

AMB330 Digital Portfolio
Assessment #3: Community Management Portfolio
Assessment Guide and CRA
(approx. 1500 words, 40%, due on 25 October 2019)

Overview

Assessment #3 considers how your client this semester may execute a community management program. Your report will consist of an overview of the role that social media may play in your client's relationship building. Your Community Management Portfolio will consist of a social media strategy, content pillars and content creation. You are to justify your recommendations and use theory to support your rationale. In addition, you are to develop a personal website, highlighting the knowledge and skills that you have attained at QUT.

Please do not contact your client. Your word count may go 10% over or under the word limit.

The Community Management Portfolio consists of five parts. Please submit your assignment as one single file (Word or PDF).

1.0 Introduction (approx. 200 words)

You are to provide a rationale for your client regarding the role the social media program will take within the marketing and advertising processes and how this links to your consumer insights. You should address the following:

- Summarise what the report is going to do (i.e., why your client should have a community management program).
- Explain to the client why a social media strategy would be useful for them.
- Mention how your consumer insight relates to the social media program.
- Justify the relevance of a social media campaign to their brand and product using academic and industry sources.

2.0 Social Media Strategy (approx. 600 words)

You are to develop a social media strategy for your client. This social media strategy outlines the purpose of social media for your client, an overview of who you are targeting and what you want to achieve from this strategy (e.g., increased engagement, new clients, information sharing). There is no budget for your social media strategy, as you are using your client's social media platforms. Your strategy should discuss the social media options that are appropriate for your client and justify your recommendations. As part of your strategy you are to develop three topic content pillars that are appropriate to your client and consumer insight. You should address the following:

- Recommend social media options to the client.
- Explain why they are appropriate and how they will work together to form a strategic approach and benefit the brand.
- Justify your recommendations to convince the client that this is the way forward.
- Indicate how often each social media platform should post and provide some type of justification as to why it needs to be this often. Explain what will be achieved by doing this.
- Explain how success will be measured in relation to the objectives of the campaign.
- Provide three content pillars (i.e., themes for your social media content) in relation to your consumer insight. Make sure the pillars are relevant and interesting, and cover different

types of content. Consider what is important and of interest to your target audience. The pillars need to be consumer focused rather than brand focused. Make sure that your pillars are clearly different from each other to provide some variety.

3.0 Campaign Calendar (not included in the word count)

You are now to select a four-week campaign (you can choose any month of the year) depending on what is happening in that month that might be relevant to your brand (e.g. if you were developing a strategy for a florist, you may pick February to make Valentine's Day your focus). Consider how social media will be used across the four-week period. Using a basic social media template (provided on Blackboard) you are to develop a social media calendar for the month you have selected. You should consider the following:

- Use the template on Blackboard you are to develop a four-week campaign calendar in any month of the year.
- Consider what is going on in this month that is relevant to your brand and target audience (e.g., Christmas shopping in December).
- Show clearly when you are recommending that the social media strategy should be scheduled. Justify why your recommended social media platforms are relevant and how often they should have new content using academic and industry sources.

Submit it as a screenshot in the Word file.

4.0 Content Creation

You are to choose one of the three content pillars, and develop three content pieces for this pillar. Each piece of content should relate to a different social media platform (e.g., Facebook video, Instagram, Blog post, Instagram video. However, you must do three separate pieces for three separate platforms (e.g., don't do three Instagram posts). Make sure that your content is specific to the social media that is discussed in your strategy. With each piece of content you are to provide a one or two sentence justification as to why this content is appropriate and why it is useful for your social media strategy. You are going to be graded on the creative approach that you take with the content creation (e.g., its relevant to your target audience, content pillars and consumer insight) You should address the following:

- Develop three separate pieces of content (make sure that they are for different platforms) that all relate to **one** content pillar.
- Provide a sentence or two that explains why each content is relevant to the content pillar.
- Make sure your content is creative and interesting to your target audience. Think about whether they are likely to share this content (e.g., generating earned media).
- Think about whether the content is educational, informational or amusing.
- Make sure it relates to one content pillar and provides value to your brand.
- If you have used a photo sourced online make sure that you acknowledge where it came from.

The aim of this section of the assessment is to give you an opportunity to try developing content for a brand. This is something that you are very likely going to need to do at some stage if you work in marketing or advertising. If your content is a video then no need to film a video, a storyboard will do.

Word count is not really appropriate here as some content may require many words and others may require just a few. Make sure that you provide an explanation of why each piece of content is relevant to the pillars (just a few sentences for each content piece).

5.0 Personal Website (not included in the word count)

The final step for this assessment is the development of a personal website. This website showcases your work to demonstrate your skills and abilities to potential employers. You need to include three pages on your site:

- 1) A landing page where you show your personality. Write a brief biography here that highlights your personality, career ambitions and aspirations. Use visuals that support your 'brand' and entices the reader to find out more about you.
- 2) Resume and skills page where you have your CV information.
- 3) Portfolio of work – show examples of your work (e.g., photography). Make sure that if you are showing other work that you have done, do not breach any client confidentiality agreements. You can use any website building site such as Wordpress, Wix, Weebly, and Squarespace. There is no need to pay for the site. You can develop a great site for free.

Please submit this part as a link in the Word file. Please DO NOT share your QUT assessments on the website.

Grade	7	6	5	4	3/2/1
SE 5.1 Demonstrate and apply knowledge of ethical and legal principles and practices in analysing and responding to business issues					
Marks	4.5-5	4-4.4	3.5-3.9	2.5-3.4	Below 2.5
Introduction and community management role within the advertising and marketing strategy (5 marks)	You demonstrate understanding of the brand, the consumer and social media platforms and related ethical issues by developing your strategy into a creative community management campaign. You provide clear justification supporting the use of social media and identify a creative and innovative consumer insight.	You demonstrate understanding of the brand, the consumer, social media platforms and related ethical issues by developing your strategy into a sound community management campaign. Your recommendations are good and identify a creative insight.	You demonstrate some understanding of the brand, the consumer, social media platforms and related ethical issues and identify the consumer insight. You provide good justification as to why the brand should be using social media.	You demonstrate a limited understanding of the consumer, social media platforms and related ethical issues in your overview of the community management program and consumer insight. You provide some justification as to why the brand should be using social media.	You fail to provide an appropriate introduction.
KS 1.1 Demonstrate and apply integrated discipline (including technical) knowledge across the broad field of business with depth in one or more core business disciplines.					
Marks	4.5-5	4-4.4	3.5-3.9	2.5-3.4	Below 2.5
Social Media Strategy (5 marks)	You present a clear understanding and analysis of how the brand can connect with the target market across different social media platforms. It shows a clear purpose with well-justified recommendations. You identify how the success of the campaign will be measured. You outline three strong content pillars that are appropriate for your client and your consumer insight.	You present a good understanding and analysis of how social media can be incorporated in the strategy, including its relationship to the target market. You recommendations are justified effectively. You provide good measurement options and three good content pillars that reflect your strategy and consumer insight.	You provide a sound overview of the social media strategy and a measurement plan. You use a variety of sources that are both credible and relevant to your product and target audience. Your recommendations effectively are justified. You describe the content pillars.	You summarise the social media strategy for this brand. You demonstrate a range of social media options that are justified. Your measurement and creative approaches are acceptable. You identify content pillars.	You fail to provide a suitable social media strategy or articulate an appropriate content strategy.
HO 2.1 Investigate real world business issues and situations through the effective analysis, evaluation and synthesis of theory and practice					
Marks	4.5-5	4-4.4	3.5-3.9	2.5-3.4	Below 2.5
Campaign calendar (5 marks)	It is creative and relevant to your social media strategy. You demonstrate through the use of the social media template, a well-developed approach using a wide range of appropriate social media platforms that are strongly relevant to the product, consumer and the digital environment. The four-week campaign considers elements that may have an impact on the consumer and the brand and how understanding these seasonal or social influences might impact on your social media planning.	It is creative and relevant to your social media strategy. You demonstrate through the use of the social media template, a sound approach using a range of appropriate social media platforms that are relevant to the product, consumer and the digital environment. The four-week campaign considers elements that may have an impact on the consumer and the brand and how understanding these seasonal or social influences might impact on your social media planning.	You present a good campaign calendar. You demonstrate through the use of the social media template, a good approach using a range of appropriate social media platforms. The four-week campaign considers elements that may have an impact on the consumer and the brand and how understanding these seasonal or social influences might impact on your social media planning.	You present campaign calendar using a social media template presenting a range of appropriate social media platforms.	You fail to present a social media calendar that is appropriate to the brand.
PC 3.1 Use information literacy skills, and communicate effectively and professionally in written forms and using media appropriate for diverse purposes and contexts					
Marks	13.5-15	11.5-13.4	9.5-11.4	7.5-9.4	Below 7.5
Creation of three pieces of content (5 marks for each piece = 15 marks in total)	The content is outstanding and relevant to one of the content pillars developed. You demonstrate understanding of the consumer. Your creative, interesting content is appropriate to the platform and relates to	The content is good and relevant to one of your content pillars. You demonstrate understanding of the consumer. Your creative content is appropriate to the platform and relates	The content is good and relevant to one of your content pillars. You demonstrate understanding of the consumer. Your creative content is appropriate to the platform and	Your content is relevant to one of your content pillars. It is appropriate to the platform and relates to the content pillar. You provide some	You fail to provide appropriate content.

	the content pillar, and is likely to be shared by customers. Your copy is beautifully crafted and shows great writing skill. You provide a thorough justification that demonstrates relevance of the content to your client and consumer insight.	to the content pillar, and is likely to be shared by customers. You provide a thorough justification that demonstrates relevance of the content to your client and consumer insight.	relates to the content pillar. You provide a justification for the relevance of the content that is appropriate to your client and consumer insight.	justification for the relevance of the content.	
KS 1.2 Apply technical and technological skills appropriate and effective for real world business purposes and contexts.					
Marks	8.5-10	7.5-8.4	6.5-7.4	5 -6.4	Below 5
Development of Personal Website (10 marks)	You demonstrate a very high level of technical skill. It displays professionalism and exceeds assessment requirements. The content is extremely well thought through and impactful.	You produce a site with three required pages. These pages are linked and easy to access. You demonstrate a high standard of content. It is professionally presented and designed and is well-written.	You produce a site with a resume page and showcased three pieces of your work. It is professionally presented and well-written.	You produce a site with some required pages. The content is well-written.	You fail to present a site that includes the required landing pages.