

# client project

DRAFT DELIVERABLES DUE FRIDAY, 11/18, BY 11:59PM

FINAL DELIVERABLES DUE TUESDAY, 12/6, BY 11:59PM

20% OF FINAL GRADE

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## overview & objectives:

The final project in Writing for Social Media asks you to take all of the writing, research, design, technology, and project management skills that you've been developing this semester and put them into practice by developing social media strategy for a client: the Alabama Commission on Higher Education (ACHE). ACHE has invited postsecondary institutions (public universities and community/technical colleges) from across the state to develop digital content to support the [All in Alabama Campaign](#). JSU English has been selected, along with units from 7 other universities and 2 colleges, to participate in this project.

The All in Alabama Campaign (#allinal) aims to 1) raise students' awareness of job opportunities in the state and 2) showcase the level of talent at Alabama's public higher education institutions to prospective employers. For our class's part in the campaign, we will design social media content and strategy documents (like user personas, social media brand standards, and accessibility guidelines) to guide the implementation and iteration of the campaign. As such, the work from now until the end of the semester for the project will likely include...

- a. **Audience and Brand Analysis:** The class will conduct research on the target users for All in AL social media content, as well as the existing assets for the brand, to create a report to guide the implementation of their proposed campaign. This will include a review of user research, [user personas](#) for the target audience(s), priorities for their campaign, and an overview of the recommended content strategy tactics.
- b. **Style Guide:** A set of brand standards for the social media content for All in AL, to maintain consistent style and tone.
- c. **Content Calendar:** A schedule for an 8-week campaign across 3 platforms for the All in AL initiative.
- d. **Content:** Video, image, and text content (including [alt text](#) and captions for accessibility) for 8 weeks of posts across 3 platforms: Facebook, Instagram, and TikTok

This set of deliverables may change depending on our discussions as a class. No matter what path we take, all students will have a part in conducting brand and user research, drafting text content and designing visuals, and testing content, both independently and in teams. Dr. Allegra will operate as the class's project manager, serving as a liaison between teams and the client (ACHE), providing technical support as needed, and giving feedback on draft work and prototypes.

## getting started:

In every aspect of this project, you will be expected to act as social media writing and strategy professionals in an actual job. As such, you will be expected to take on certain roles (e.g., project manager, research associate, design coordinator, editorial coordinator, etc.). We will collaboratively discuss and determine these roles in class, in addition to developing expectations (i.e., a code of conduct) for our work together. We will do this work in Week 9.

## assessment and grading:

Because of the nature of this project, grading will be **by contract**. Possible project grades are 100%, 90%, 80%, 75%, 70%, 60%, 50%, and 0%.

If you complete all of the work assigned during the project, and generally submit your activities on time, you will receive at least an 80% for the project.

In order to receive a 90% on the project, you must complete all work for the project, regularly meet all deadlines for activities, and consistently produce strong final products.

In order to receive a 100% on the project, you must complete all work for the project, meet deadlines for all activities, and produce consistently excellent final products.

If you fail to complete all of the assigned work of during the project, and/or consistently miss deadlines for activities or are not present for class meetings, you will receive a 75% or lower.

If you have any questions, please contact Dr. Allegra for clarification or advice. **At any point during the project, you can ask for a “snapshot” grade.**

## timeline and deadlines:

The timeline for this project is evolving as we await disbursement of the grant funds and ordering of the equipment we will be using for shooting video.

We will follow the five-stage [design thinking process](#) for assessing the social media needs of the All in AL initiative, building content strategy for the campaign, and testing content prototypes to ensure that they meet the stated objectives of 1) raising students’ awareness of job opportunities in the state and 2) showcasing the level of talent at Alabama’s public higher education institutions to prospective employers.

Thus, the project timeline (as of 10/18, and subject to change) is as follows:

Phase	Week	Dates	Activities	Deliverables
1: Empathize	9	10/9–10/15	<ul style="list-style-type: none"> <li>Form Teams</li> <li>Conduct User Research</li> </ul>	<ul style="list-style-type: none"> <li>Problem Statements</li> </ul>
2: Define	10	10/16–10/22	<ul style="list-style-type: none"> <li>Conduct User Research</li> <li>Generate Personas</li> </ul>	<ul style="list-style-type: none"> <li>User Personas</li> </ul>
3: Ideate	11	10/23–10/29	<ul style="list-style-type: none"> <li>Plan Content Strategy and Calendar</li> </ul>	<ul style="list-style-type: none"> <li>Draft Audience and Brand Analysis</li> <li>Draft Content Calendar</li> </ul>
4: Prototype	12	11/6–11/12	<ul style="list-style-type: none"> <li>Design Content</li> <li>Design Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Raw Files/Copy for content</li> <li>Draft Style Guide</li> </ul>
	13	11/13–11/19	<ul style="list-style-type: none"> <li>Edit Content</li> <li>Plan User Testing</li> </ul>	<ul style="list-style-type: none"> <li>Completed Content Prototypes</li> </ul>
5: Test	14	11/20–11/26	<i>JSU closed for Thanksgiving</i>	<i>N/A</i>
	15	11/27–12/3	<ul style="list-style-type: none"> <li>User Test</li> </ul>	<ul style="list-style-type: none"> <li>User Research Report</li> </ul>
	16	12/4–12/10	<ul style="list-style-type: none"> <li>Revise Content</li> </ul>	<ul style="list-style-type: none"> <li>Revised Analysis, Strategy, and Style Documents</li> <li>Revised Content</li> </ul>
Deliver	Final Exam Week	12/11–12/16	<ul style="list-style-type: none"> <li>Package Deliverables</li> </ul>	<ul style="list-style-type: none"> <li>Audience and Brand Analysis</li> <li>Campaign Content</li> <li>Content Calendar</li> <li>Style Guide</li> </ul>

Thus, the class will submit their draft content for review by Dr. Allegra before Thanksgiving (by 11:59pm on

Each individual student will also turn in a project evaluation memo when final deliverables are due to Dr. Allegra (Tuesday, 12/6, by 11:59pm).

*Some assignment language adapted from Wendi Tilden and Dr. Dean Rehberger.*