

2021

## **Brew Hero Campaign: Social Media Strategy/Content Curation Map**

Mike Potter

Follow this and additional works at: <https://dc.uwm.edu/daccap>

---

This Article is brought to you for free and open access by UWM Digital Commons. It has been accepted for inclusion in DAC Capstone Collection by an authorized administrator of UWM Digital Commons. For more information, please contact [open-access@uwm.edu](mailto:open-access@uwm.edu).

Project Title: Social Media Strategy/Content Curation Map

Name: Mike Potter

Major: Digital Arts & Culture

Expected Graduation: December 2021

Project Medium: Digital

Technology and Software Used: Adobe Illustrator

Semester: Spring 2021

Artist Statement:

While working with our client throughout the 2021 Spring Semester, I noticed that building a consistent social media presence with curated content was something that would be very beneficial to their goals. Currently, the client's main source of content that successfully engaged with their audience was sharing user-generated content that the client was tagged in or mentioned in their branded hashtags. To effectively present my point of view to the client in a simple and digestible way, I chose to create a visual representation of my strategy in Adobe Illustrator. I used basic shape-building techniques to create a 'Social Media Strategy/Content Curation Map'.

My strategy going forward after hearing the client's goals was building off of what was already working for them, since their following outside of social media is especially important to them. The client has also shown that they have a strong sense of their brand identity in terms of their values, aesthetics, but overall needed a solid understanding of how they desire to be presented on

social media. It was just a matter of finding a bridge to between their offline and online presence while also providing them with content ideas that reflect their image.

In the beginning stages of creating my strategy proposal, I did some research on how the client shared their social media posts. This included reviewing their post analytics, consistency, and paying attention to what hashtags they already often use. In order to keep their content consistent and tailored to their branding, four main categories of posts were determined. The categories included Infographics, User-generated, Photography, and Sponsored/Collaboration posts. Then, I collected related relevant hashtags associated with the online niche that the client falls under. After gathering all the hashtags, I assigned them to what would work best in each specific 'post category'. This creates an easy way to differentiate the types of content that the client wishes to share while also keeping in mind how to share the content effectively. Working with the client proved to have its difficulties, such as communication with the client and being able to predict what we as DAC students could showcase work that best fits the client. A lot of the times there were discussions on dealing with a sense of doubt in what the client was looking for. However, I believe we each individually found a way to work around problems along the way while creating projects suited to our strengths that the client can utilize to their advantage.

**Corresponding Hashtags to Include:**

#microvolunteering  
#cleantheparks  
#garbagecleanup  
#KeepItClean  
#KindnessinMKE  
#mkecountyparks

**Corresponding Hashtags to Include:**

#FindYourPark #getoutdoors  
#parklife #getoutside  
#goparks #outdoorlife  
#peoplewhoAdventure #exploremore  
#views #roamoutdoors  
#placestovisit #nature  
#gooutside

**#MKEBREHERO  
REPOST/VOLUNTEERING**

**NATURE PHOTO**

EXAMPLE  
CATEGORY/THEME #1

EXAMPLE  
CATEGORY/THEME #2

**SOCIAL MEDIA OUTREACH**

**CORE HASHTAGS:**

#LOVEYOURPARKS  
#LOVEYOURPARKSMKE  
#MKEBREWHERE

EXAMPLE  
CATEGORY/THEME #3

EXAMPLE  
CATEGORY/THEME #4

**SPONSOR COLLABORATION**

**INFOGRAPHIC**

**Corresponding Hashtags to Include:**

Any known hashtags that the sponsor uses.

**Corresponding Hashtags to Include:**

#greenwarrior  
#getoutdoors  
#getoutside  
#roamoutdoors  
#outdoorlife  
#exploremore  
#milwaukeekeeparks  
#mkecountyparks