



Social Media Campaign Design Proposal
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Introduction

In the world of cluttered media space, it can be overwhelming for a new pop-culture outlet to stand out among the crowd. In order for DHN-TV, a new pop-culture media outlet based out of Orlando, Florida to stand out among competitors and leave a lasting impression on the Internet landscape, defining social media campaigns are imperative. By defining the platforms most beneficial to the business' target audience and compelling strategies to ensure consumer engagement, a successful social media campaign has the opportunity to make this start-up business a legitimate go-to source for all things pop-culture.

DHN-TV is a new project created by Throne Media Group. According to TMG's website (2016), Throne Media Group is "a media production and social broadcasting company specializing in digital publishing, media distribution and live interactive event management to bring viewers closer to content for an elevated lifestyle experience." In order to do this, TMG has produced its newest company DHN-TV, short for Digital Hype Network Television. DHN-TV is a 24-hour social TV network. Working with various videographers, journalists, photographers, artists and celebrities, DHN-TV is working to provide a new way this generation accesses pop-culture and entertainment news. As a newer company, the DHN-TV website is constantly being updated with new content and striving for consumer engagement and increasing viewership. Reflecting upon the company's mission statement where "DHN-TV strongly utilizes social media to transform wifi-based and mobile devices such as tablets and smart phones into enhanced TV viewing experiences," (ThroneMediaGroup.com,2016) an established, successful social media campaign will work to achieve this.

Target Audience & Strategy

Because DHN-TV is branded as a pop-culture news source, the target audience of the company is both male and female, anywhere between the ages of 16 and 35. According to the Business Insider, 84% of social media users are between the ages 18-29 (2015), so targeting this specific demographic in this campaign would be most beneficial. Of this target demographic, DHN-TV specifically targets those who are in college and those who are heavily involved in entertainment news. Music lovers, TV addicts, and movie buffs represent the website's ideal audience, as they are the most likely to interact with website content on social media platforms due to personal preferences. DHN-TV being a website and network that covers diverse entertainment news, a narrow, highly specific target audience does not exist for the company.

Targeting this audience will be possible only after taking part in extensive social listening. According to the SPIA model, social listening is imperative for targeting and strategy (Kerpin, 2015). By taking part in social listening, DHN-TV will be able to focus the majority of its social efforts on platforms in which their audience is already present. Although this social listening is a crucial step in determining which platforms to utilize in this campaign, DHN-TV will benefit from utilizing multiple social media platforms, in various different ways. This social media campaign will focus largely on the most popular social media platforms; Facebook, Twitter, Instagram and Snapchat. These platforms are where the company's target audience is present and active, which is further discussed in this proposal.

DHN-Tv will use each different platform to accomplish specific goals that reflect the company mission statement, but also encourage company growth and manage brand reputation. Although every platform being utilized during this campaign has specific S.M.A.R.T goals (HootSuite), the combination of all efforts on social media platforms will encompass general measurable goals for DHN-Tv. These goals include the following:

- ❖ Increase follower growth over the next 3 months by 50%
- ❖ Increase engagement on each platform by at least 60% over the next three months
- ❖ Increase general brand awareness and mentions, increasing DHN-Tv's Klout score

These general goals will work towards accomplishing business goals for DHN-Tv, including customer acquisition, brand awareness and an increase in brand reputation.

Currently, DHN-Tv's social community is very small- due to the infancy of the company. Reflected here, information gathered on April 18th, 2016 from DHN-Tv social media pages, the number of consumers participating in this community is the company's biggest weakness on social media. This campaign is designed to strengthen this weakness by using strategies that will translate into various other strengths for the company.

Social Media Sites	URL	Followers	Last Activity Date	Action
Facebook	facebook.com/dhntv	308	Monday	status with GIF
Twitter	twitter.com/watchdhntv	362	Monday	content link
Instagram	instagram.com/dhntv	147	3 days ago	exclusive video
Snapchat	N/A	0	never	n/a

Facebook

Utilizing Facebook is imperative in social media campaigns, but even more so for DHN-TV. Facebook has 129,658,552 users, and over 1 billion users daily (Quantcast, 2016). Of these users, 82% of these users are between the ages of 18-29, which is DHN-TV's target demographic. These statistics mean that Facebook will work as the social media platform in which the largest amount of the company's target audience will be reached. The benefit of using Facebook as a platform in this campaign is that every demographic is reachable. Due to the content produced by DHN-TV, exposure to these different demographics will translate into higher engagement rates.

Currently, DHN-TV company's Facebook page only has 308 consumers who have "liked" its page. In order to strengthen the community on Facebook, this campaign has outlined three S.M.A.R.T goals. According to Hootsuite (2014), this means that these goals will be specific, measurable, attainable, realistic and time-based. Initially, the goal of activity on Facebook will be to acquire 5-10 new followers, or "fans", a day over the next month. After this initial month dedicated to growing followers, the goal will then be to get at least 200 likes per post made on Facebook, and at least 50 shares on each post containing original DHN-TV content over the next 3 months. This goal aims to increase consumer engagement and brand awareness. Lastly, working in tandem with the other S.M.A.R.T. goals, the final goal of this campaign on Facebook will be for each original content post to get 4-5 comments within the first 12 hours of posting. This goal will work towards generating brand awareness and reputation.

In managing content on Facebook, according to Leo Widrich content should be posted between the hours of 8 a.m., and 8 p.m (2013). In reflecting this, content will be posted to Facebook 1-4 times a day in this time frame. In order to not overwhelm the audience, these

posts will be strategically posted throughout the day. Content on this platform will vary, including a variety of media and original company content. Due to pictures being the most shared content on social media platforms (Go-Gulf, 2014), Facebook content will rely heavily on photo content. Photo content that is likeable, humorous and relatable will be most successful in this campaign. Along with photos, the emerging popularity of video clips will also help DHN-Tv accomplish these goals. In order to reflect the company mission, posting video content from DHN-Tv will not only accomplish the outlined social media goals, but this content will also allow consumers to feel as if DHN-Tv “bring viewers closer to content for an elevated lifestyle experience” (ThroneMediaGroup.com). In order to not only accomplish this business goal, but also to ensure that followers continue following DHN-Tv, content including exclusive information (in the form of news and celebrity interviews) will be released at least twice a week on Facebook. In managing content interaction, DHN-Tv should plan to respond to comments within 20 minutes between 8 a.m. and 8 p.m., and within 12 hours outside of this time frame.

In order to accomplish the bulk of the goals outlined, implementing successful engagement strategies on Facebook is essential for DHN-Tv. The bulk of main engagement strategies will be implemented on Facebook, and spread across other DHN-Tv social media platforms to reach as many audience members as possible. The first strategy will be geared towards acquiring “fans”. By using specific language on the DHN-Tv website and videos, the company will aim to get the audience to visit the Facebook page. Examples include “Connect with your favorite celebrities on Facebook.com/DHNTV”, “Gain exclusive celebrity content at Facebook.com/DHNTV”, and “Always wonder what your favorite artist does before a concert? Find out at Facebook.com/DHNTV.” This strategy will not only increase Facebook traffic, it has

the ability to start a social conversation about DHN-TV- leading to a higher Klout score. The main engagement strategy that will be run during this campaign will be the exclusive celebrity interview contest series. As a company, DHN-TV has the opportunity to interview various artists and celebrities, and will be able to capitalize on this exclusivity and gain followers/likes/shares and comments. An example of this contest would be the following; *DHN-TV will be interviewing The 1975, want your chance to have your question answered on camera by the band? Like and share or comment on this to have the chance! Want a chance to win autographed merch from the band!? Like, share and tag a friend to be entered to win.* (Due to the nature of the company, getting autographed merchandise from celebrities is no issue.) This will generate likes and comments on original content, but having the existing DHN-TV social community sharing this content allows the content to reach other communities on social media. This engagement strategy can directly accomplish the goals outlined for the Facebook platform.

Twitter

Twitter will be utilized in this campaign in a few different ways than Facebook. Twitter is a platform that has been extremely successful for news outlets, and with DHN-TV creating entertainment news based content, this success is sure to transfer to the company. The largest demographic on Twitter is users between the ages of 18-29, which coincides with DHN-TV's target audience.

Although small, DHN-TV's largest social community currently is located on Twitter. Due to this, goals associated with this platform will focus largely on click-through rates and shares, along with brand reputation. Goals for this platform are transient throughout the three months of this campaign, since the main goal of this platform is not generating traffic, but generating

interactions. One goal is to ensure that each tweet gains at least 40 “likes” the day it is posted. Another goal is to have at least 20 retweets per day. Lastly, DHN-TV should accomplish at least 10 mentions per day in the first month, 20 per day in the second month and 50 per day in the last month of the campaign. Focusing strategies largely on encouraging interactions, these goals are attainable for DHN-TV.

Content management for Twitter is based largely on the interactivity of different forms of content. Again, with Widrich’s suggestion, content will be posted on Twitter between 8 a.m. and 8 p.m., with between 5-10 original posts a day. These posts are not including interactions with the target audience. To achieve these goals, content must be engaging, while suggesting and encouraging consumers to engage with the brand via Twitter. To do this, content of different tweets will include:

- ❖ Questions; *“What do you think of Bieber’s new hair?!”*
- ❖ Breaking Entertainment News; *“You heard it first from DHN-TV”*
- ❖ Exclusive Info; *“Our friends Dance Gavin Dance told us they’re putting out new music soon!!”*
- ❖ GIFs; *“Monday got me like *Kim Kardashian crying Gif*”*
- ❖ Photos; *“Everyone loves Taco Tuesday, right @_____ *photo of that celeb eating tacos*”*
- ❖ Links; *“We’re just as excited about music festivals as you are! Check out our write up here! _____ link_____”*
- ❖ Hashtags; *“Nothing like a new exclusive interview to get you through today! #mondaymotivation”*

This type of content encompasses the different types of engagement strategies that this campaign will encompass on Twitter. The first of these strategies includes asking the audience questions. By encompassing asking questions on Twitter, consumers are more inclined to answer/respond which leads to engagement. Both breaking news and exclusive info are engagement strategies in which consumers will be encouraged to “retweet” to add to the “up-to-date” newsfeed on Twitter. Twitter being the social media platform where it is easiest to become personal with the brand’s target audience, DHN-Tv’s use of GIFs, photos and emojis will be vital in encouraging interactions with consumers. By including photos in tweets, DHN-Tv can see a 150% increase in retweets (Patel, 2014). Including GIFs, memes, photos and emojis not only engages with the audience, but also showcases the DHN-Tv company personality. This personality is vital in creating a positive brand reputation- which is a goal of this campaign as well. Utilizing hashtags will work to accomplish every goal set out for Twitter as a platform. According to Neil Patel, hashtags lead to double the engagement of tweets without hashtags. Hashtags not only increase engagement, but also are beneficial in gaining followers, improving reputation and getting information (QuickSprout, 2014).

Currently, DHN-Tv is utilizing both Facebook and Twitter to generate website views, and the campaign being proposed will work to translate these efforts plus additional efforts into more business goals that are accomplished along with new social goals that are accomplished. Next, platforms in which DHN-Tv should utilize in campaign efforts will be broken down. Growing in popularity, both Instagram and Snapchat are social media platforms in which the most opportunities for new audience members and brand advocates lie.

Instagram

With only 147 followers and only 23 posts currently, Instagram is DHN-TV's biggest opportunity. With over 75 million users daily (QuantCast,2016), engagement on Instagram 58x higher than Facebook, and 120x higher than Twitter. These statistics show DHN-TV that goals set for this platform should not only include generating traffic and following, but also generating interaction. DHN-TV should rely on their infancy on this platform to ensure that this platform is used to engage with consumers instead of bombarding them with business objectives, as discussed in *Likeable Social Media* by David Kerpen (p.47), it will be much more beneficial for the brand.

With the smallest community, the main social goal on Instagram includes building a follower base. In the first month of this campaign, DHN-TV should gain 400 new followers. In the first month, all S.M.A.R.T goals should be focused on gaining followers. Broken down weekly, new followers per week should be no less than 100. After the initial month of the campaign, measurable goals include gaining at least 100 "likes" within the first hour of a post. Along with these likes, it is the goal to have 20+ comments in the first 24 hours a post is posted. A goal in tandem with this, is for DHN-TV to respond to comments within the hour the comment is posted.

The content managed on Instagram will reflect DHN-TV's effort to use this platform to create consumer relationships. This being said, the content on Instagram will be more personal, exclusive and straying far from business objectives. Examples of Instagram posts that will be avoided and those that will be duplicated in this campaign:



Along with Facebook and Twitter, Instagram posts will also be posted between 8 a.m. and 8 p.m., with 1-2 posts a day. To ensure these posts are seen, the majority of content will be posted in the morning, when most people are waking up checking social media, and evening time when most people are getting off work and checking social media. Other posts on Instagram will follow in Twitter's content management in announcing exclusive content and breaking entertainment news.

Due to the nature of the company, DHN-TV content will feature many known celebrities and artists, so getting audience members to engage will be the easiest on this platform. By coming up with witty captions on posts, consumers will be more likely to engage with the brand, by liking and commenting. Curated content will also be utilized as an engagement strategy. Sharing photos which followers have tagged DHN-TV in on the company Instagram will encourage other followers to do the same in order to be reposted. "Seeing these Regrammed

photos will likely prompt your other fans to start sharing more, ideally creating a cycle of available user generated content (UGC) for you to use “ (Clark, 2016). The most important engagement strategy that DHN-TV must stay consistent with is everyday spending time liking and commenting influencers on Instagram to encourage other audience members to engage. This not only shows audience members that the brand is present on Instagram, but that the brand is interested in what they are as well.

Snapchat

Snapchat is a social media platform which DHN-TV is not currently present on. However, with over 100 million users per day, and a main demographic of users ages 13-34 (Snapchat.com), this campaign will introduce Snapchat into the company’s social media presence. The key factors that are unique to Snapchat according to its website are that Snapchat provides a personal window into someone else’s world, it allows you to “be here and now” because it is updated in real time and only lasts 24 hours, and that Snapchat is a reflection of who you are in the moment. For DHN-TV these factors will allow the company to focus on business objectives such as “providing a new way this generation accesses pop-culture and entertainment news”. Unlike other social media platforms, there is no “liking” or sharing on this platform, so the main objective of being active on this platform is to generate a following for the brand.

Due to the differences in this platform, setting S.M.A.R.T. goals specific for this platform only include goals including the amount of followers. In this case, DHN-TV will aim to gain 500 “snapchat friends” over the course of the entire social media campaign. Of these 500 friends, each snap posted aims to get 300-400 views each.

Content on snapchat for DHN-TV will be very specific, and not daily. Snapchat will be utilized to give friends/followers sneak peeks into upcoming DHN-TV content. For example, when DHN-TV is covering an entertainment event, the team covering that event will take over the Snapchat account and provide “friends” with exclusive video clips and photos from the event. Users of Snapchat want action and creativity (HootSuite, 2016), and by providing content from exciting events, users will continue to check on the DHN-TV snapchat. Because snaps expire after 24 hours, content will not need to be scheduled the same way as various other platforms.

Engagement strategies on Snapchat are more difficult to define than other social media platforms; however, DHN-TV will host a few “snapchat takeovers” throughout the three months of the campaign. For example, during coverage the Vans Warped Tour, DHN-TV will ask one of its Digital Hype Artists to take-over their company Snapchat. By doing this, DHN-TV is bringing brand advocates and fans an exclusive perspective into these artist’ day, in real time. This, along with other coverage that will be the majority of Snapchat content will directly provide this generation a new way to access pop-culture and entertainment news- DHN-TV’s main business goal.



Media Platform Calendar/ Timeline

Title	Author	Topic	Deadline	Publish Time	Images	Publishing Channels
Monday						
Announcing a Sneak Peak of Playlist Live Interviews Tonight!		Playlist Live Teaser		6:00 AM	Video content of Macy Kate	Facebook, Instagram, Twitter
Social Listening		Social Listening	10:00-12:00			0 All
"Coachella weekend 2 is only 4 days away #MotivationMonday		Motivation Monday		8:00 AM	GIF	Twitter
Tuesday						
Want to get your questions answered by Macy Kate?		Macy Kate Interview		8:00 AM	Macy Kate Video	Facebook/Instagram/Twitter
"Thank you for all your laughs. Rest In Peace "		Doris Roberts RIP	12:00 noon	6:00 PM	Doris Roberts photo	Facebook/Instagram
There's no day like #TacoTuesday. Right @Obama		Taco Tuesday		8:00 PM	Obama photo	Twitter
Social Listening		Social listening		8:00 PM		All
Wednesday						
		Social listening		8:00 AM		All
She's our #wocw everyday. What do you think of her new hair?		Taylor Swift #WOCW		8:00 AM	Taylor Swift photo	Instagram
"Is this Wednesday making anyone else wish they were still at #Coachella		FOMO		12:00		Twitter
BREAKING NEWS		Breaking News		5:00 PM	Featured photo	Facebook/Instagram/Twitter
Thursday						
"Why we're freaking out about the new Star Wars and why you should be too"		Article boost		8:00 AM	feature photolink	Facebook
#TBT to when Pentatonix took our breathaway in Orlando		Throwback Thursday		4:00 PM	Pentatonix photo	Instagram
"So excited for Playlist Live tomorrow!"		Playlist anticipation		8:00 PM	GIF	Twitter
"Don't forget to enter to win your chance to get MacyKate.."		Last minute Contest post		10:00 PM	Macy Kate Video	Facebook/Twitter
Friday						
"We're here at Playlist Live in Orlando. Ft..."		Playlist Live Coverage announcement		12:00 noon	Photo of event	Facebook, Instagram, Twitter, Snapo
Jenna Marbles said THIS:		Exclusive quotes		4:00 PM		Twitter
Video clips of Pool Party		Pool Party		8:00 PM/ 10:00 PM	video clips	Snapchat
Saturday						
"Day 2 of Playlist Live!"		Playlist Live Coverage		8:00	Photo of event	Instagram
Vine star:		Playlist Live Exclusive Coverage		12:00 noon	Vine	Twitter/Facebook
Night two of the crazy Pool Party		Pool Party		8:00 PM/ 10:00 PM	video clips	Twitter/Snapchat
Sunday						

Sustainability Plan

Although this specific campaign is designed for the next three months, DHN-Tv social media team should continue similar content management and engagement strategies, even after this campaign ends. Due to the early stages of this brand, these strategies will continue to build brand following, brand awareness, increase brand reputation and will continue to work towards accomplishing business goals. After evaluating each platform and the success of each one, focus will shift from being equally distributed to focusing more efforts on the most successful platform. Not only is this necessary for after this campaign is over, but maintain relationships formed over this campaign is incredibly important. Showing fans/followers/friends that the company is still interested in what they are saying/doing/feeling is important to keep DHN-Tv's social media community thriving. Doing this will also provide insights on what will make successful campaign strategies for the future as well.

Evaluation / Measurement

Because DHN-Tv is a young company, and the focus of this campaign is to increase brand awareness and to create a following, measuring any ROI is useless. In order to analyze and evaluate the success of the campaign, a few different measurements will be taken into consideration. Using sites such as SocialMention, sentiment will be measured, including polarity and intensity. This will be evaluated in order to see where DHN-Tv is in the mind of the target audience. Social media metrics will be the main focus of evaluating this campaign however. This will include the number of fans/followers, likes, shares, comments, interactions and online

mentions. These measurements and evaluations will let the company know which platforms, content and strategies are working best. This will allow the company to focus efforts on similar strategies and to void those that did not produce results. These engagement-based measurements will be measured and evaluated on the Simply Measured website.

Conclusion

Throughout the course of the next three months, this proposed campaign aims to not only complete specific social media goals, but also to improve the company DHN-TV business objectives. These components, spanning over four individual social media platforms, will not only increase DHN-TV viewership, create a larger target audience and develop a positive brand reputation among industry influencers; this campaign has the ability to create many new opportunities for the company. With a thought-out content management plan along with numerous unique engagement strategies, DHN-TV has the ability to become a leading pop-culture news outlet. With a heavy social media presence, and influence- the newly developed DHN-TV would have the ability to connect with celebrities and artists to provide even more exclusive content. These opportunities would be beneficial for any company, but extremely beneficial for Throne Media Group's newest business; DHN-TV.

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