STRATEZINE SUCCESS

increasing engagement

What is Stratezine?

Stratezine is a brand that provides social media advice and insights to digital and social media managers and upcoming college graduates. It's a new brand that is trying to establish itself in the industry. They focus on providing content that is valuable, new to the industry, and dives deeper than the basics. They have been consistently posting since January 2023.

Who are we?

We are social media students who were invited to help Stratezine enhance its social media strategy and presence. We began working with them in April 2023 and were given a 10-week timeline to improve their engagement and reach.

Our team's mission was to improve Stratezine's social media presence by creating quality content, improving design, and increasing audience engagement.

Team Collaboration

Meet the Team

ALLISON
- Content creation
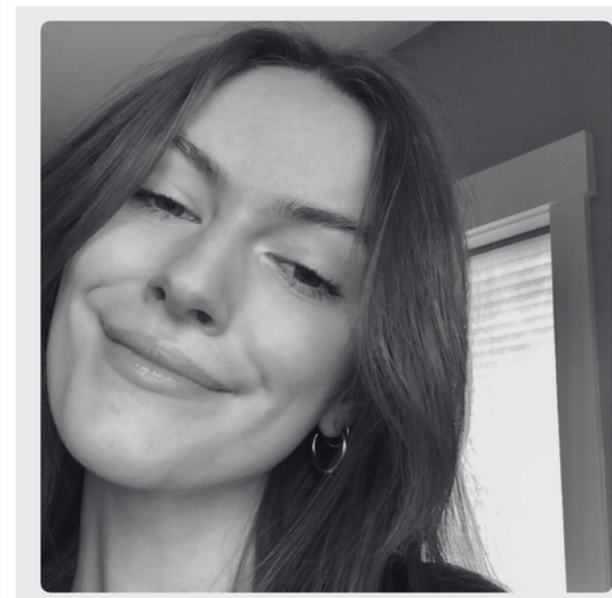- LinkedIn
- Community engagement
- Blog editing

BAILEY
- Project Manager
- Content creation
- Facebook
- Community engagement
- Blog editing

MARY
- Project Manager
- Content creation
- Twitter
- Community engagement
- Blog SEO

CAITLYN
- Content creation
- Instagram
- Community engagement
- Blog editing

SAMMY
- Content creation
- TikTok
- Community engagement
- Blog editing

Communication

- Used Slack as a primary communication source outside of in-person meetings

- Team planning, critiquing, & coordination in-person

- When a problem arose, such as scheduling or content quality, whoever noticed the problem reached out to the group.

- We were all equals in decision-making and planning.

Conflict Resolution

Our main hurdle for this project was communication. During the start of the semester, our team faced scheduling conflicts and availability challenges. Two members were absent due to significant life events, and one member dropped the class. The class was fast-paced, and we only met twice a week for an hour. This caused coordination difficulties, confusion, and a sense of falling behind for some team members.

Due to half of our team being in-person and half remote, we determined that the best method for communicating would be via digital means (Slack). This helped us coordinate and work together more effectively. As the weeks passed, we were able to meet regularly in person as a team. These weekly meetings became our primary form of communication.

Additionally, we took proactive measures to catch up and assist those who missed the first two weeks by briefing them on missed classes, content decisions, and specific assignments.

Initial Discovery Phase

Analytics Before

When we took over Stratezine's social accounts, this was where their following and engagement rate were at.

During that time, some platforms, Instagram and Facebook, had higher engagement rates while others, LinkedIn and TikTok, had awful engagement rates. Our goal was to increase the bad rates and maintain or increase the high ones.

139	**13**	**19**	**19**	**23**
Instagram Followers	Facebook Followers	Twitter Followers	LinkedIn Followers	TikTok Followers
3.4%	**0%**	**7.3%**	**0.8%**	**0.6%**
Instagram Engagement Rate	Facebook Engagement Rate	Twitter Engagement Rate	LinkedIn Engagement Rate	TikTok Engagement Rate

Previous Design

Before we took over, Stratezine's designs were lacking consistency and overall design principles. Their designs were difficult to read and understand due to clashing colors and strange fonts.

The designs were displeasing to the eye and didn't cause social media users to stop and consume their content.

Following this research, we were able to make "Design Improvement" one of our main creative goals.

Client Expectations

- Expected to post 3x per week, Monday, Wednesday, and Friday

- 30 posts total

Goals

- Create a loyal following
  - Measured by engagement rate, comments, and follower count
- Improve design
  - Measured by the professor's thoughts and feedback
- Provide valuable content
  - Measured by likes, comments, DM's, saves, and shares

Strategy

Content Buckets

- Reverse Engineer
  - Breaking down popular social media account's strategies to show why they are successful, and how brands can do the same
- Social Media Tools
  - Showing different tools social media managers and content creators can use to help their process become easier and higher quality
- AI
  - Showcasing how AI can either hurt or help your social media strategy depending on how you use it
- News
  - Announcing social media news and how social media managers can use it to their advantage/how it affects them
- Career Advice
  - Providing valuable advice for social media managers or aspiring ones on how they can improve their career and work life

Posting

We posted on various times, consistently on these days:

- Monday

- Wednesday

- Friday

Another team posted content on Tuesday, Thursday, and Saturday.

We used Agorapulse to schedule our content. This helped us schedule it ahead of time, and send it to our professor to approve. However, there were many times where Agorapulse wouldn't post our content or messed it up. Fortunately, we were able to work around these issues and still post most of our content on time.
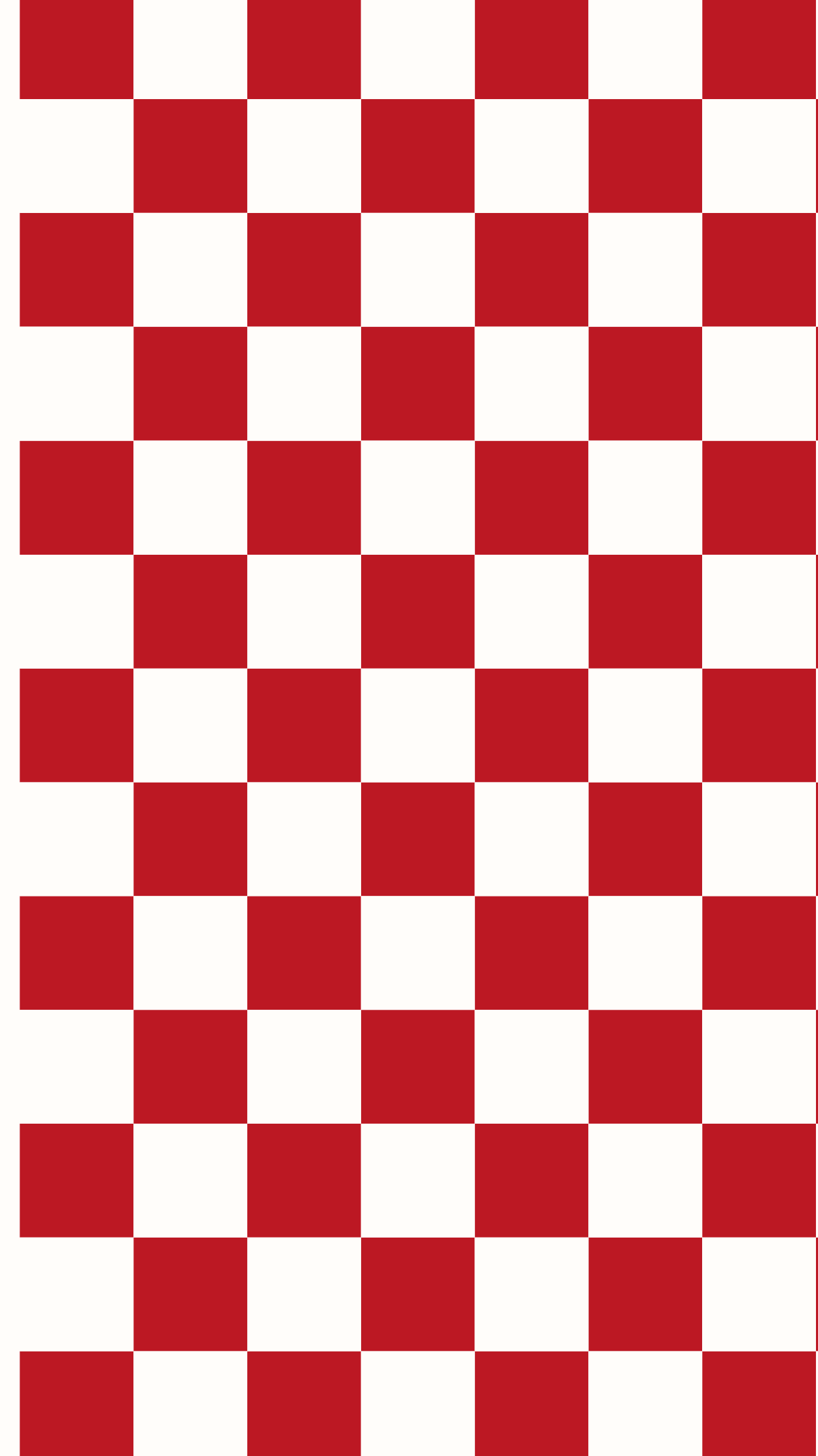
Engagement Strategy

- Comment insightful things on relevant content

- Engage with other social media management accounts

- Engage on all platforms with Stratezine's voice

- Divided up platforms

  - Each team member created their own engagement strategy based on their

    assigned platform (See individual reports for more details)

Brand Differentiation

Reverse Engineer

To stand out from other accounts, we created a content bucket that breaks down the strategy of successful social media accounts. We state why they are successful and how brands and creators can implement their strategies for their own content.

Accounts we analyzed:
- Emilie Kiser
- Duolingo
- Emily Mariko
- Lonely Ghost
- We Aren't Strangers
- Casetify

Video breaking down an influencer's page
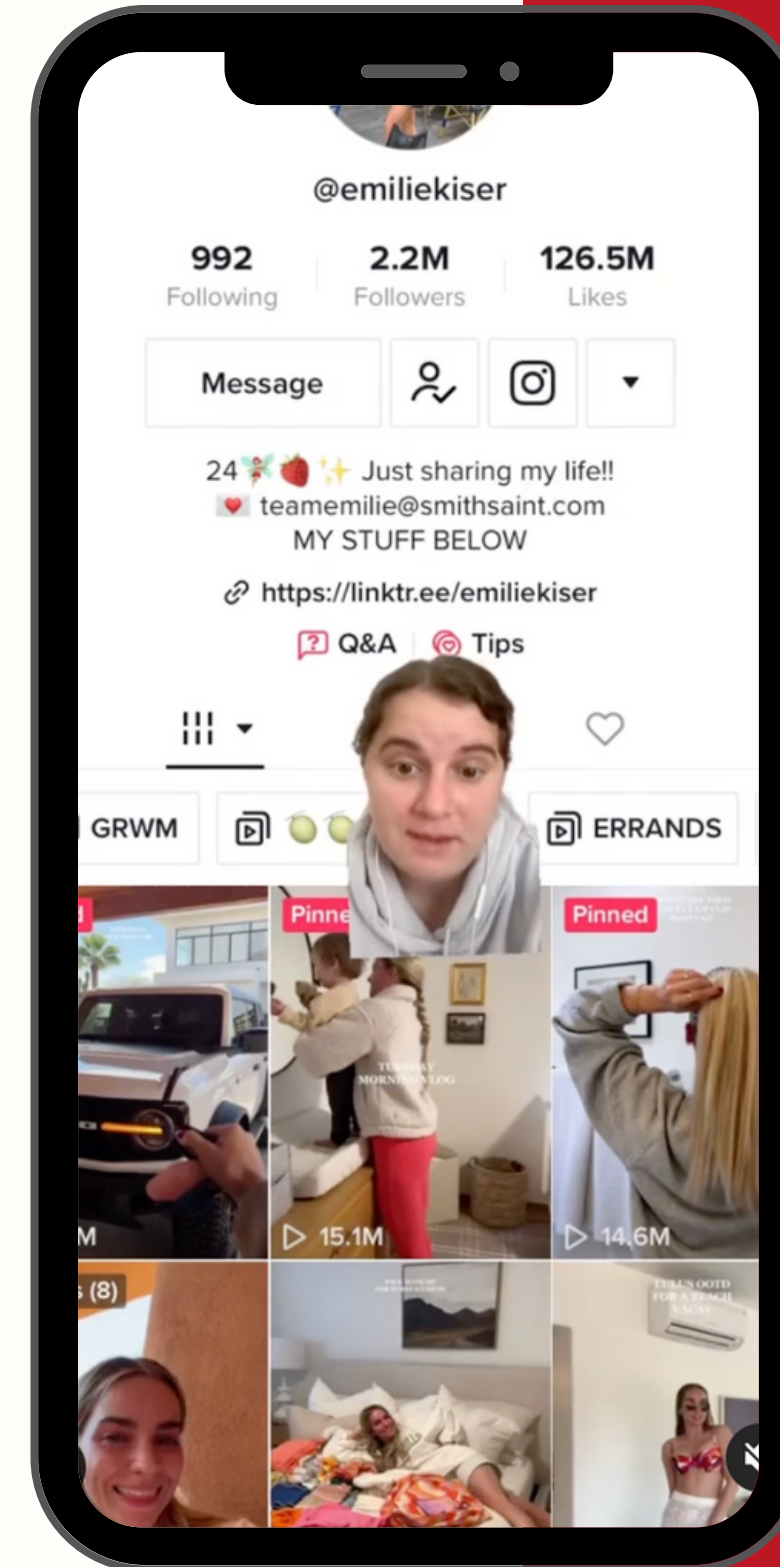
Blog Management

We posted two different blog posts. We took these from another group of underclassmen that created the original content, then repurposed it. The content provided often needed fact-checking, rebranding, and overall design improvement. Each team member was assigned a section of the blog to edit and improve. These improvements were needed as the blog posts were previously written by underclassmen and had many grammar errors. The content was also not branded correctly for Stratezine, so rebranding the content was needed. Once this was complete, Mary took the finalized version, optimized it for SEO, and published it.

https://stratezine.com/2023/03/07/emotionally-appealing-photos-for-social-media/

https://stratezine.com/2023/05/24/the-ultimate-guide-to-employee-influencer-networks/

Blog Analytics

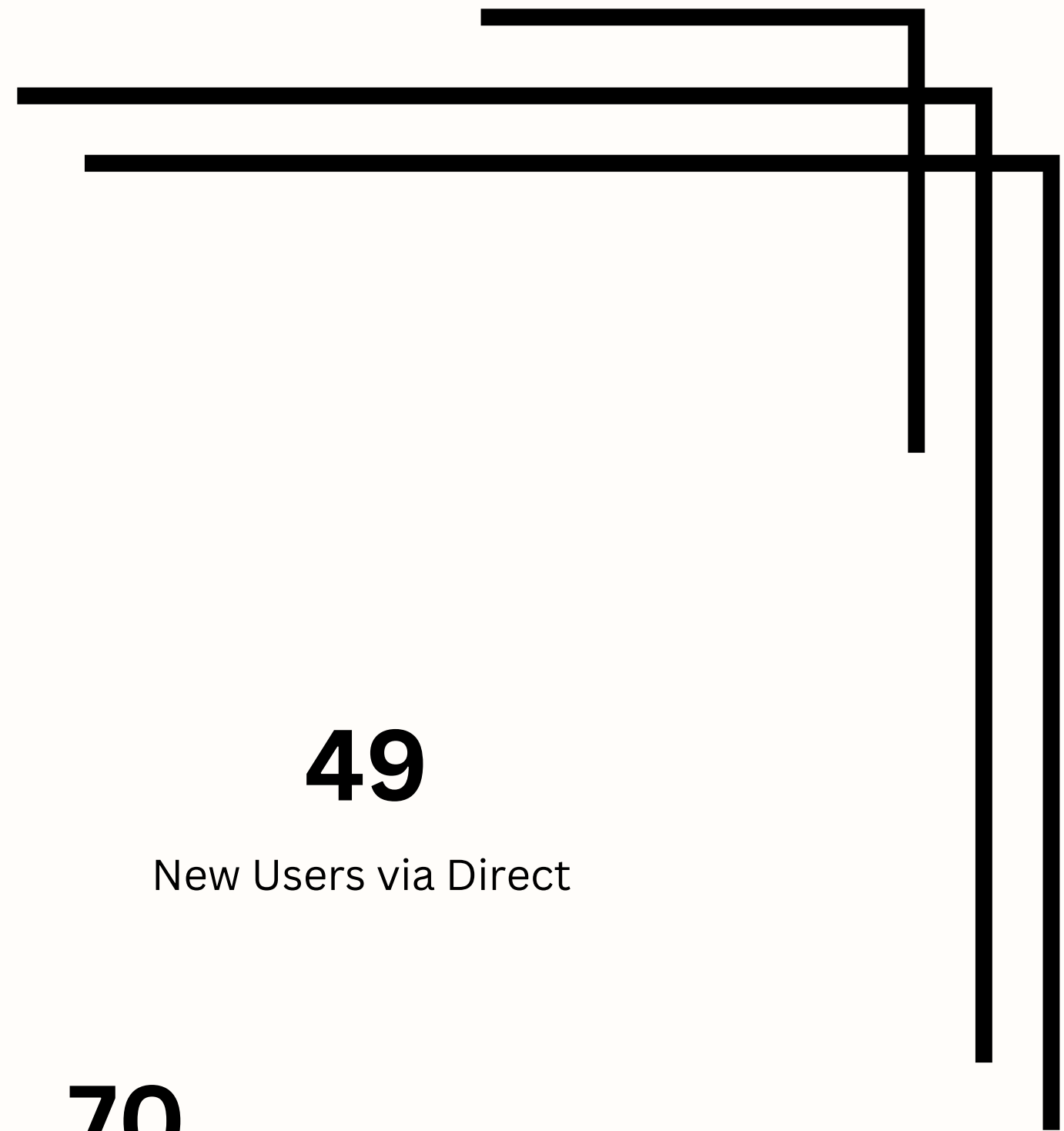(April 17 - July 5)

138
Total Users

53.5%
Avg. Bounce Rate

17
New Users via
Organic Social

49
New Users via Direct

2
Avg. Daily Users

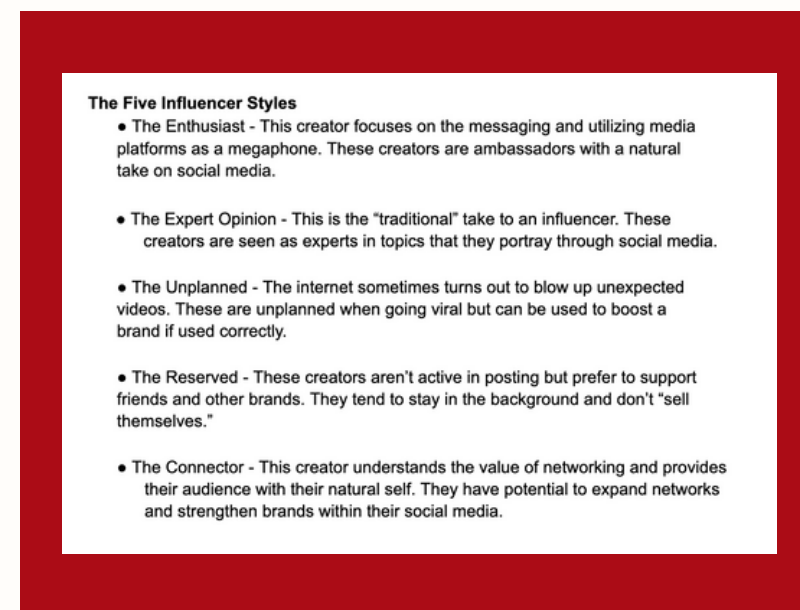**0m 48s**
Avg. Engagement Time

70
New Users via Organic
Search

Collaboration Process

We created several posts together. We used a three-step process, which was divided up between team members:

1

Source the information

2

Content placement

3

Design

Halfway

Halfway through the semester, we evaluated our progress on our goals. We analyzed the data from each post and found common trends among our highest-reaching and engaging posts. Based on this information, we decided to make a few improvements to our content strategy.
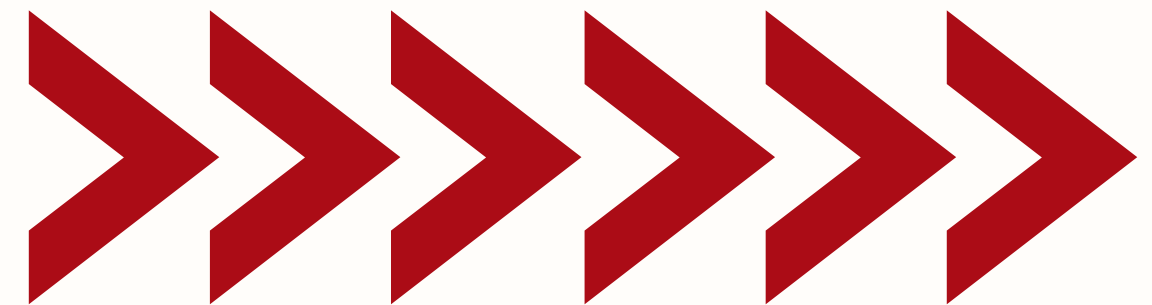
These changes included:

- Create more creator tools and how-to videos (These have the highest engagement)

- Reach out to other social media creators to ask to collaborate

- Use longer captions with more keywords (Increases reach and SEO)

- Create reels under 30 seconds (Best for engagement rate)
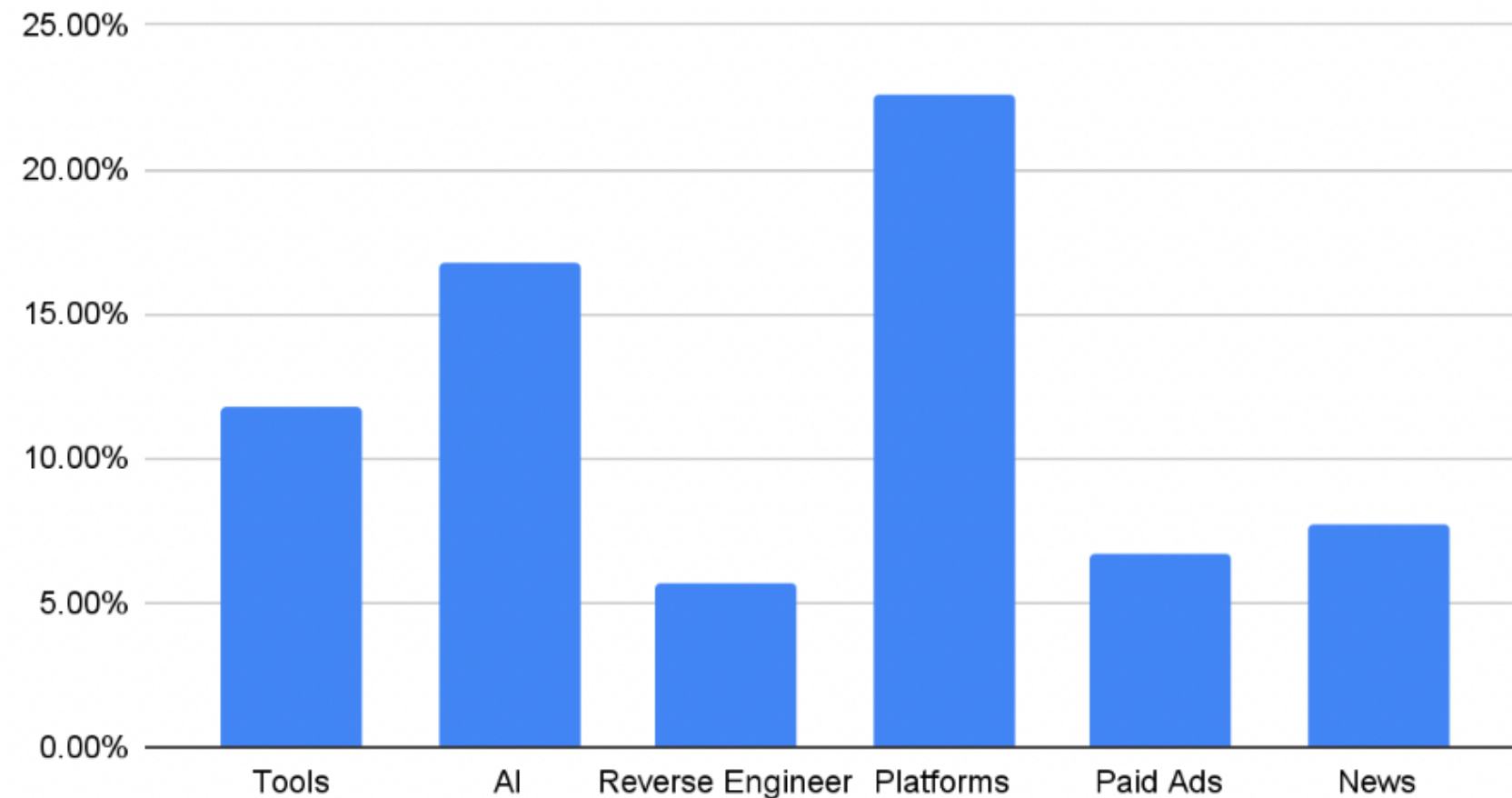
Final Results: Analytics

Graphs

The following slides show data pulled from our Instagram content that shows different components that affected the performance of our content. Each slide shows a graph from our mid-semester report, then a graph with analytics from the beginning of the semester till now.
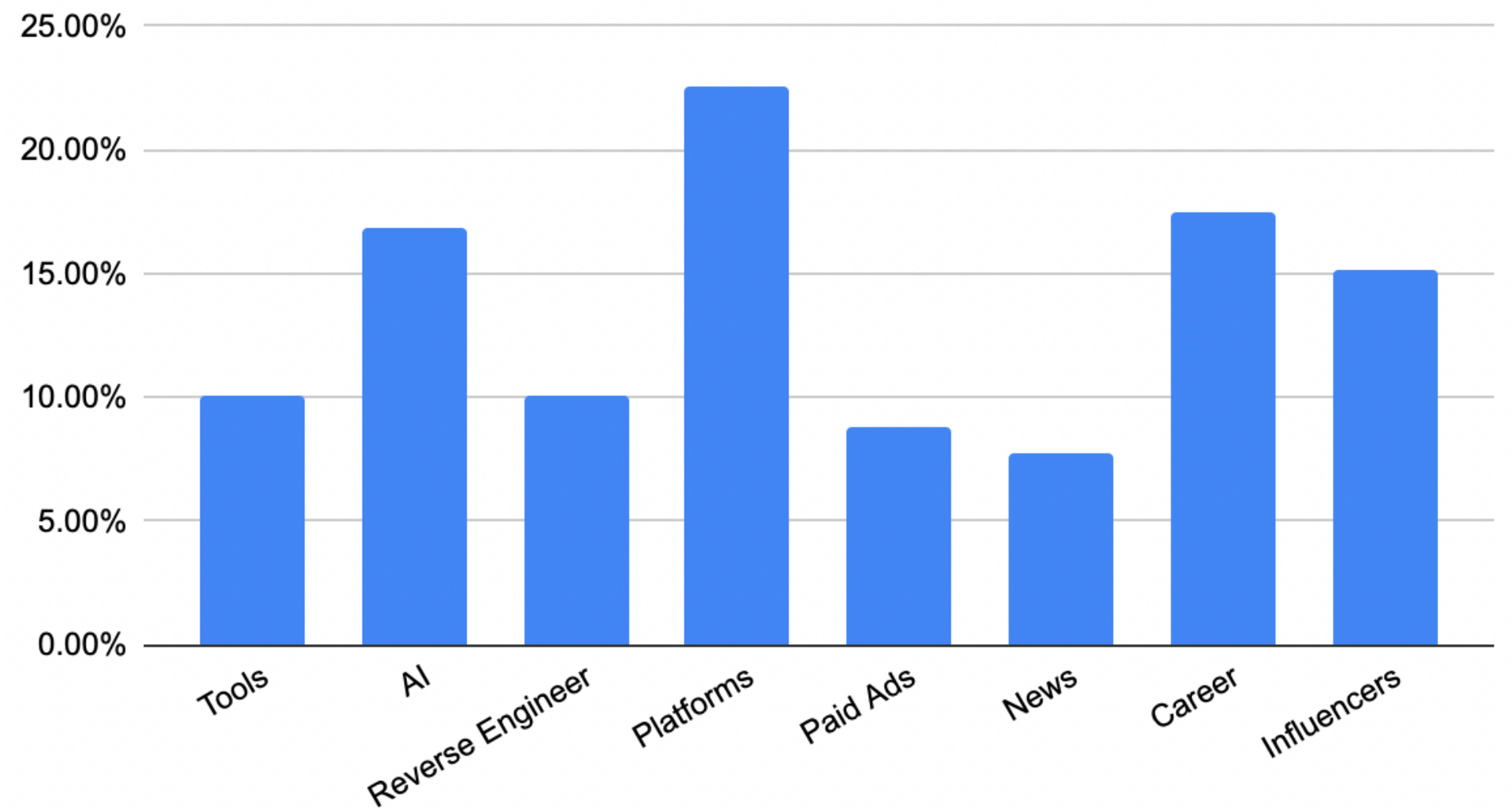
Topics

Which Content Topics Drive the Most ER%

(Bar chart with y-axis from 0.00% to 25.00%)

- Tools: ~11.7%
- AI: ~16.8%
- Reverse Engineer: ~5.6%
- Platforms: ~22.5%
- Paid Ads: ~6.7%
- News: ~7.7%

Mid-Semester Report Graph

Engagement Rate Per Topic

(Bar chart with y-axis from 0.00% to 25.00%)

- Tools: ~10%
- AI: ~16.8%
- Reverse Engineer: ~10%
- Platforms: ~22.5%
- Paid Ads: ~8.8%
- News: ~7.8%
- Career: ~17.5%
- Influencers: ~15.2%

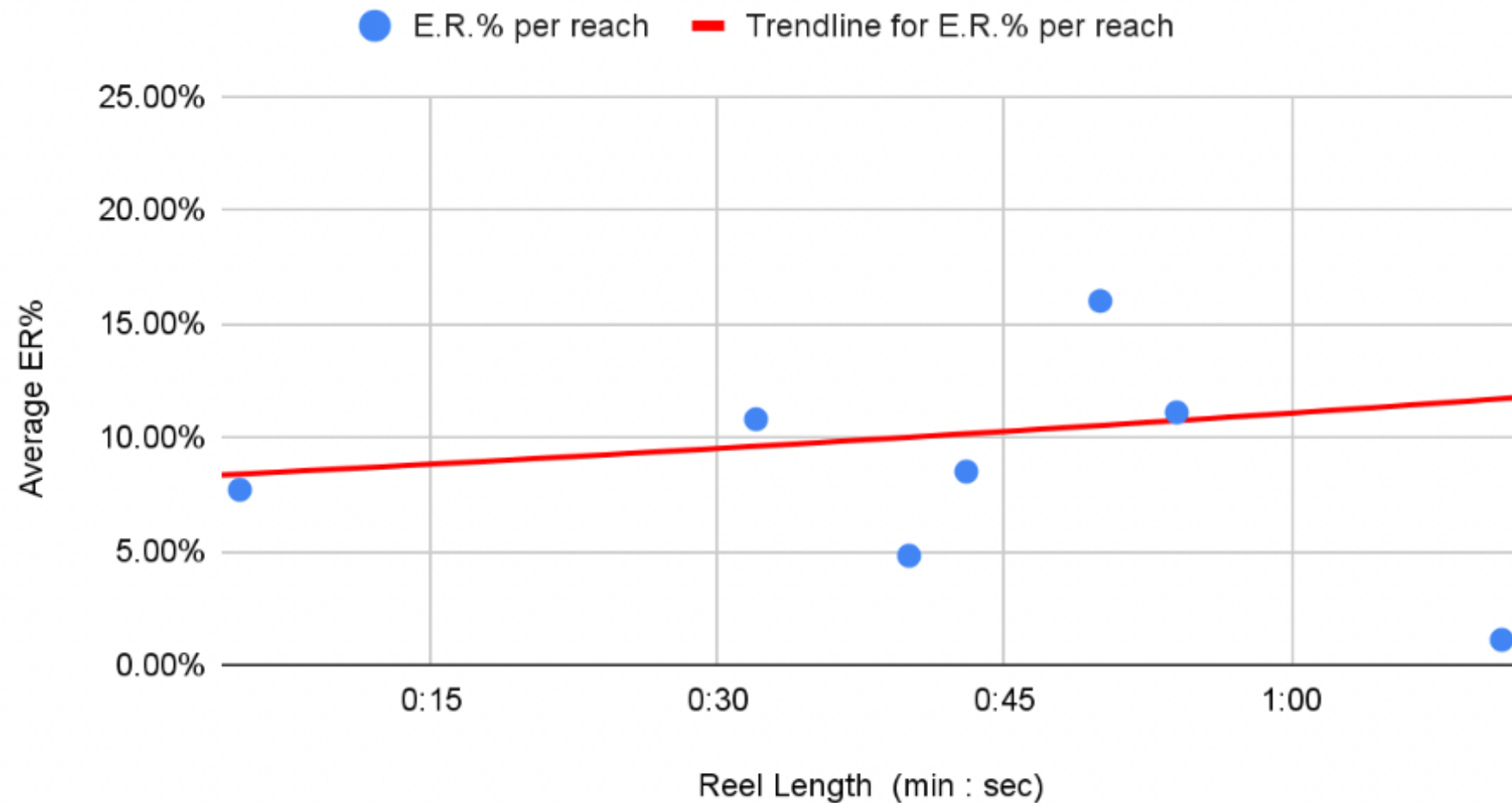**Final Semester Report Graph**

At our mid-semester report, we knew that there were a lot of changes to our content that could be made. Some changes we made were focusing on the higher ER% topics (Platforms, AI, Tools) so they could remain higher and focusing on the topics with lower ER% topics (Reverse engineering, Paid Ads, News) and putting more time and effort into those posts.

Reel Length

Mid-Semester Report Graph
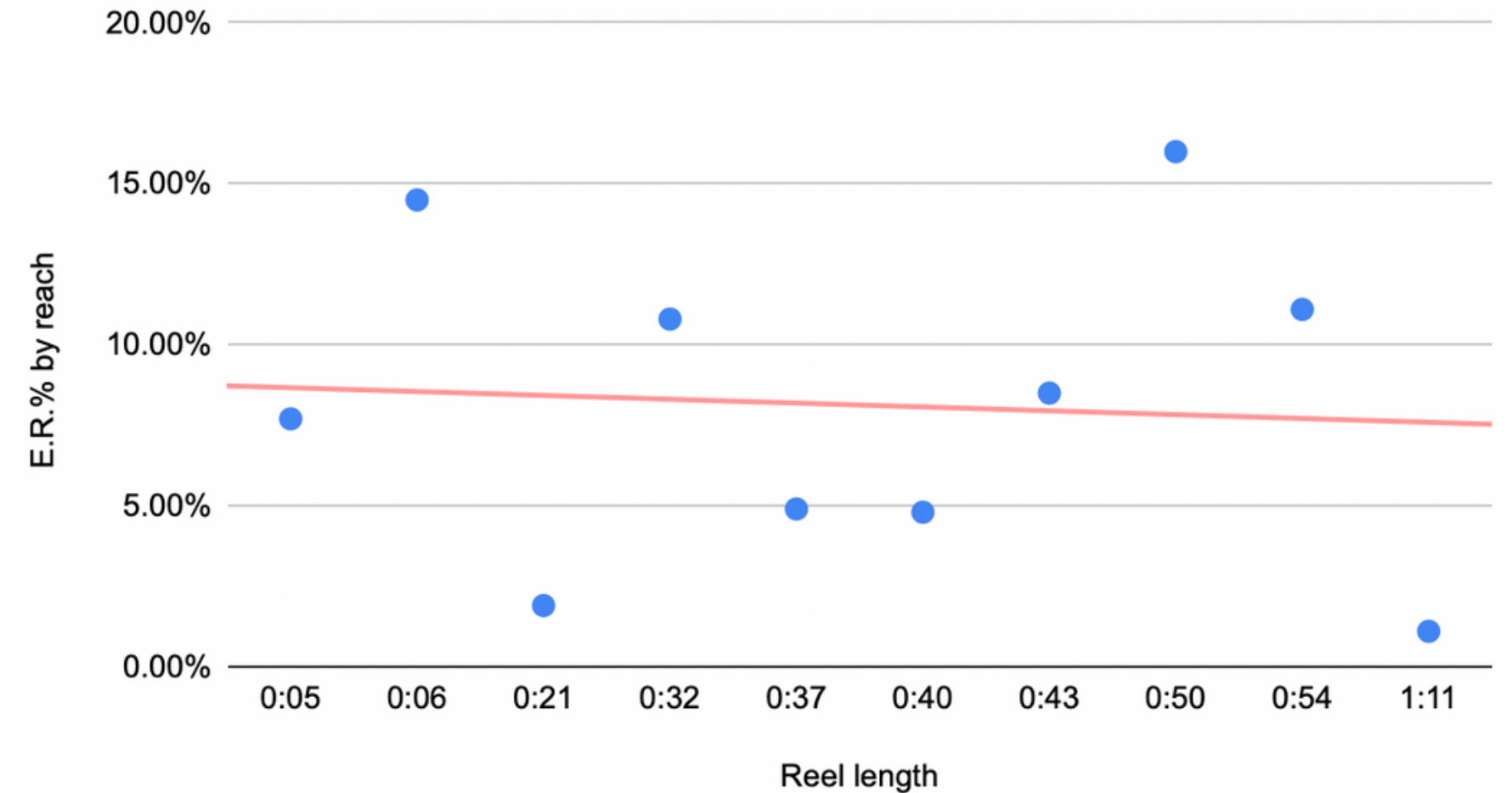
Final Semester Report Graph

For our mid-semester report, we found that between 30-50 seconds was our best reel length by engagement. However, we hadn't had very many short reels under 30 seconds. We thought that this could have been a potential opportunity for growth. Since then, we experimented more with shorter (30-50 second) reels. While we feel this is generally a good rule to keep, we believe that we don't have enough evidence to clearly show that 30-50 second reels perform significantly better than other reel lengths.

Content Medium
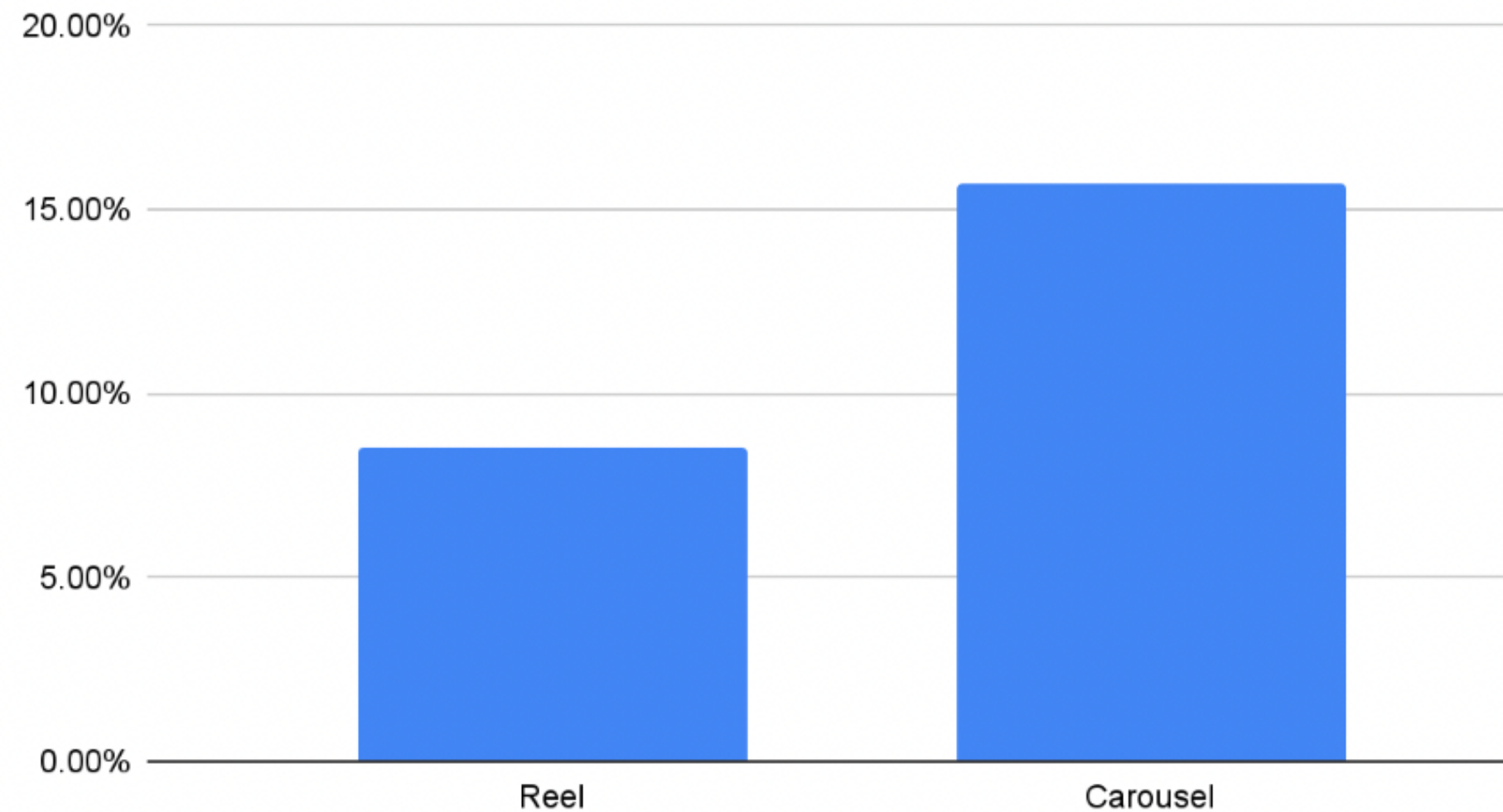
Mid-Semester Report Graph
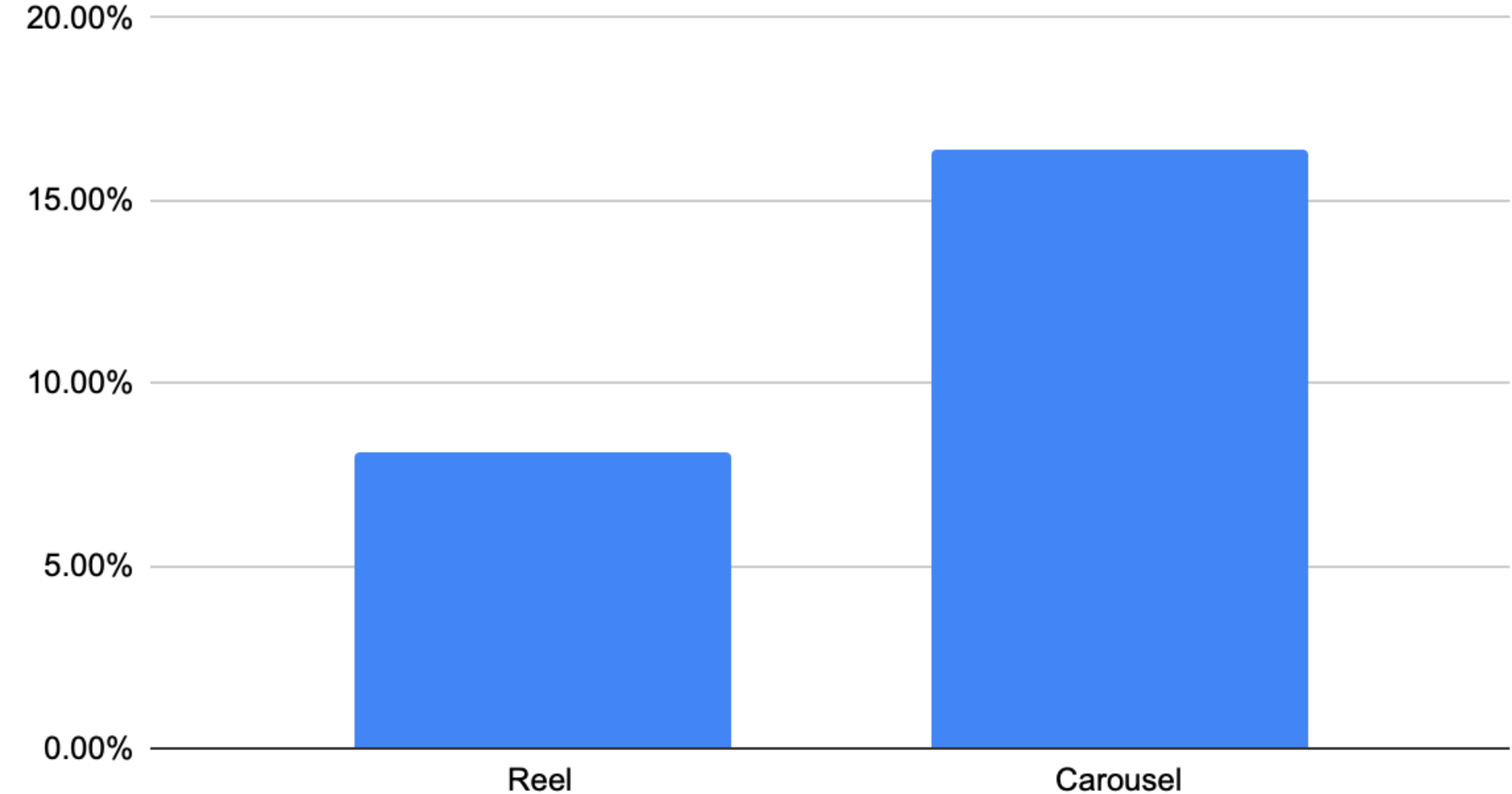
Final Semester Report Graph

From our mid-semester report, we believed that carousel posts performed better when it comes to engagement per reach. We believed reels were made for reach, thus, the engagement rate per reach would be lower for these kinds of posts. We said that if the primary goal for a brand was engagement, carousels would be the best option. If your goal was reached, reels would be the best option. We still believe this to be true, as we still feel that reels were more easily seen by larger audiences, while our carousels remained relatively lower in terms of reach.

Caption Word Count

E.R.% per reach vs. Caption Word Count
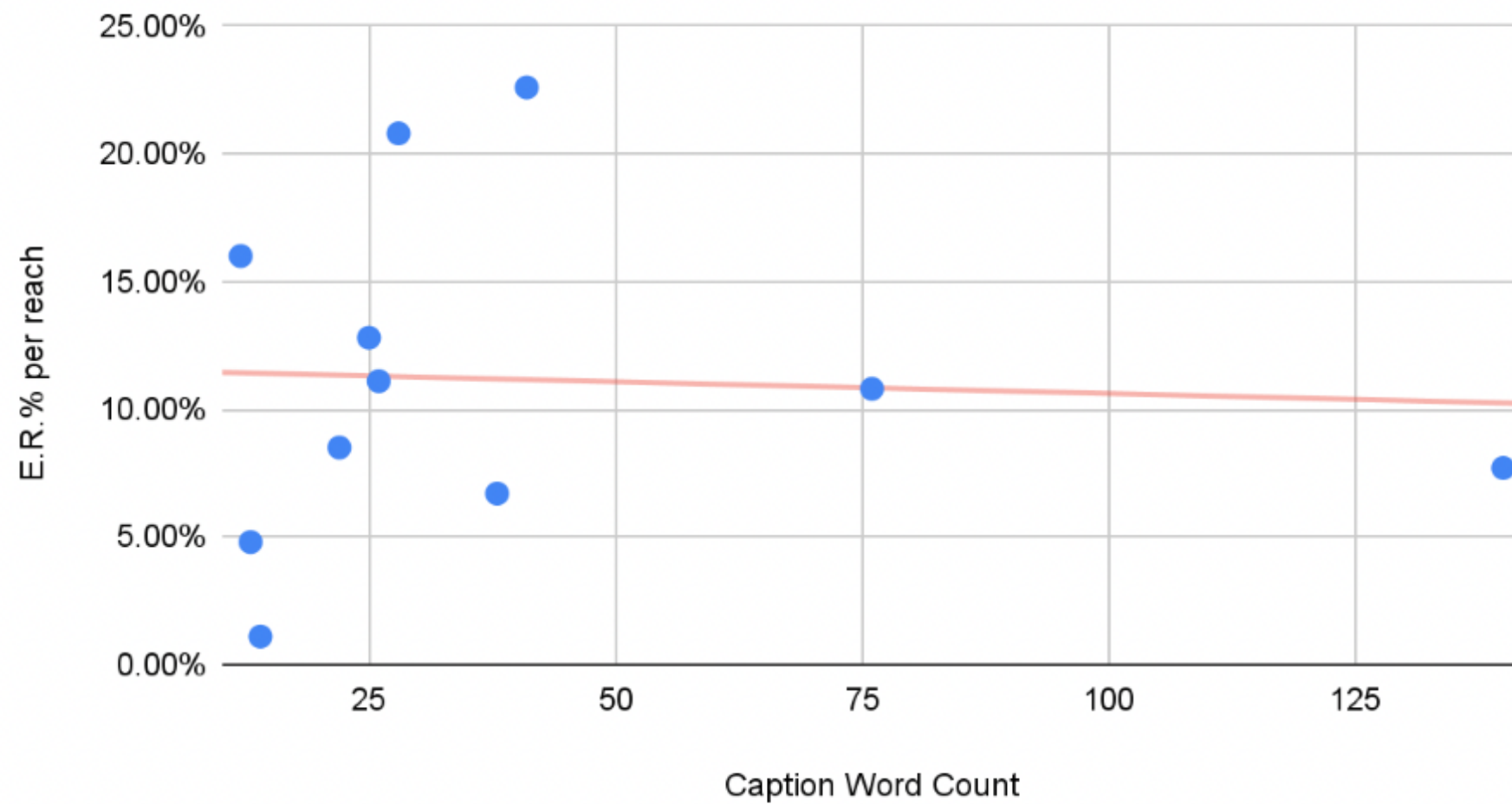
Mid-Semester Report Graph

E.R.% per reach vs. Caption Word Count
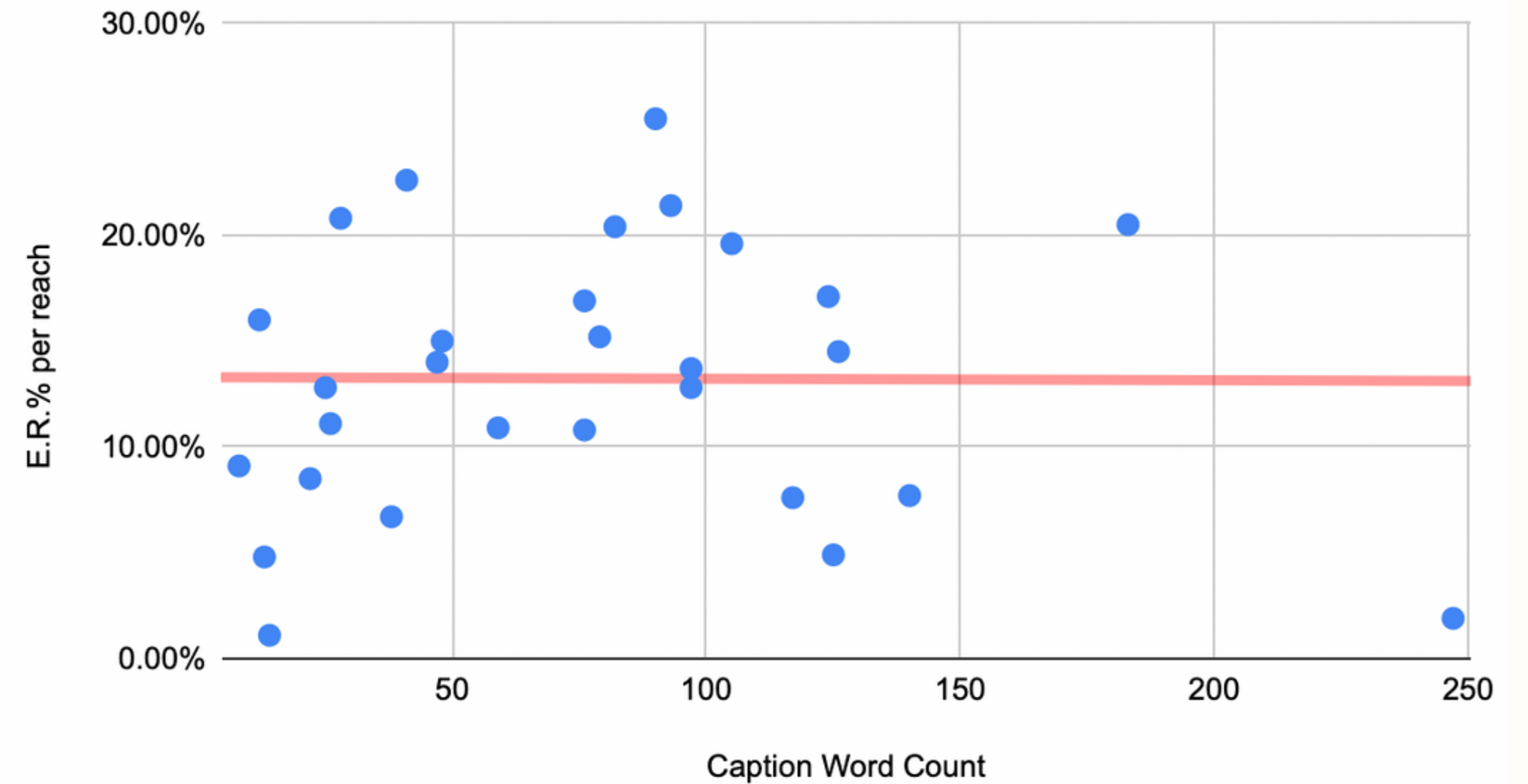
Final Semester Report Graph

Both of these graphs show that captions exceeding 100 words have lower engagement rates per reach. However, 50-100 words perform well. Captions with under 25 words don't perform as well, especially since they don't have as much information. Ultimately, we found that what the captions say, including keywords and hooks, is more important than the number of words.

Final Results: Goals

Follower Count

Before

139
Instagram Followers

13
Facebook Followers

19
Twitter Followers

19
LinkedIn Followers

23
TikTok Followers

After

175
Instagram Followers

20
Facebook Followers

24
Twitter Followers

20
LinkedIn Followers

37
TikTok Followers

+36
Instagram Follower Gain

+7
Facebook Follower Gain

+5
Twitter Follower Gain

+1
LinkedIn Follower Gain

+14
TikTok Follower Gain

Engagement

Before

3.4%	**0%**	**7.3%**	**0.8%**	**0.6%**
Instagram Engagement Rate	Facebook Engagement Rate	Twitter Engagement Rate	LinkedIn Engagement Rate	TikTok Engagement Rate

After

4.3%	**3.4%**	**2.5%**	**0.8%**	**8.3%**
Instagram Engagement Rate	Facebook Engagement Rate	Twitter Engagement Rate	LinkedIn Engagement Rate	TikTok Engagement Rate

+0.9%	**+3.4%**	**-4.8%**	**+0%**	**+7.7%**
Instagram Engagement Rate Gain	Facebook Engagement Rate Gain	Twitter Engagement Rate Gain	LinkedIn Engagement Rate Gain	TikTok Engagement Rate Gain

Valuable Content

One of our goals was to provide valuable content for social media managers. A way to tell that we produced quality and valuable content is through the number of shares and saves our content received. Below is how we increased the average number of saves and shares Stratezine's content received per post on Instagram.

Before	After
0.22	**1**
Saves per post	Save per post

Before	After
0.28	**0.34**
Shares per post	Shares per post

Valuable Content

. Another way to tell if our content was useful to people is through messages and comments. To the right are comments we received saying how our content was valuable to them.

bangmarketingco 1w
I absolutely agree with this post and design principle. I try not to visually overwhelm my audience. Too much visual stimuli can detract from the actual information and your message. Well said!
1 like   Reply

stratezine 1w
@bangmarketingco yes exactly!
Reply

heidi_rindlisbacher 5w
Amazing.
1 like   Reply

stratezine 5w
@heidi_rindlisbacher We think so too! 🤗🔥
Reply

creator_source 6w
🔥🔥
2 likes   Reply

gryptix 4d · Pinned
Oh damn, this could be useful👀😮
2 likes   Reply   Message

stratezine 4d
@gryptix what can we say🙌🔥
1 like   Reply

acumenbiz 6d
Very nice!
1 like   Reply   Message

gryptix 1w
This was interesting👀, great post🙌🙌
1 like   Reply

gryptix 49m
I didn't know this, would love to try it🙌💯
Reply   Message

Design

"I love the new direction of the visuals. Most of them look really great and have strong branding."

– James Rognon, Professor

Throughout the semester, we worked as a team to make eye-catching, aesthetic, and cohesive designs while still individual in style. We leaned into the zine aesthetic by using grungy elements, dark colors with minimal pops of bright color, layered images, and bold, creative text. We also applied the principles of design (contrast, alignment, proximity, etc.) to help the content maintain a professional and pleasing-to-the-eye look.
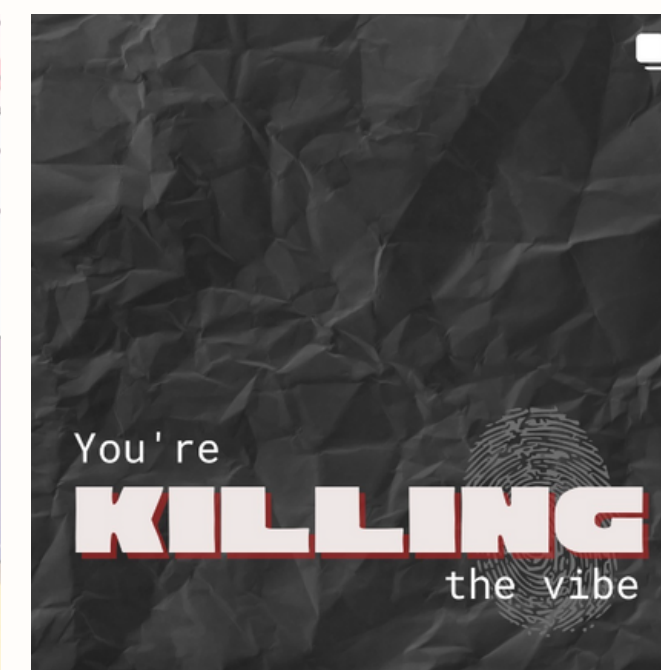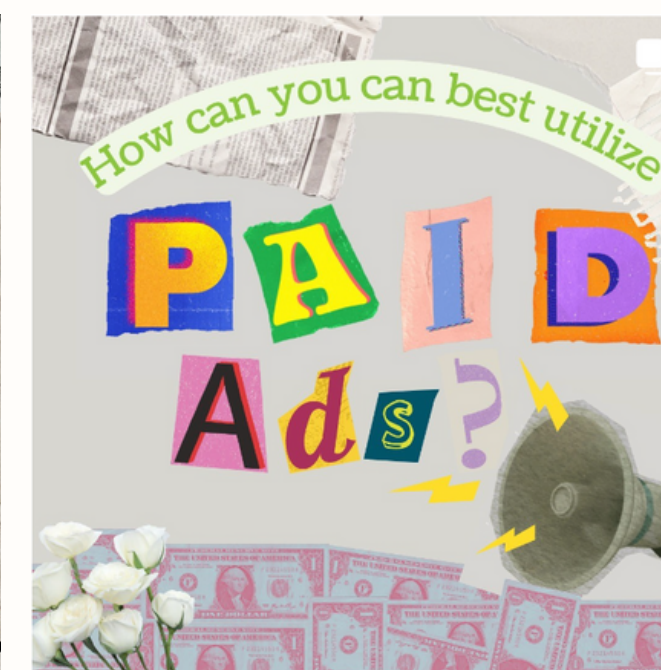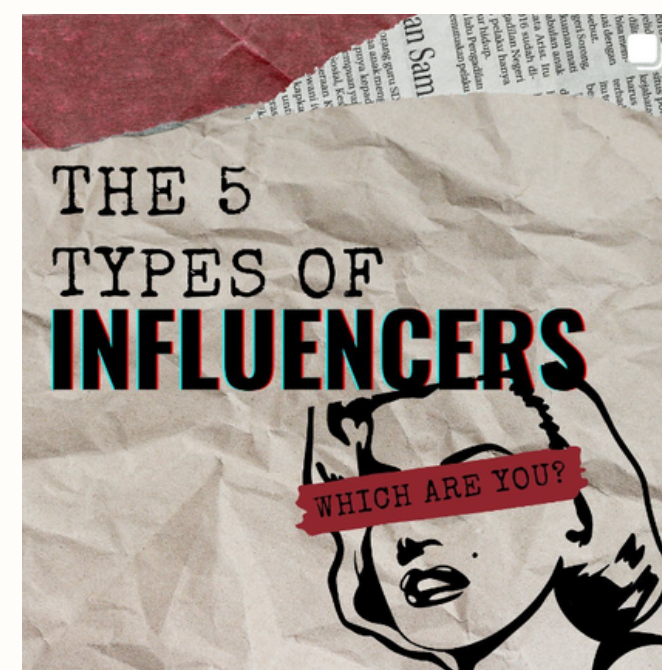
Summary

Looking back on our results, we can see the progress we made pertaining to our goals from Week 1 to Week 10. The analytics we have provide valuable information regarding content strategy, engagement, and design features. We have seen the growth with all these aspects in Stratezine's social media.
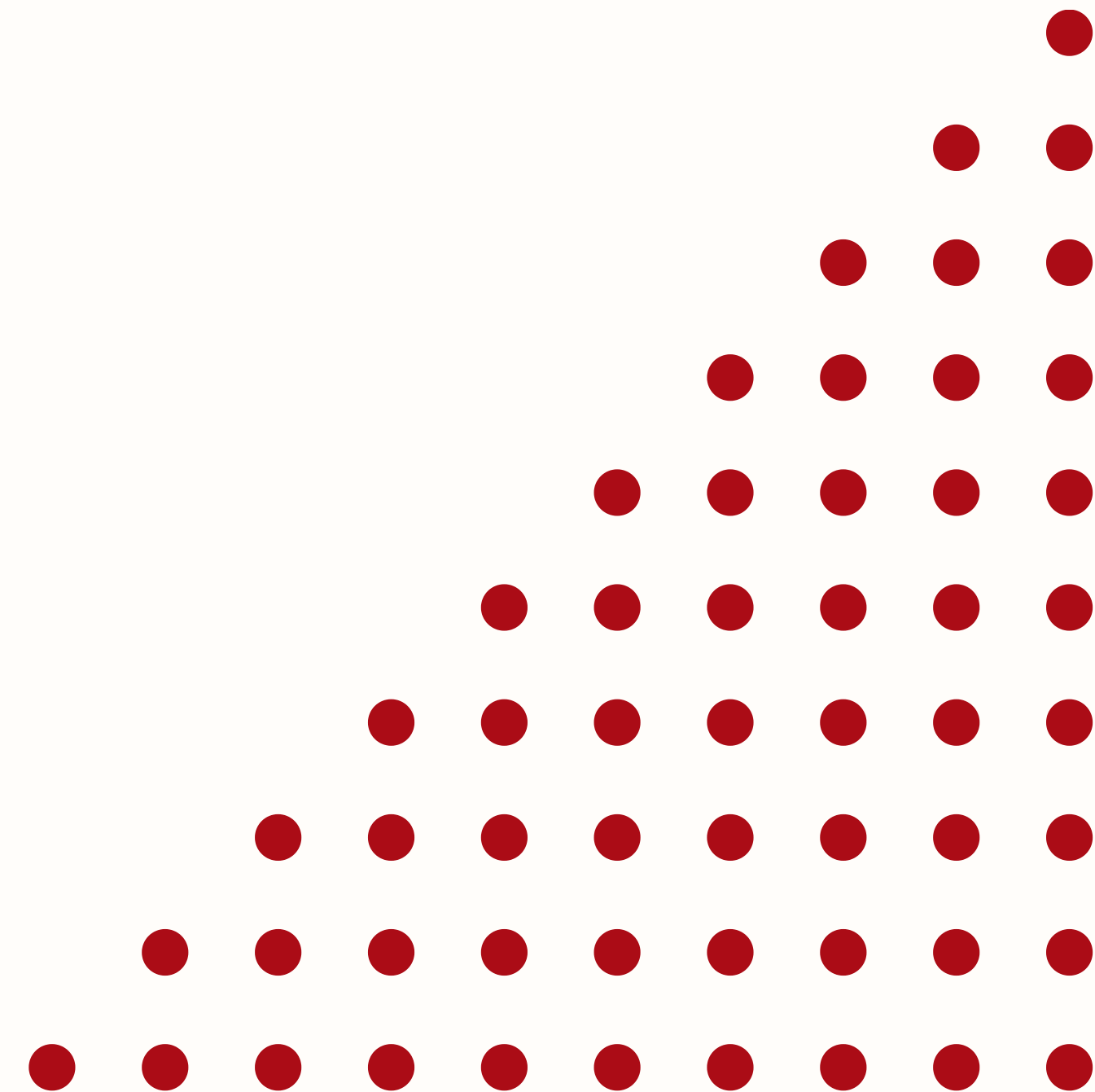
Not only does this help Stratezine for their brand's future but it also helps increase awareness of what we as social media managers need to focus on. It gives us a clear direction to where Stratezine is headed and how we can continue its growth.

Reflection & Learnings

Successes

- More accounts commented on our posts.
  - Instagram was particularly successful in gaining more comments.

Challenges

- One of our TikTok videos was taken down
  - Potentially got shadow-banned, which hurt our views a bit
- Our content sometimes clashed with the other team's
  - Since we weren't working or collaborating with them, our photos often didn't flow on our feed, or we had similar post topics

How can you can best utilize PAID Ads?

How to deal with Social Media PR Scandals

INFLUENCER MARKETING: Brittany and Brands

HOW DUOLINGO UTILIZES CONTENT FOR THEIR INSTAGRAM, TIKTOK, & TWITTER

avoiding BURNOUT
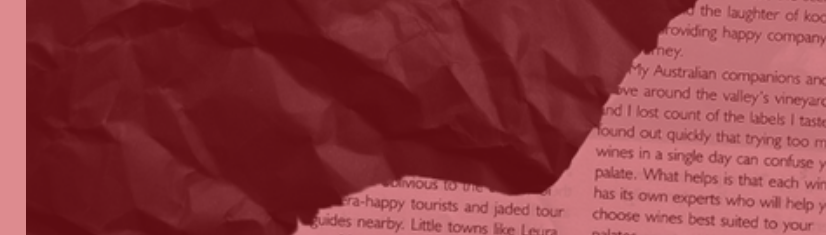
Adaptations
based on analytics & feedback:

- Changed how we wrote our captions

  - Focused on longer and more insightful captions

- More targeted hashtags and fewer hashtags (3-4 per post)

  - Did research on hashtags that were on brand but also would do well

- Started posting Instagram stories more

  - We focused on sharing our content as well as other brands' content

  - Tried to do polls and questions to increase engagement

Future:

If we were to continue managing Stratezine's social media accounts, here
is what we would change and improve from our previous strategy:

- Spend more time on videos.

  - By creating a written outline of each video idea, we would be able to brainstorm all of our thoughts

    beforehand. Then having a step-by-step process could have helped our videos stay consistent and organized.

    By providing information regarding our video topic as well as adding trendy taglines and/or audio to keep

    our content relevant and up-to-date.

- Have a more consistent posting schedule.

  - Set and plan out a guideline for each day posting having specific content banks. This would have given our

    followers more of an expectation for our posts while helping us ensure we filled the topics each week. *For

    example, Monday: Tips and Tricks. Wednesday: Reverse Engineer. Friday: News Updates.

Individual Contributions

Mary's Contributions

Role & Contributions pt 1

Much of my contribution to the team was developing our Twitter strategy, including posting and engagement. I created several posts specific to Twitter and engaged with other accounts and posts with Stratezine's voice.

This content was different from my usual style. This helped me improve my design skills and learn how to work with different types of clients. At first, designs took me a few hours, but now I can create a Stratezine design within one hour. The design quality is also better and more on-brand. The quality of the content also improved as the project went along. In the end, I created 6 posts and several stories.

I assisted in collaboration on three group posts. For one of them, I interviewed social media professionals to collect advice for social media managers. I also was one of the main contributors to the planning of the content calendar. I ensured we had our content planned and assigned to a team member. I assisted members whenever they needed help with content.

Role & Contributions pt 2

Bailey and I were project managers for our group. I assisted in ensuring that content was posted and that content was high quality. I was a point of contact for my team members and was timely in my responses to their requests and questions.

To ensure the quality of our content and strategy, I met with our professor, James Rognon, to discuss how we were doing and how we could improve. I led discussions with my team about the performance of our content and how we can better it.

During the first two weeks of our project, we had two team members out of town and were unable to help. I stepped up and made sure we had enough content made and planned. I acted as a leader for our group to make sure there was communication and things got done.
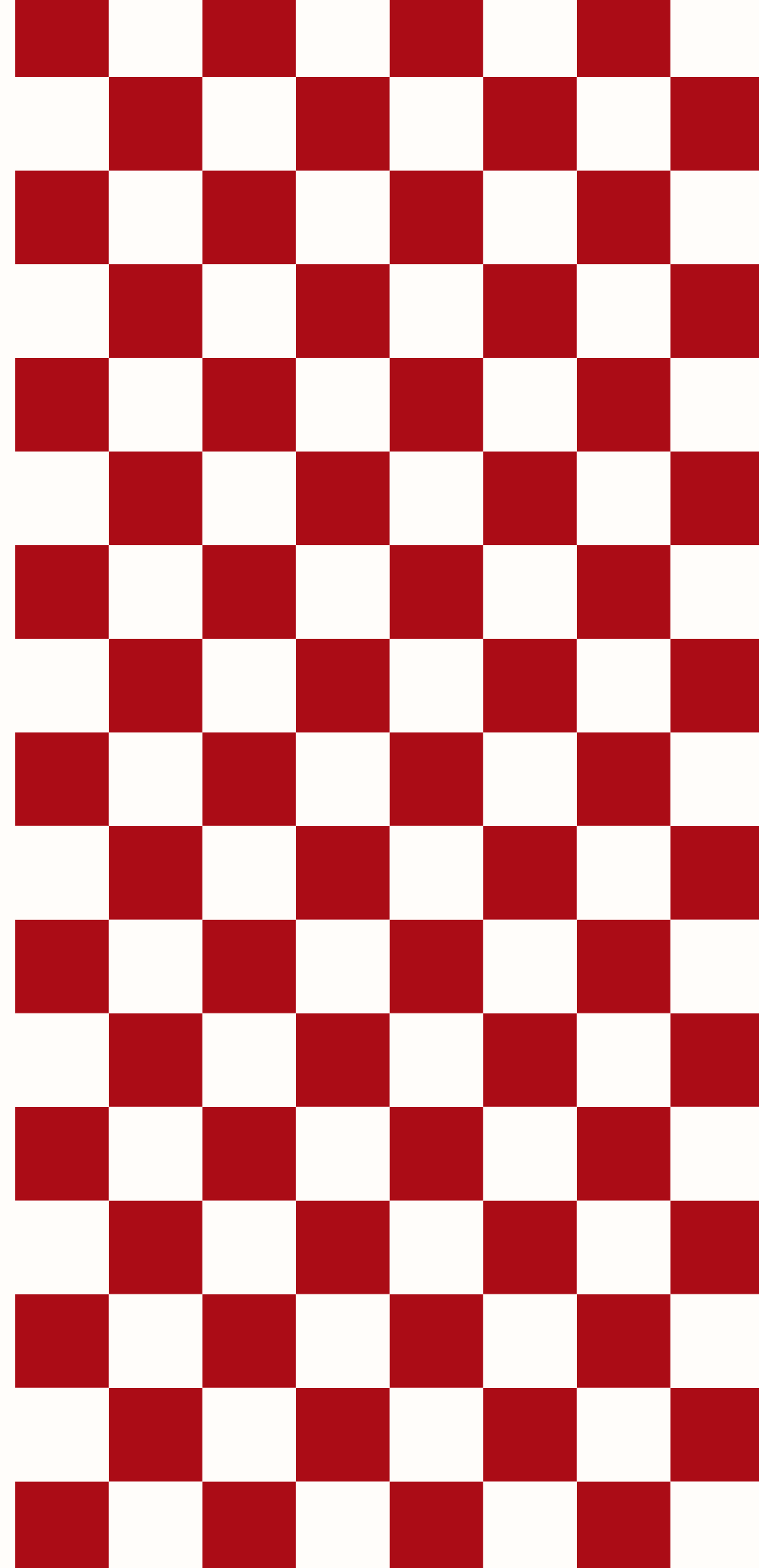
Individual Processes

When it came to coming up with ideas for content creation, I asked myself:
- What do I want to know as a social media student?
- What would be helpful for me if I came across this account?

My content came from my own original ideas and inspired ideas from my team members and professor. I also watched what was happening on social media, including news and trends, to provide content ideas.

I designed my content in these programs:
- Canva
- Illustrator
- Photoshop

I took my design inspiration from Stratezine's style guide but added my own personal twists. I asked my team members for feedback on my content to help ensure my content was high quality.

The Problem with Twitter

This was a difficult app to manage. Many people have given up on Twitter, and those who have stayed are having a hard time reaching anyone. It is riddled with ads and promotions, and users see hardly any actual content. However, I did my best to keep up.

TheGamer
https://www.thegamer.com › Tech

Twitter's Death Is Something We Should Have All Seen ...

3 days ago — **Twitter** is in its **death** throes once again. This weekend saw new technical limits imposed on non-premium users regarding how many **tweets** they ...

The Guardian
https://www.theguardian.com › commentisfree › dec

The death of Twitter has dragged on too long. Please, Elon ...

Dec 1, 2022 — **The death of Twitter** has dragged on too long. Two weeks on from the platform reportedly flirting with collapse, thanks to some all-time ...

similarweb.com
https://www.similarweb.com › insights › social-media-news

Twitter is Shrinking: Web Visits Down 7.3%, App Usage Dropping

INSIDER

Twitter Blue is a dismal failure because bots are still running wild

1 day ago

CNN

Twitter accused of failing to pay millions in employee bonuses after Musk...

2 weeks ago

Polls

Blog promotion

Twitter Content Strategy

Besides our regular content, I posted several things specific to Twitter. This includes polls and posting links to other content we created. I wanted to show that we weren't just reposting the same content everywhere but optimizing our content for each platform. Unfortunately, they did not gain us any more reach or engagement, but at least showed that we are keeping up with platform changes, etc.
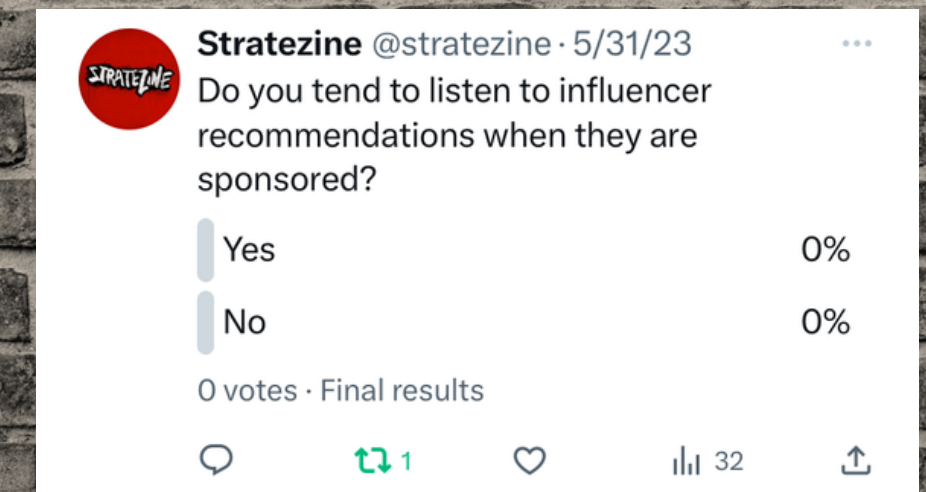
Twitter Community Strategy

I engaged with several accounts similar to ours and answered questions posted. I engaged with different content with the voice of Stratezine. I wanted us not just to post valuable content, but be valuable contributors to the platform and other people's posts.

Parker Worth ⚡ ✔ @worth_... · 6/17/23

9 months ago, my story went viral.

But I published it 5 times before that.

Results come from failure and consistency.

Keep sharing stories.

💬 19   🔁 1   ♡ 64   📊 2,419

Stratezine @stratezine · 6/17/23
Yes! And remember your content can be evergreen. Just because it doesn't make an impact right away, doesn't mean it won't later!!

💬   🔁   ♡   📊 4

powerful AI is.

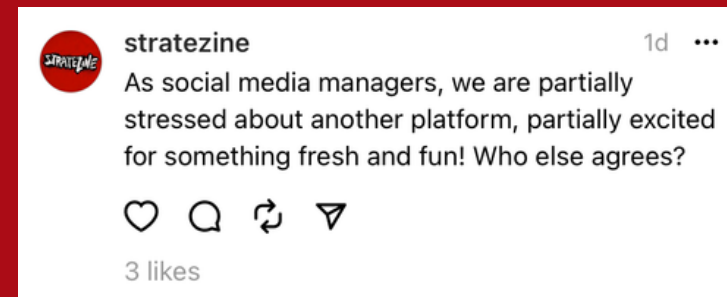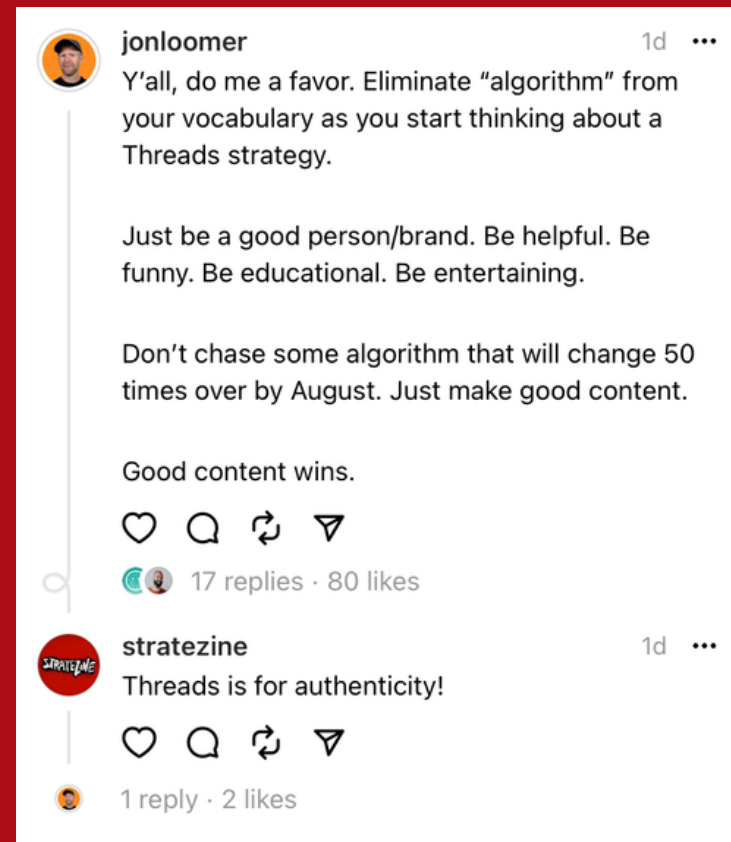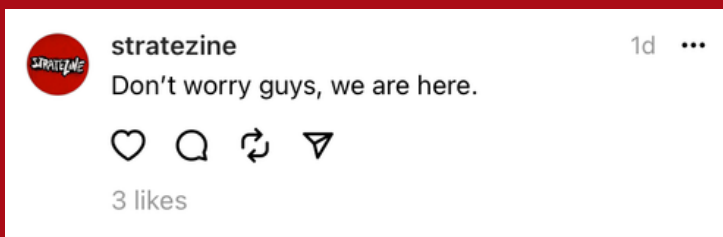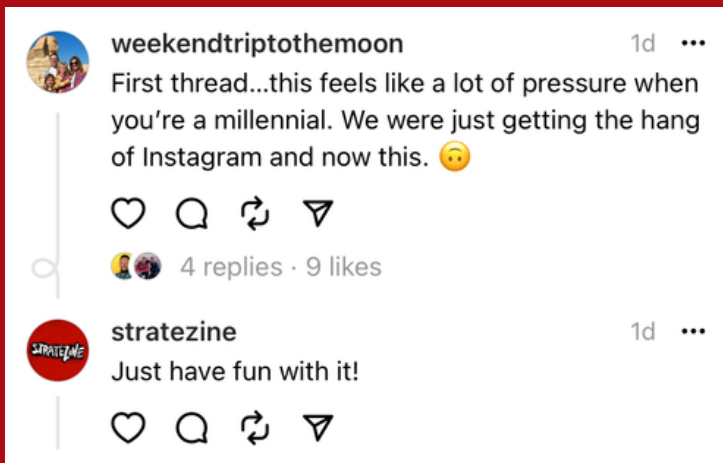Join our social content pros for a look at how they use ChatGPT and other AI tools to jump-start their creativity, improve their social strategy, and save time.

Register for this FREE webinar >> ow.ly/yR5h50P48vT

✦ **FREE** ✦
Wednesday, July 12 | 11am PT | 2pm ET

Webinar
DO's & DON'Ts of ChatGPT for Social Media

Shannon Tien
Manager, Inbound Marketing
Hootsuite

Timothy Yeung
Group Product Manager
Hootsuite

2:45 PM · 7/5/23 from Earth · **8,318** Views

6 Likes

💬   🔁   ♡   🔖   📤

Stratezine @stratezine · 10s
We love using ChatGPT as a tool!

💬   🔁   ♡   📊   📤

8:02 PM · 7/5/23 · **37.9K** Views

113 Retweets **26** Quotes

693 Likes **11** Bookmarks

💬   🔁   ♡   🔖   📤

Stratezine @stratezine · 4s
It's a lot!! But we've got this 💪💪

💬   🔁   ♡   📊   📤

Social Media Examiner ✔ @... · 6/16/23
Do you primarily use Twitter on a desktop/laptop or a mobile device?

Like this tweet if mobile.
Reply with a 💻 if on your computer.

💬 4   🔁   ♡ 14   📊 1,153   📤

Stratezine @stratezine · 6/16/23
We use mobile! But have found analytics are better to view on a desktop.
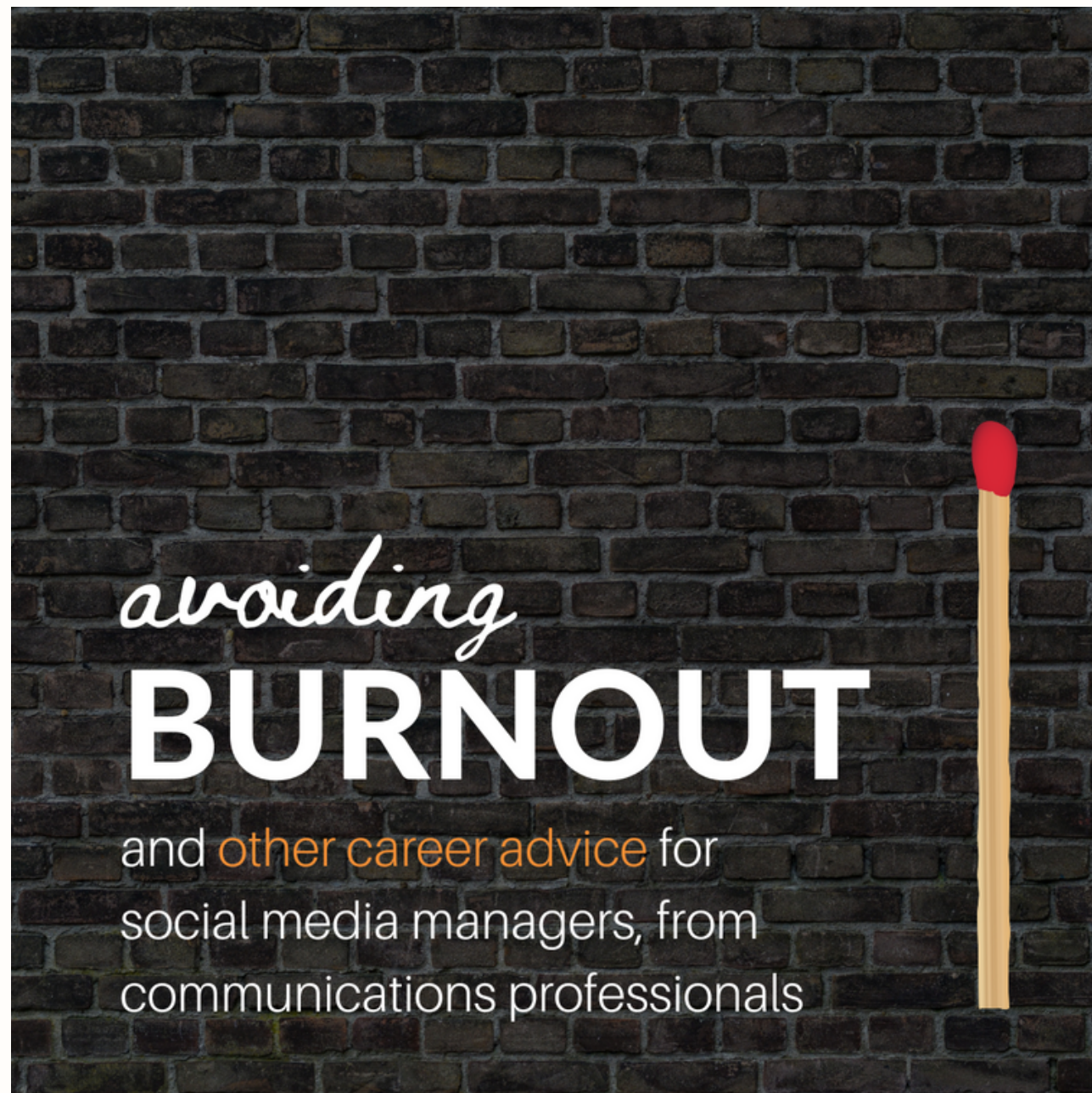
💬   🔁   ♡   📊 15   📤

Threads: A New App

Threads is a very new app that is similar to Twitter. I took it upon myself to create the first threads for Stratezine. I interacted with tons of posts as well. We have already seen some success from this! Continuing to use Threads as a more fun way of communicating our content can help grow Stratezine.

Content

avoiding
BURNOUT
and *other career advice* for
social media managers, from
communications professionals

WE *interviewed:*

Laura, Communication
Manager of *More Realty*

Kaleigh, Marketing
Coordinator & Content
Creator for *Mutual App*

How do you
avoid burnout
in your job?

Make sure to leave work at work. Set *boundaries and expectations* that my work time is for work and my personal time is for me.

Keep work and personal life separated. Its easy to compare your accounts to others so *unfollow them* on your personal accounts if it makes you think about work.

How does your job *differ*
than what you thought it would be?

The biggest thing that surprised me is how broad it can be. I was hired initially as a *marketing specialist,* then switched to *communication specialist* and now *communication manager.*

When I first started , it was all about curation and design. That is what my schooling is in. But now it is all about being authentic and *staying true to your brand.*

What do you wish you did
during your education
to better your job now?

I wish I spent more time exploring different positions and job shadowing. I think that would have *better prepared me* for the *corporate world.*

I wish had tried to be more well rounded and learning more about *analytics and campaigns.*

Any *other advice*
for communication & social
media graduates?

Understand that you might not get your dream job right out of college. However, understand that *any job will give you opportunities* to network and learn what you do and don't like.

The most important thing hiring managers look for are good, trustworthy people and hard workers. They often *value that over experience.*

Content

For this post, I wanted to provide professional advice to social media workers. I contacted two different social media professionals for this post. I had a set thing of questions to ask them. One was done over a text message. and the other was a video call.

After the interviews, I brought their answers together into this post. For the caption, I wanted to create a hook that would keep people reading. I have learned that adding a catching sentence and then adding some space before the rest of the content encourages consumers to read everything.

I also reposted this on LinkedIn from my personal account and tagged the two professionals whom I interviewed.

Instagram

Reach: 42
Likes: 7
Comments: 2
Shares: 0
Saves: 0

Twitter

Impressions: 14
Engagements: 2
Profile visits: 1

Facebook

Reach: 6
Engagement: 0

LinkedIn

Impressions: 6
Reposts: 1
Clicks: 9

avoiding
BURNOUT
and other career advice for social media managers, from communications professionals

stratezine The truth about working in social media is:

Working as a social media manager can be hard. Social media surrounds you even when you aren't at work, burnout can come easily. Here is career advice from two professionals working in the social media industry we interviewed! Swipe to learn about things like:
• Avoiding burnout 🔥
• Being well-rounded 🔵
• Staying authentic 💚
& more! If you like this advice and want to learn more, make sure to stay up to date with our content for social media and career tips! 🤩 #socialmediamanagement #avoidingburnout #contentmanagement #communications #professionaladvice

Content

INFLUENCER
MARKETING:
Brittany and Brands

We asked her a few questions about brand collaborations and sponsorships!

How often do you reach out to brands vs. they reach out to you?

I've only reached out a few times to brands but haven't been very successful with partnerships that way, I recommend adding your contact info to your social media's bio or linked somewhere so brands can reach you when they find your page!

What is the standard pay range that you accept, vs. you don't accept?

I have a media kit that I'll send to a brand when they ask what my budget is for content and it states for them how much a post, reel, TikTok, etc. would cost for me to feature their products.

What is the standard pay range that you accept, vs. you don't accept? (pt. 2)

Finding your price range can be confusing but there's helpful videos on social media to help calculate how much you should charge based on your analytics. But also I've just asked around to other friends who do content creating and ask how much they charge to give me an idea.

How often do you get offers from brands for sponsorships, and how often do you accept them vs don't?

I get offers from brands a few times a week but they range from very obscure ones to others I recognize! I only accept from brands that I recognize and already love their products or new brands that align with my personal style/aesthetic.

Content

For this post, I wanted to collaborate with an influencer to help our reach. I reached out to my friend Brittany, who is a fashion influencer with 5K Instagram followers, and 30K TikTok followers. She graciously answered all my questions about collaborations with brands.

Although I was asking an influencer about collaborations, I made the post more catered to brands who want to sponsor with them. For the caption, I added emojis and keywords to help the caption be more interesting.

INFLUENCER MARKETING: Brittany and Brands

stratezine Unlocking the Secrets: 🔑 Learn from the Best!

💥 Dive into the world of brand sponsorships and get valuable insights straight from the source with our interview with the amazing content creator @brittanyboyack 🎬 🎉

Our tips for brands seeking the perfect partnership:
✨ Make sure the influencer matches with your aesthetic/message
✨ Research influencer pricing for different audience sizes
✨ Choose influencers that have a strong relationship with their audience
✨ Create an easy way for influencers to reach out to YOU for partnerships

#InfluencerMarketing #BrandPartnerships #UnlockYourPotential #SocialMediaManagement #ContentCreators

Instagram

Reach: 78
Likes: 10
Comments: 1
Shares: 2
Saves: 1

Twitter

Impressions: 27
Engagements: 1
Profile visits: 0

Facebook

Reach: 10
Engagement: 2

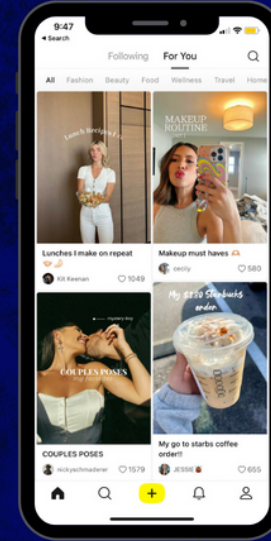## LinkedIn

Impressions: 14
Reposts: 0
Clicks: 9

Content

A video and photo-sharing lifestyle app from ByteDance, the owners of TikTok.

Think Pinterest, mixed with Instagram, mixed with TikTok.

Content is organized into five categories: **food, beauty, wellness, travel and fashion.**

PROS

- Users can tag companies for items included in their posts
- Aesthetically pleasing content
- Not oversaturated, still new

WHAT IS LEMON8?

CONS

- No monetization yet
- Harder to be discovered
- Less "authentic"

WHAT TO DO

So far, we haven't seen many businesses utilize Lemon8. This means its YOUR turn to jump in! Here are some ideas we have that you can use:
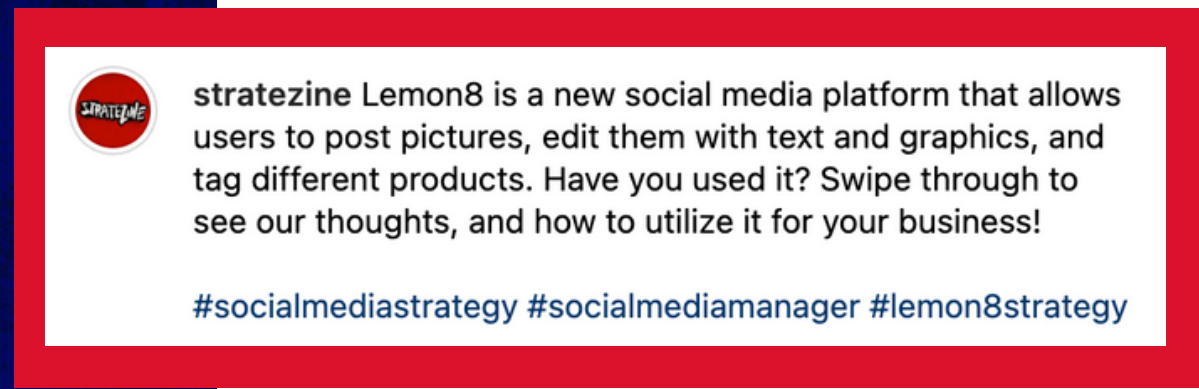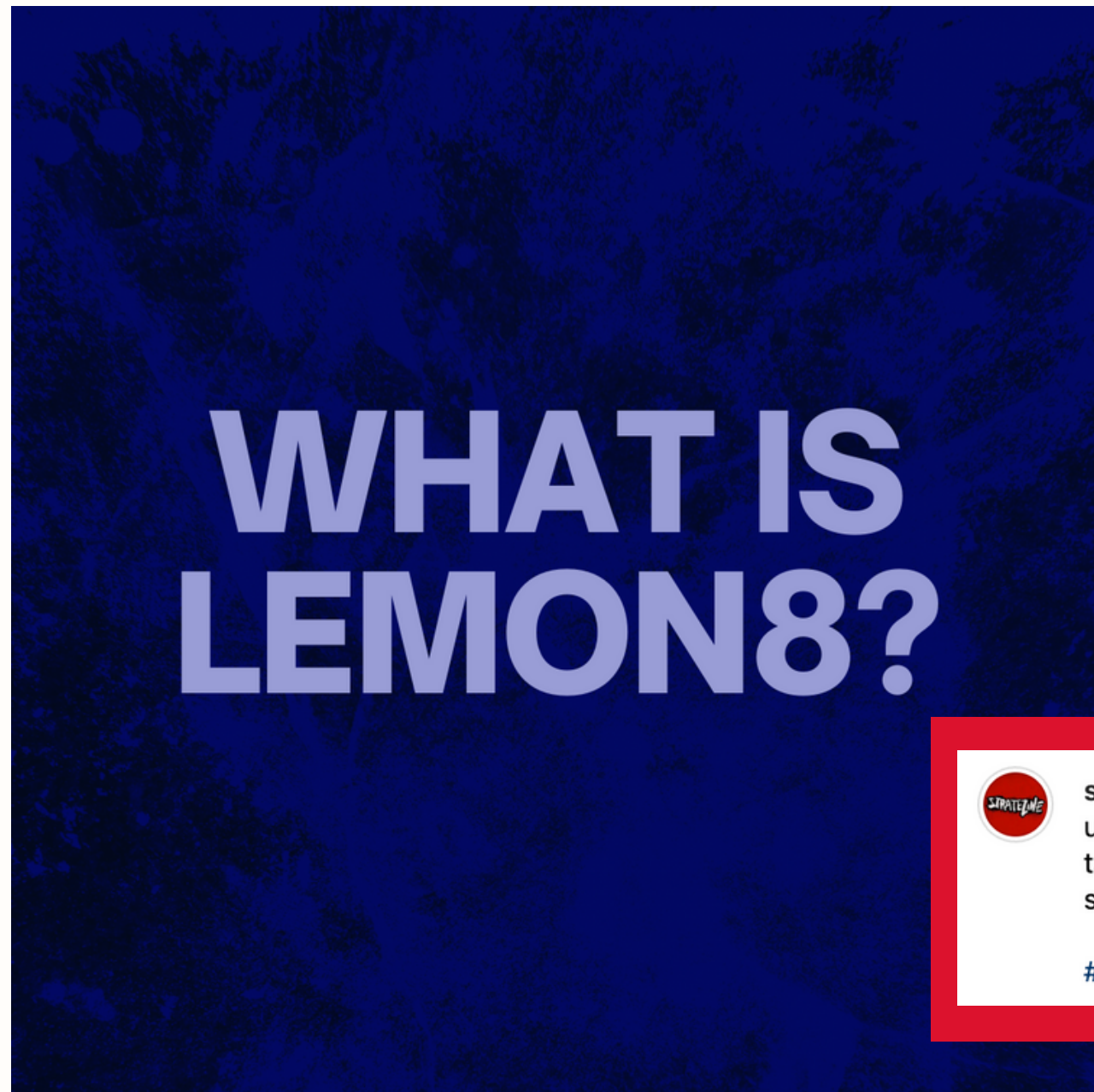
→

- show your product in an aesthetic way
- use influencer collaborations
- breakdown the process of making your product
- breakdown the benefits of your product
- show consumers with your product

Content

This is one of the first posts I made for Stratezine. This was when I was still getting to understand their brand design. My design improved after this post.

I created this post when Lemon8 was just released in the United States. The goal was to introduce what it is and show social media managers how to utilize it for their business. I included pros, cons, and a list of content ideas for brands.

The caption was when I was still using shorter captions. As we have been able to see, we now know that longer captions with more keywords perform better than shorter ones.

WHAT IS LEMON8?

stratezine Lemon8 is a new social media platform that allows users to post pictures, edit them with text and graphics, and tag different products. Have you used it? Swipe through to see our thoughts, and how to utilize it for your business!

#socialmediastrategy #socialmediamanager #lemon8strategy

Instagram

Reach: 56
Likes: 10
Comments: 1
Shares: 0
Saves: 0

Twitter

Impressions: 39
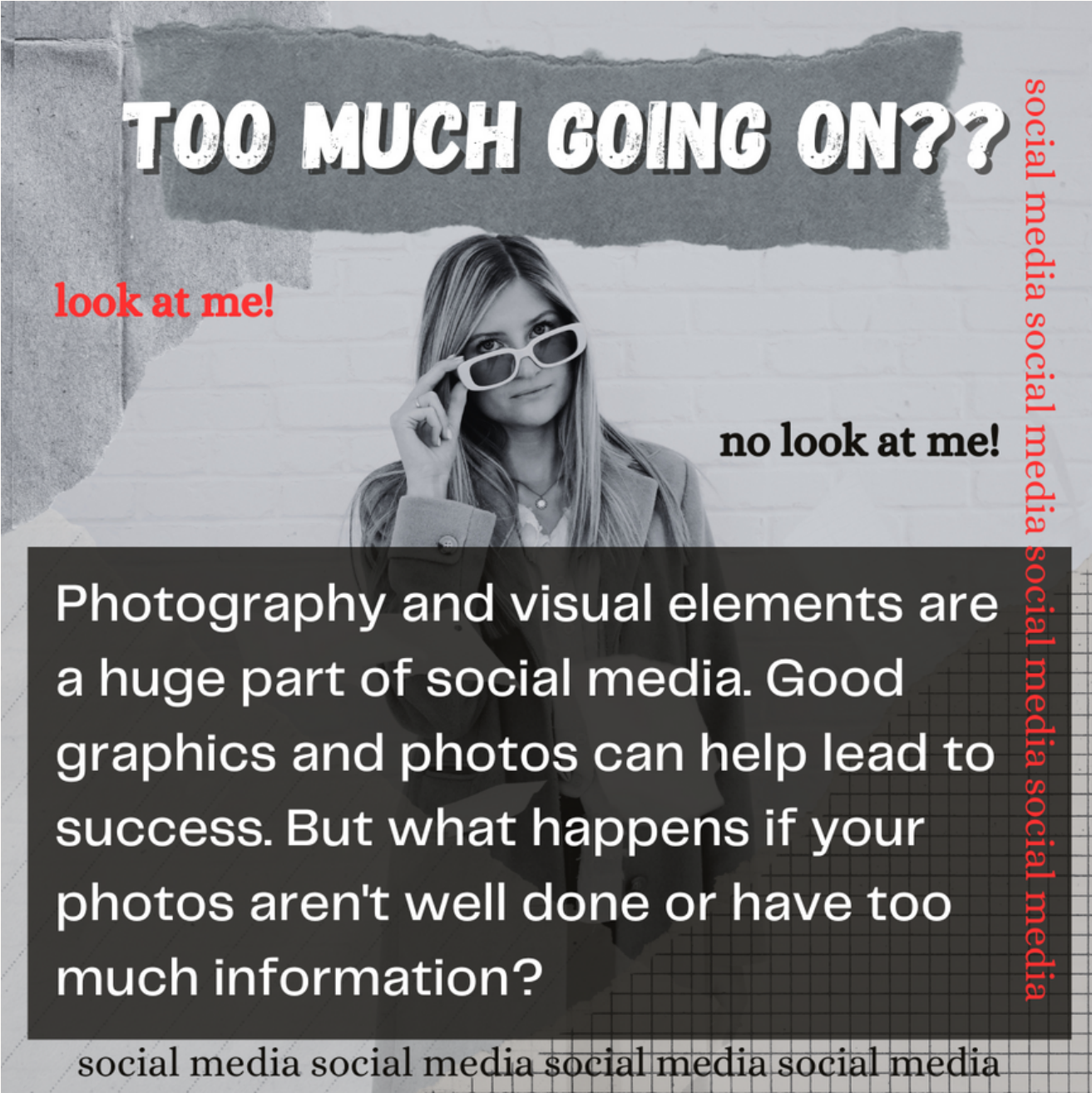Engagements: 6
Profile visits: 0

Facebook

Reach: 12
Engagement: 0

LinkedIn

Impressions: 41
Reposts: 0
Clicks: 0

Content

Content

This post is repurposed from one of our blog posts, "How to create emotionally appealing photos for better social media engagement". The group we took this content from had different short-form content planned, but it wasn't on brand or very well explained. I took their concept and made it into something better! This shows how to better create visuals for social media.

The hook, "killing the vibe", helps consumers to want to read more. It is a post with useful information that is easy and simple to consume.

stratezine 🚫 You're killing the vibe! Swipe to see what you're doing wrong 👉

🔎 Don't let your information get lost in the clutter! Amplify your engagement and boost performance by embracing the power of minimalism. If your images have too much going on, people won't know where to look!

Too much text can clutter your images. It makes it unpleasant to look at, and people will move on without engaging 😅

🙋‍♀️ Use people in your images! When your audience sees a person's facial expression, the emotional connection of the content increases.

#SocialMediaSimplicity #EngagementMatters #MinimalistMagic

Instagram

Reach: 47
Likes: 10
Comments: 2
Shares: 0
Saves: 0

Twitter

Impressions: 17
Engagements: 0
Profile visits: 0

Facebook

Reach: 6
Engagement: 0

LinkedIn

Impressions: 9
Reposts: 0
Clicks: 3

Content

THE RISK OF CHATGPT

ChatGPT is risking a lawsuit against them for defamation.

When looking up "Brian Hood", ChatGPT states that he is a convicted criminal.

However, the truth is the Brian was never convicted, but was the whistleblower for the crime.

If ChatGPT doesn't correct their mistake, they will be sued for around $269,360

This makes us think:
How often should you use ChatGPT for content? Where is the line with using AI tools?

Content

This is another of my earlier posts if you can tell from the design. As a class, we often discuss AI and how it may affect the media. Something that was brought up was several lawsuits against ChatGPT. For this post, I wanted to highlight one of them.

It is an interesting post that is slightly relevant to social media but may have performed better if I had directed it more toward social media managers. The caption is short, with not enough keywords. If I were to create this post again, I would change the caption, the design, and the way I approached the topic.

THE RISK OF CHATGPT

stratezine According to Euronews, ChatGPT is facing a lawsuit for defamation. Knowing this, how does this change the way you think about ChatGPT and content creation?

#chatgpt #contentcreation #socialmediastrategy

Instagram

Reach: 42
Likes: 5
Comments: 0
Shares: 2
Saves: 0

Twitter

Impressions: 24
Engagements: 5
Profile visits: 0

Facebook

Reach: 9
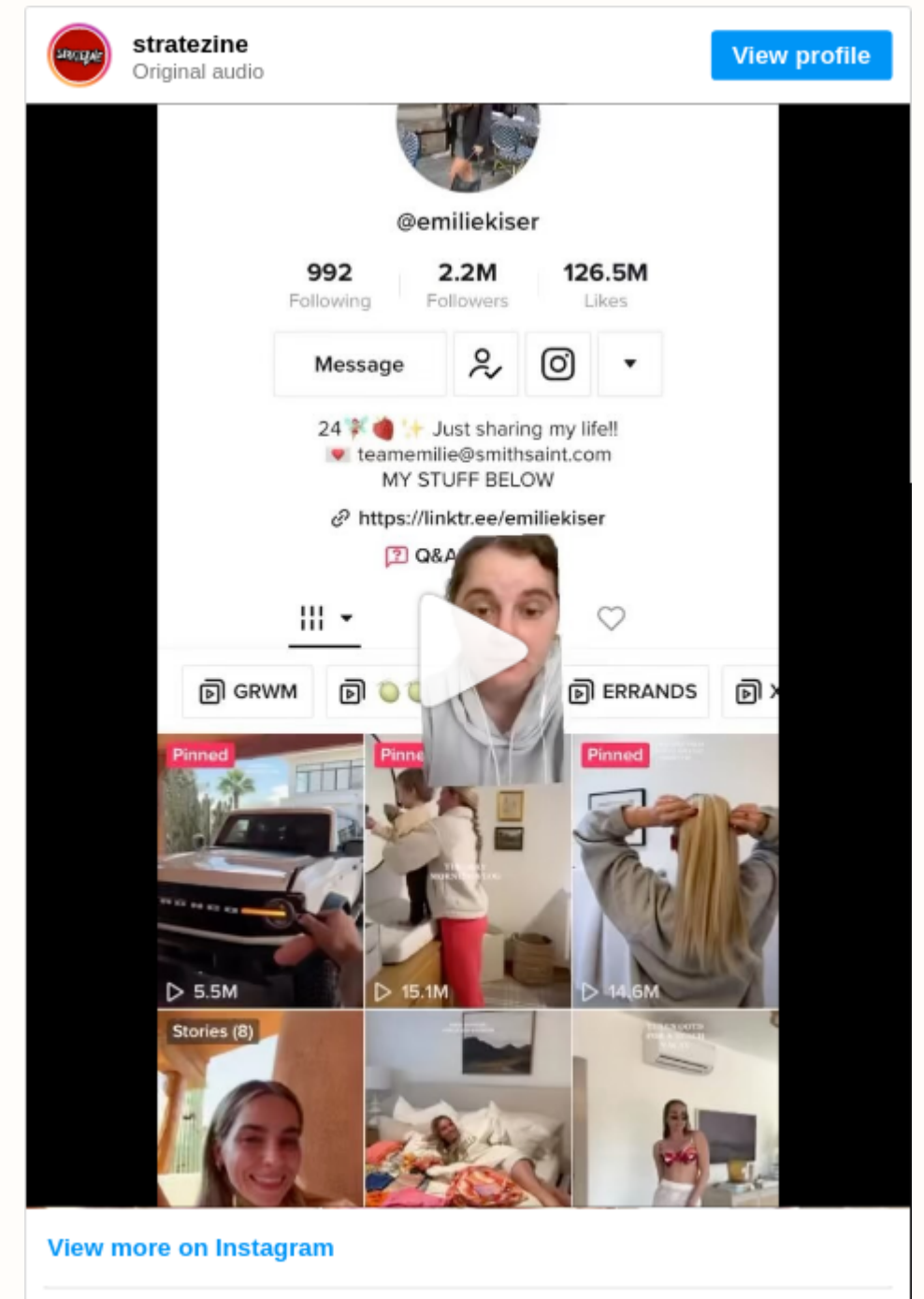Engagement: 0

LinkedIn

Impressions: 22
Reposts: 0
Clicks: 0

Content

This video was the first of our reverse engineer content bucket. I broke down a popular influencer's social media strategy. I broke down a few of the reasons why she is so successful. This helps social media managers know how they can help their brands be successful.

The caption I used (seen on the next slide) is pretty short. However, the post performed pretty well. This is because I showed my face, and it was one of our first posts as a team. People also interacted because they like the influencer. This is part of our strategy for "reverse engineer" content, where we show popular brands that people love. This way they are more likely to engage with the content.

https://www.instagram.com/p/Cr_s688Lo5r/?img_index=1

Content

Instagram

Reach: 361
Likes: 9
Comments: 4
Shares: 0
Saves: 0

Twitter

Impressions: 513
Engagements: 32
Profile visits: 1

Facebook

Reach: 0
Engagement: 0

LinkedIn

Impressions: 15
Reposts: 0
Clicks: 0

stratezine
Original audio

View profile

@emiliekiser

992 Following 2.2M Followers 126.5M Likes

Message

24 🎀 🍓 ✨ Just sharing my life!!
teamemilie@smithsaint.com
MY STUFF BELOW
https://linktr.ee/emiliekiser
Q&A

GRWM   ERRANDS

Pinned   Pinned   Pinned

5.5M   15.1M   14.6M

Stories (8)
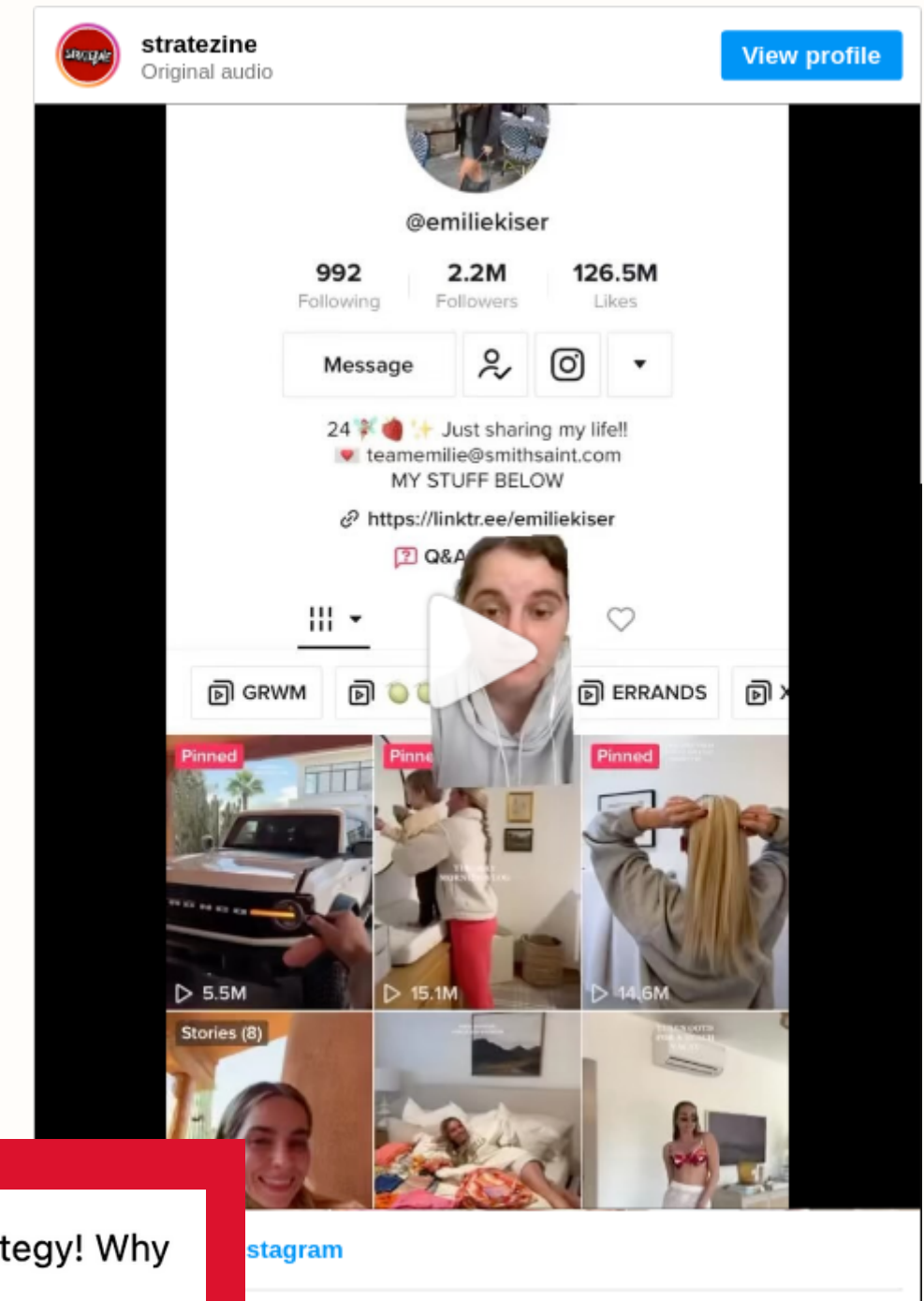
stratezine We analyzed @emiliekiser 's content strategy! Why do you think she is so popular?

#contentstrategy #socialmediamarketing #influencermarketing

Personal Reflection

I am proud of all the work I did on this project. I was able to be a leader in many situations, as well as listen to feedback and criticism. I enjoyed using my own personal strategies, including adding a few Instagram stories and comments to help show our voice.

The design ended up being more challenging than I thought. The style guide given is not my personal style, so I had to learn how to create designs that were functional and looked good in the new style. However, I am glad I have learned this skill.

If I were to do this again, I would spend more time engaging with other accounts on Twitter. It was a difficult app to manage. I will explain how I approached it in the next few slides. However, I also interacted through our account on the new Instagram app, Threads. That was so fun and I hope to continue using it.

I would also collaborate more with my team members to help our designs flow better together. However, I loved my team. We all worked hard and worked well together to create great content and strategies.