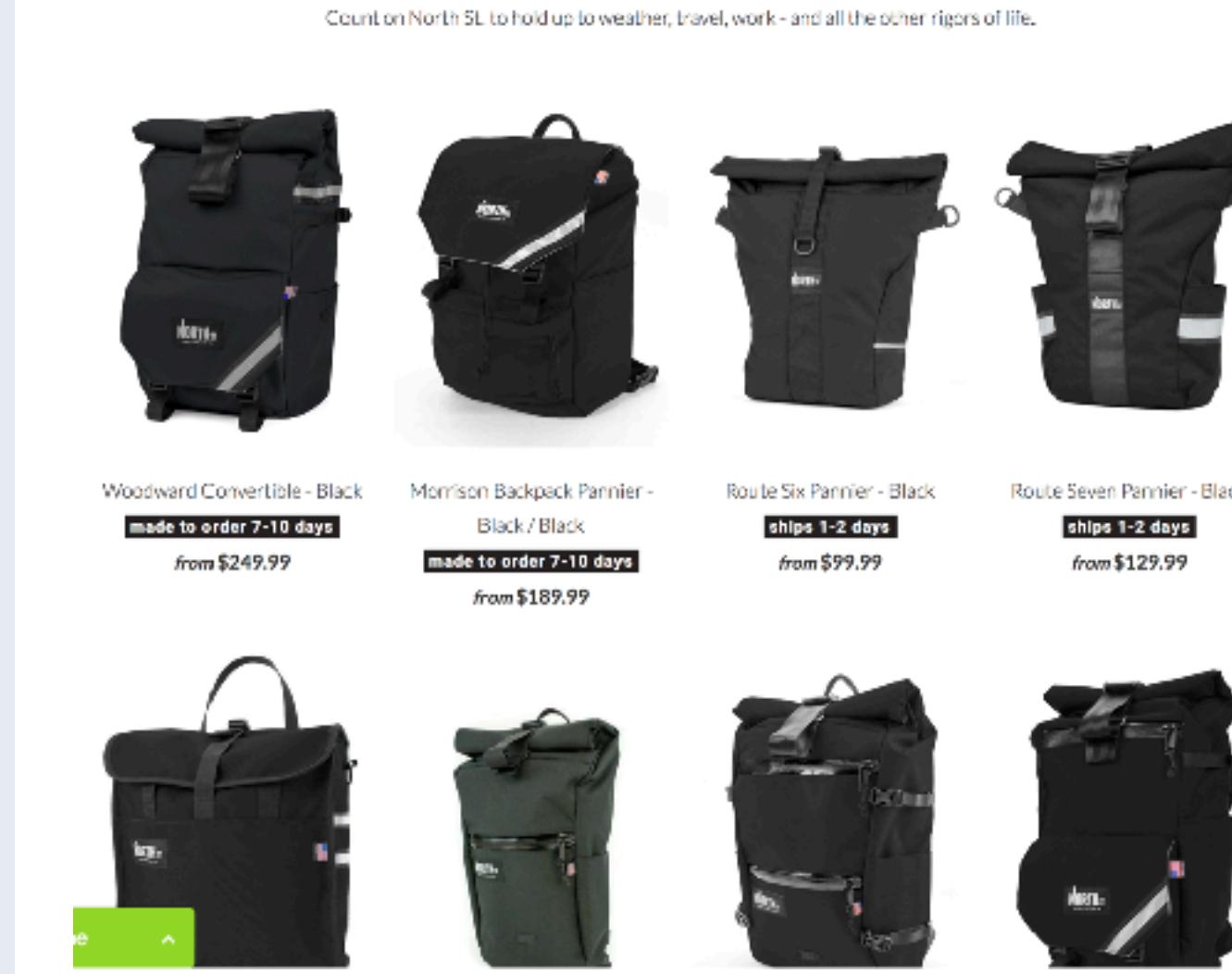


ERIN POLGREEN

Erin Polgreen eats, sleeps, and breathes media. She is cofounder of **Symbolic**, a magazine that merges graphic novels and journalism and regularly consults for a variety of foundations and media organizations. For more information, email [erin@symbolicmag.com](mailto:erin@symbolicmag.com).

Polgreen has produced work for American Public Media, Tumblrs Storyboard, Minnesota Public Radio, Welkey Foundation, Nieman Reports, and other outlets. Her work has been covered by Forbes, Fastco, and the Columbia Journalism Review.

In May 2012, Polgreen co-authored **Engaging Audiences: Measuring Interactions, Engagement and Conversations**.



and it's all open to **anyone with a  
device and a connection**





“Form and content are not just inseparable, but originate interdependently.”

*–Ivan Brunetti, Cartooning*

the web is a unique **form**

its **content** is inseparable

*the practical*





# web presence

## portfolio

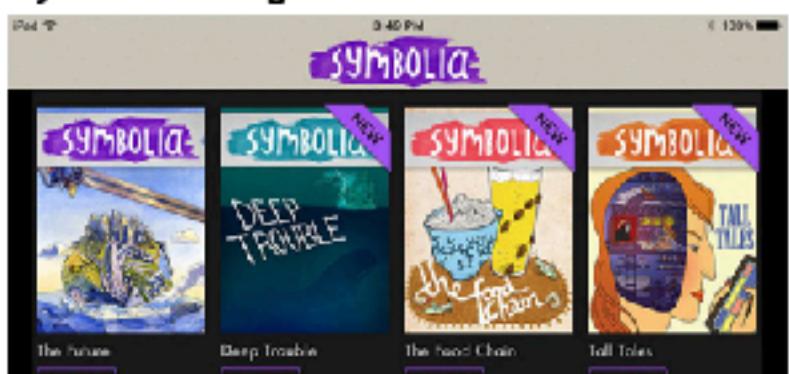
joyce rice design et al.

work **about** blog contact

### Featured Projects

**Factitious** Newgame 

**Digital Comics Anthology** Web app 

**Symbolia Magazine** Publication 

**Commuter Challenge** Newgame 

**Hurl the Harasser** Newgame 

**Square Off** Newgame 

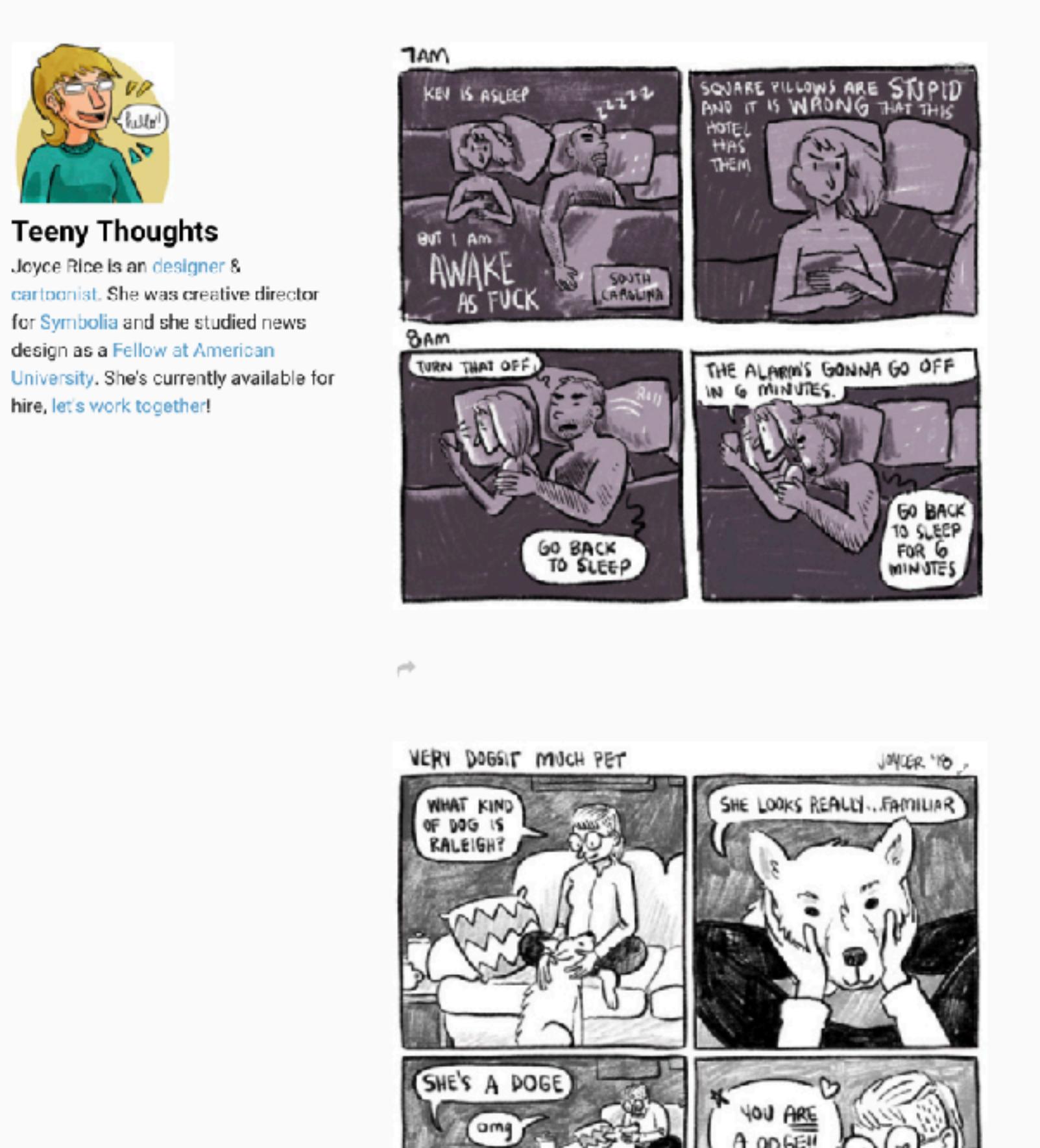
## social media



Joyce Rice (@teenyrobots) · Apr 11  
According to no less than @NASA, the space age was born in China. Learn all about China's contributions to the exploration of the final frontier in a new comic by [Jezamian](#) + yours truly on [@themb](#).

Your Tweet activity

## blog



**Teeny Thoughts**

Joyce Rice is an [designer](#) & [cartoonist](#). She was creative director for [Symbolia](#) and she studied news design as a [Fellow at American University](#). She's currently available for hire, let's work together!

7AM KEV IS ASLEEP ZZZZ  
SQUARE PILLOWS ARE STUPID AND IT IS WRONG THAT THIS HOTEL HAS THEM

8AM BUT I AM AWAKE AS FUCK SOUTH CAROLINA

TURN THAT OFF THE ALARM'S GONNA GO OFF IN 6 MINUTES

GO BACK TO SLEEP

VERY DOGGIT MUCH PET WHAT KIND OF DOG IS RALEIGH? JINGER YO SHE LOOKS REALLY..FAMILAR

SHE'S A DOGE omg YOU ARE A DOGE!!

you must have an **overarching goal**

in our class, that goal is to  
**work as a designer**



COFFEE TEA MENU

COFFEEHOUSE

SOCIAL IMPACT

STARBUCKS REWARDS

BLOG

GIFT CARDS

Find a Store | Sign In

STARBUCKS®  
**happy  
hour**



*Make your own afternoon*

You sign up. We send deals on delicious drinks to your inbox.

YES, PLEASE

**THE BLUE BOTTLE WELCOME KIT**

BLUE BOTTLE PERFECTLY GROUNDED

SUBSCRIBE TO BLUE BOTTLE AT HOME

Whole bean coffee ships within 24 hours of roasting.  
FREE SHIPPING with orders over \$50

SHOP ALL COFFEE BREWING GIFTS

Search Store

Free Shipping on orders \$59+ or \$5 Flat Rate Shipping

Find Peet's Sign in or register

Peet's COFFEE CRAFT COFFEE TEA GEAR COLD BREW GIFTS SUBSCRIPTIONS COFFEEBARS SEARCH

Introducing Peet's Espresso Capsules

Delve into a deeper dark with the complexity and nuances of our signature dark espresso, now in capsules designed to fit your Nespresso® OriginalLine.\*

**SHOP NOW** Learn more »

\*Nespresso® is a trademark of a third party, not connected to Peet's Coffee Inc. Compatible with most Nespresso OriginalLine machines.

Enjoy 10% OFF + FREE SHIPPING on your first order Enter your email

Introducing True Iced Espresso **SHOP NOW**

Limited Time Offer 20% Off Tea Code: JULYREFRESH **SHOP NOW**

COUNTERCULTURE

Menu

Nana's Blend is back!

Nana's in Durham, NC, was one of our very first partners when we began roasting coffee in 1995. When chef-owner Scott Howell let us know he was closing his beloved restaurant, we decided to pay homage to our 23-year partnership with a limited run of Nana's Blend.

**ORDER NOW**

Chocolate • smoky • full-bodied

Shop All →

Featured Products

NEW ARRIVALS

NEW

NEW

NEW

NEW



COFFEE TEA MENU

COFFEEHOUSE

SOCIAL IMPACT

STARBUCKS REWARDS

BLOG

GIFT CARDS

Find a Store | Sign In

STARBUCKS®  
**happy  
hour**



*Make your own afternoon*

You sign up. We send deals on delicious drinks to your inbox.

YES, PLEASE

STARBUCKS  
CHANNEL

**SEATTLE INTERNATIONAL FILM FESTIVAL**  
MAY 17 – JUNE 10

**STARBUCKS + SIFF PRESENT**

**ORIGINALS**

**SEE ALL ▶**

**Coffee Stories** (1 Story) **Upstanders Season 2** (11 Stories) **Upstanders Season 1** (10 Stories) **Veterans** (4 Stories)

**THE LATEST**

**Starbucks Coffee**

Tweets 139K Following 97.6K Followers 11.9M Likes 15.2K More

Tweets Tweets & replies Media

**Find a Store | Sign In**

**COFFEE** **TEA** **MENU** **COFFEEHOUSE** **SOCIAL IMPACT** **STARBUCKS REWARDS** **BLOG** **GIFT CARDS**

**Our Coffees**  
Whole Bean and Ground Coffee  
Starbucks K-Cup Pods  
Verismo® Pods  
Starbucks Reserve® Coffee  
Starbucks VIA®

**Find Your Perfect Coffee**

**Starbucks Reserve® Coffees**  
Starbucks Reserve® Roastery & Tasting Rooms

**Espresso Beverages**  
Latte Macchiato  
Doppio  
Americano  
Espresso Macchiato  
Flat White  
Cappuccino  
Latte  
Caramel Macchiato  
Mocha

**Starbucks® Blonde Espresso** - seriously sweet and available in all your favorite espresso drinks.  
[Learn more »](#)

**How to Brew Great Coffee**  
Coffee Press  
Pour-Over  
Iced Pour-Over  
Coffee Brewer  
Verismo® System

**Ethical Sourcing**  
Coffee  
Farming Communities

**Learn More**  
Starbucks At Home  
Flavors in Your Cup  
The Clover® Brewing System  
Submit your ideas

**Cold Brew Coffee**

**Starbucks Channel**

**Looking for Coffee Beverages?**  
Freshly Brewed Coffee Starbucks Espresso Beverages Frappuccino® Blended Beverages

starbucks is **differentiating**  
themselves by focusing their goal

(something we also have to do  
as designers)

what is their **goal**?

what are they **communicating?**

who is the **target audience**?

what do their **other streams** do?

Q's?

let's look at some other examples!

- 1.** [lahomelessnesschallenge.org](http://lahomelessnesschallenge.org)
- 2.** [mindbody.io](http://mindbody.io)
- 3.** [amoracoffee.com](http://amoracoffee.com)
- 4.** [magic leap.com](http://magic leap.com)
- 5.** [birchbox.com](http://birchbox.com)
- 6.** [enlightenedequipment.com](http://enlightenedequipment.com)

# group exercise

- what are they communicating on their homepage?
  - what other pages can you access?
- how do they use their blog and/or social streams?
  - who is their target audience?
  - what is the goal of each stream?
- prepare a short (3-5 minute) group presentation

# *GitHub*

in this class we will be using **GitHub** to  
share files

# http://bit.ly/web18cca

The screenshot shows a GitHub repository page. At the top, there's a dark header with the GitHub logo, a search bar, and navigation links for Pull requests, Issues, Marketplace, and Explore. Below the header, the repository name "teenyrobots / classRepo-BAW18" is displayed, along with statistics: 1 unwatched, 0 stars, and 0 forks. A navigation bar below the repository name includes links for Code, Issues (0), Pull requests (0), Projects (0), Wiki, Insights, and Settings. The main content area starts with a brief description: "The class repository for Building A Website, Summer 2018" and an "Edit" button. There's also a "Add topics" link. Below this, a summary box shows 6 commits, 1 branch, 0 releases, and 1 contributor. Further down, there's a "Branch: master" dropdown, a "New pull request" button, and buttons for Create new file, Upload files, Find file, and Clone or download. The commit history lists five entries:

File / Action	Description	Time
teenyrobots adds syllabus		Latest commit 596ba95 39 minutes ago
assets	adds a screenshot	10 days ago
.DS_Store	adds a screenshot	10 days ago
README.md	adds syllabus	39 minutes ago
syllabus.pdf	adds syllabus	39 minutes ago

Below the commit history, there's a large section titled "Building a website, Summer 2018" with a sub-section "Class repository". It contains the text: "The class repository for Building A Website, Summer 2018".

make an account, and watch this repo

# *social media project*

now that you have evaluated some social media streams, **it's time to start yours!**

# SOCIAL STREAM / BLOG

DUE AT 2PM ON THE FINAL CLASS DAY

---

## Requirements

- **Purely professional social media stream**

This can be on Instagram, Twitter, Facebook, or LinkedIn. Your profile must be complete and explain what you do and how to contact you.

- **Purely professional blog**

This can be managed on WordPress, Tumblr, or another content management system, but it must be hosted on a domain you own.

- **Explicit strategy**

Your social stream and your blog must use an explicit content strategy. With your final portfolio, include a short write-up as a .txt file. Include a paragraph on your content strategy (written the first week of class), a paragraph evaluating your engagement 3 weeks in, and a paragraph about what you learned over the course of the 6 weeks.

- **Regular posting**

You must post on your social stream at least twice each week during this class, for a total of 10 posts. If you choose LinkedIn for this project you may take the first week to build out your page and post twice a week for the remaining 4 weeks, for a total of 8 posts.

You must post on your blog at least once each week, starting Week 2. Each post must be at least 500 words.

- **Link to your website**

For the final presentation, your social stream and blog must link to your website.

your media presence must have **goals**

make them **smart**

- **Specific:** Your goals should be clear, simple and defined.
- **Measurable:** This is where analytics come in. You want a goal that has one or more metrics.
- **Achievable:** Is it achievable or is it not possible within your resources?
- **Realistic:** With your current resources of time and money, is it possible to achieve your goals?
- **Time sensitive:** Every goal needs a time frame, whether it's one year or several months.

# specific

- increase brand awareness
- connect with professional peers
  - build customer base

# metrics

how will you know you have succeeded?

- more followers
- more mentions
- more favs
- more clicks

••ooo Singtel 2:12 PM 81%

+ buffer

539 posts 21.7 k followers 976 following

Contact Edit Profile

**Buffer**  
Software  
Helping you manage social media marketing in one place with scheduling & analytics!

We're #digitalnomads around the world   
Work • Culture • Travel  
[buff.ly/2ITzdFW](http://buff.ly/2ITzdFW)

••ooo Singtel 2:12 PM 81%

< Insights

42,518 impressions  
+910 from last week

TOP POSTS

STORIES

Add photos or videos to your story to

••ooo Singtel 2:13 PM 81%

< Insights

FOLLOWERS

Mondays

PROMOTIONS

Your active promotions will be shown here.  
[Create a new promotion](#)

What do these mean?

## Tweet details



Sewing Directory

@sewingdirectory

Follow

Find out what the different stitches on your machine do

[crazylittleprojects.com/2014/09/unders...](http://crazylittleprojects.com/2014/09/unders...)

8:14 PM - 22 Mar 2015

6 RETWEETS 6 FAVORITES



### Get this Tweet in front of more people

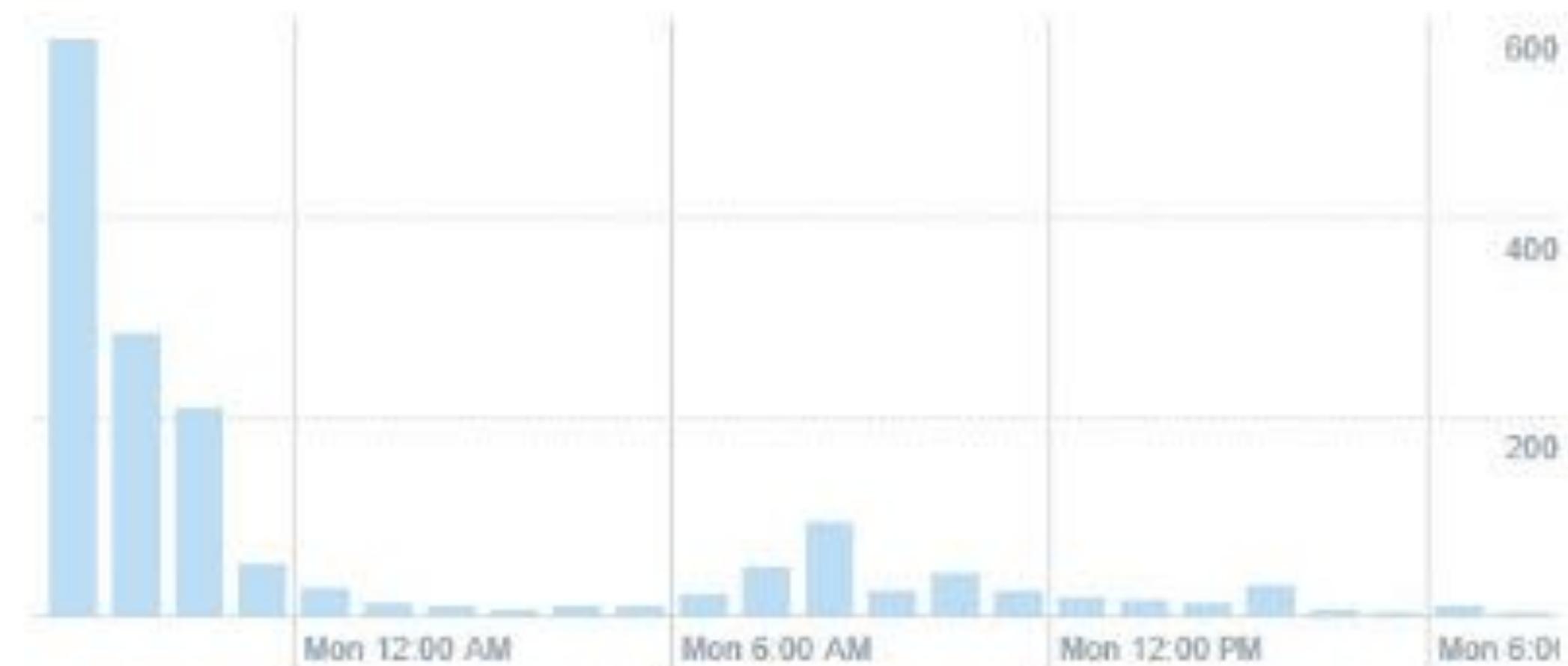
Your tweet has 115 engagements so far. Get it in front of more people like your followers.

[Sign up for Twitter Ads](#)

### Impressions overview

First 24 Hours

Last 24 Hours



### Key metrics

Quantity

#### Impressions

Number of times users saw the Tweet on Twitter

1,714

#### Link clicks

Clicks on a URL or Card in the Tweet

82

#### Detail expands

Number of times users clicked on the Tweet to view more details

18

#### Retweets

Number of times users retweeted the Tweet to their followers

6



# achievable

## can twitter get you emails?

# realistic

“get to 10k followers”

VS

“increase followers by 10%”

# time sensitive

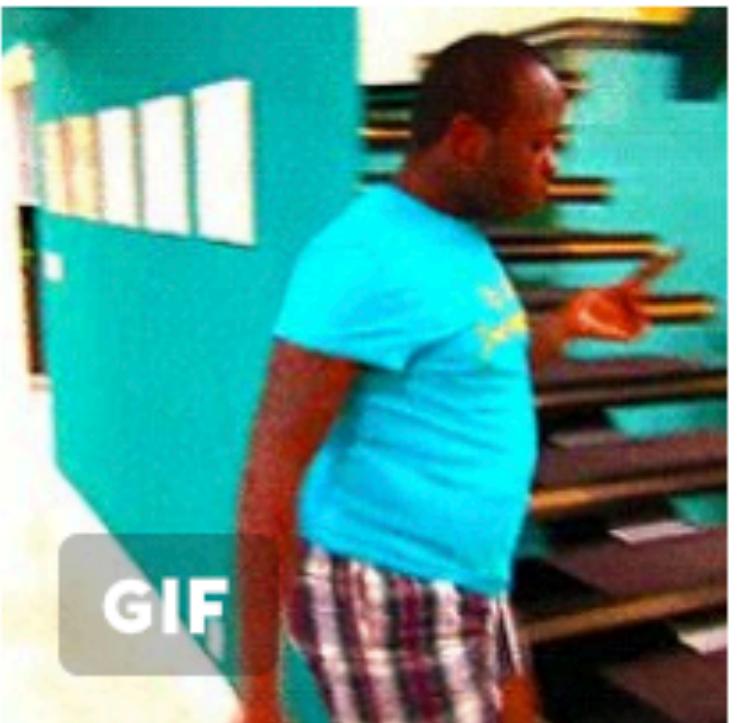
give yourself a deadline

brainstorm content ideas that  
**work for your brand**



**Starbucks Coffee** ✅ @Starbucks · Jun 20

The wait is over. She's here. 🙌 [starbucks.app.link/MDSR](http://starbucks.app.link/MDSR)



**amara** @arama321

Me waiting for the Mango Dragonfruit Refresher to be available:



66



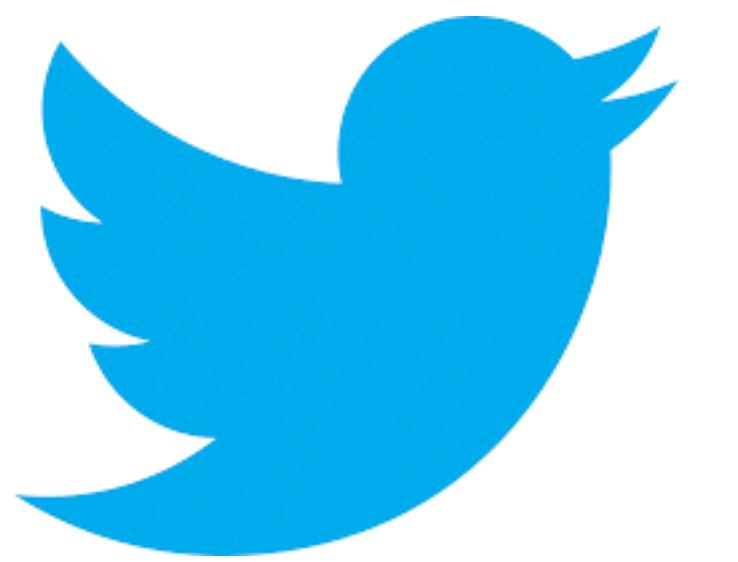
93



957



use a **stream** that **works for**  
**your content**



stay ahead



Upgrade for more features

• What's New

Help

My Account

Accounts



teenyrobots  
Instagram



teenyrobots  
Twitter



Joyce Rice  
LinkedIn



Facebook  
Connect it now!



Connect More  
Profiles and Pages

Queue



What do you want to share?

Posts



Settings



# homework

- Review a web presence not presented in, email your findings to me
  - Make an account on GitHub.com
  - Begin a social stream for this class and begin a content plan for the next six weeks

Due tomorrow

## COOL WEBSITES