

Client Tactic Concept Design Worksheet
(Complete a separate worksheet for each tactic submitted)

Group Just Keep Swimming

Designer(s) Taylor Haney

Is this for an individual grade? (Circle one) Yes ☒ No
(If yes, then there should only be one designer listed above)

Tactic type Social Media Story "Fun Fact!" Posts
(e.g. flyer, news release, postcard, social media posts, etc.)

Strategy type Audience Participation and Awareness
(e.g audience participation, special event, etc.)

Public(s) to be reached: Social Media Users

The rationale for your tactic:
(Use space on back of sheet if needed)

Social media is a free way to reach publics. Stories are a great way to beat the algorithm, and more than 86% of Instagram users use stories.

The rationale for colors, photography, fonts (s) and/or artwork used:

Using bright colors, fun fonts, and artwork that relates to the fun fact will draw users in. Using interactive stickers is also a great way to draw audiences in to participate.

Is all photography and artwork original? (Circle one) Yes ☒ No

Is all photography and artwork copyright and trademark free? (Circle one) ☒ Yes No

How does this contribute to your overall campaign goals?
(Use space on back of sheet if needed)

One of the biggest goals of our campaign was to better utilize social media. This is a fun, quick way for users to get involved with the center's social media. By posting regularly, it is more likely to build a loyal following on the social media.