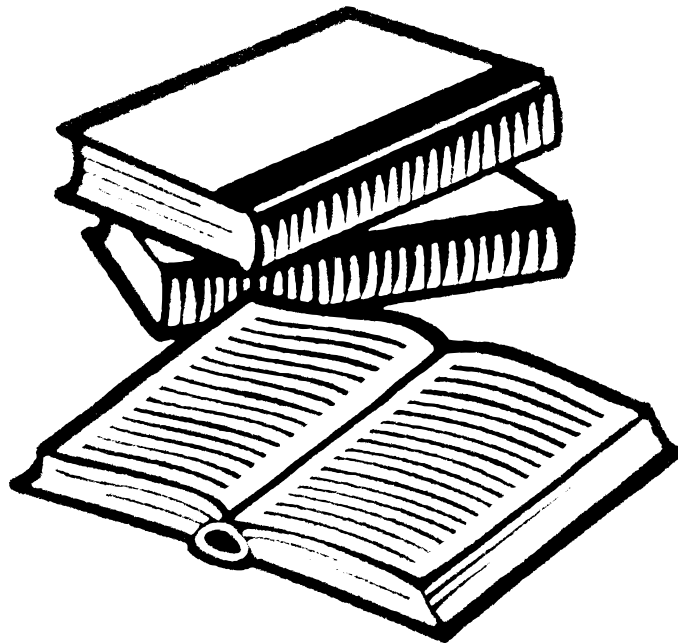


READY, SET, READ!

A nonprofit organization dedicated to encouraging reading



Social Media Campaign Proposal by Gillian Rainville



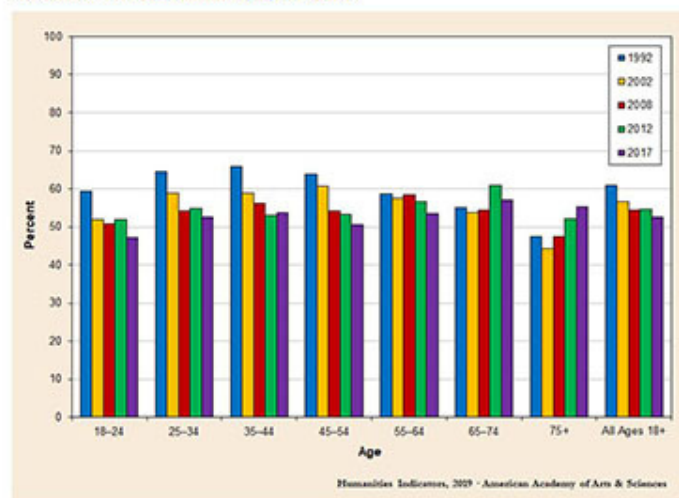
INTRODUCTION

I am proposing a social media campaign for a nonprofit, Ready, Set, Read!, to encourage adults to read for pleasure. First, I will research the benefits of reading, and then the best practices for social media that apply to this campaign. Using this research, I will create educational and persuasive deliverables.

This topic is an important one because there are so many reasons why we all should be reading. I started reading for pleasure again as an adult a few years ago, and it's become one of my favorite things to do. There seems to be a lot of encouragement to read for children, but not as much with adults. Ready, Set, Read! will be the organization to change that.

TARGET AUDIENCE

V-3a: Percentage of Americans 18 Years or Older Who Read at Least One Book Other Than for Work or School in the Previous 12 Months, by Age, 1992–2017



This graph from the American Academy of Arts and Sciences, shared by Library Research Service, shows the percentage of American adults from 1992 to 2017 who read at least one book in the previous year that wasn't for work or school. Based on this evidence, it's clear that there's been a decline in the past three decades. This graph also shows that our target audience for this campaign should be adults ages 18-54 because that is the group with the largest decline.



PLATFORM SELECTION

I have chosen the platforms this campaign should use based on Sprout Social's 2024 Social Media Demographics.

TikTok and Instagram will reach more 18-29 year olds, whereas X and Instagram will reach more 30-39 year olds. 40-54 year olds will be reached best on Facebook.

Written content and images will be created for Instagram, Facebook, and X. Short-form video content will be created for TikTok, Instagram Reels, and Facebook Reels. Creating content for these platforms ensures our message reaches everyone within our target audience range.

DELIVERABLES

Research will be key in creating this campaign. I will research all of the reasons why adults should be reading, as well as the best ways to communicate this idea through social media. This project will result in a completed annotated bibliography on all of my research.

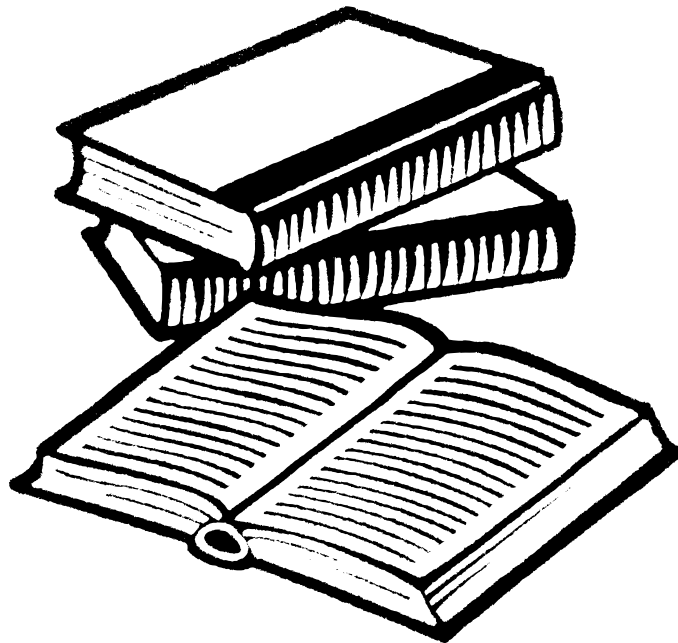
Planning is another key part of this campaign. I will plan out a project schedule which will include when I will be creating graphics, as well as filming and editing video content. I will also note my process throughout creating the content. This will result in a complete schedule and production journal highlighting the journey of my work.

I will create at least two infographics for social media with the corresponding copy. Each graphic will be sized for Instagram, Facebook, and X. The infographics will use research to highlight the benefits of reading in an exciting and eye-catching way. The written copy will also reflect the research. I will use Canva to create these images.

I will also create two pieces of short-form video content meant for TikTok, Instagram Reels, and Facebook Reels. The videos will also use research to highlight the benefits of reading. I will use best practices for video on these platforms including fitting within time limits and using correct framing. I will shoot all footage on my iPhone 15 Pro, using additional lighting if necessary. The footage will be edited using the social media video editing platform, CapCut.

READY, SET, CREATE!

Thank you for viewing my proposal



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