

DO YOU EVEN SOCIAL MEDIA?



JOIN THE SOCIAL MEDIA SPRINT!



What is it?

Design and run a social media campaign for a real client over 4 weeks.

Pitch



Sell your service to a client.

Work



Design & Manage your client's social media

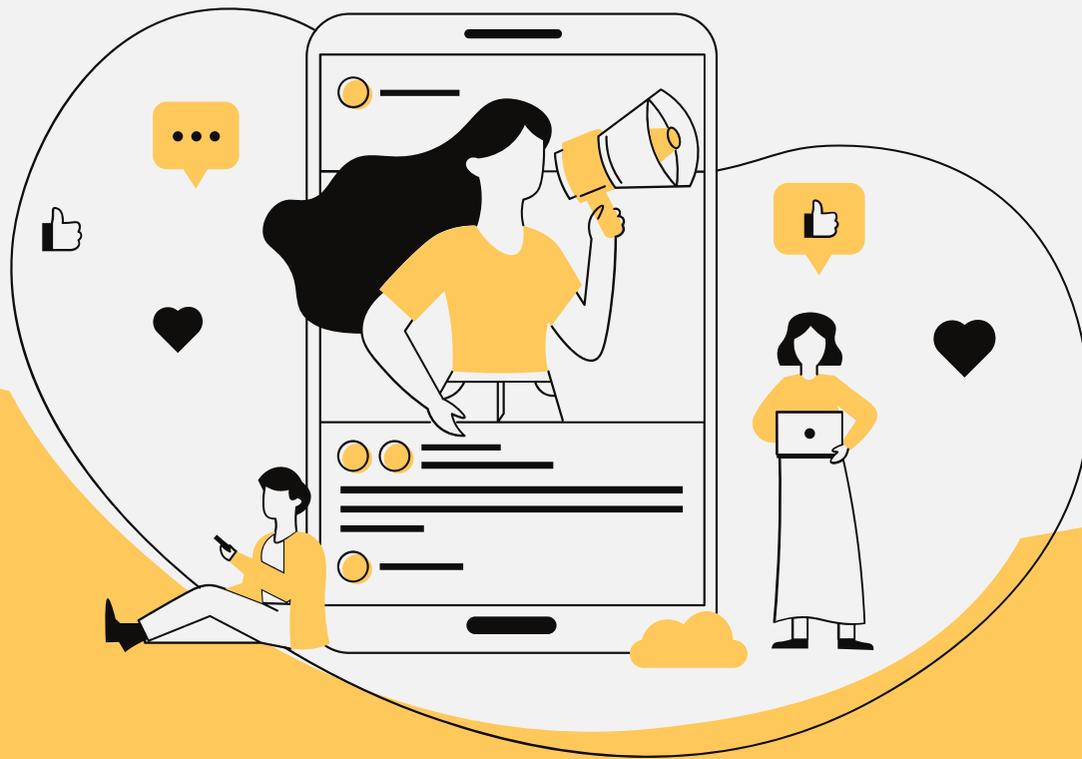
Get Paid!



Get paid for your work!

When is it?

It'll take place over 4 weeks,
from **17th December 2020**
until **17th January 2021**



**Creative
Economy
Week**
14-20 December 2020

Who can join?

If you fit into any of these categories, you can join!

Students

Fresh Grads

**Unemployed
Individuals**

Freelancers

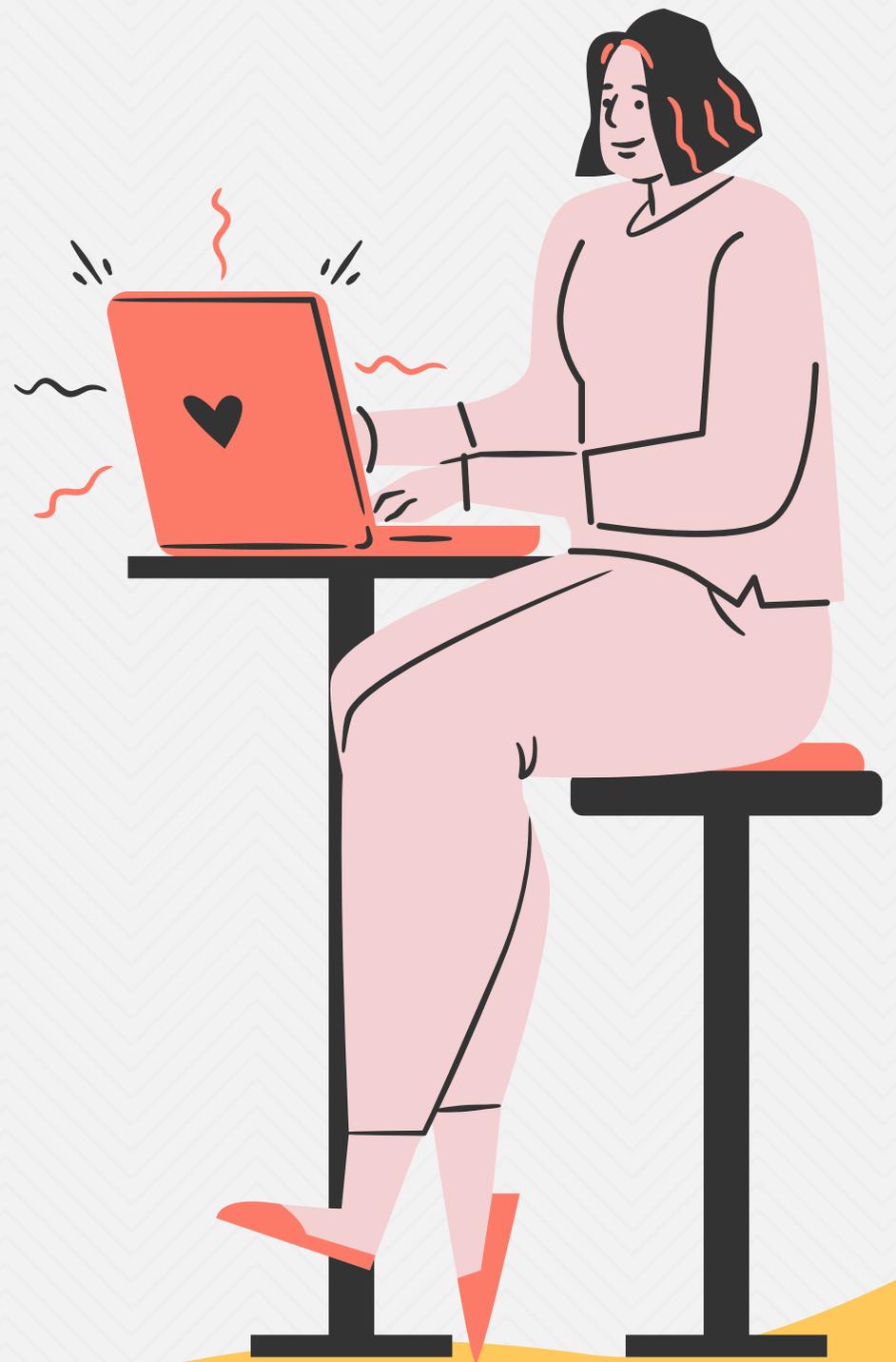


1. REGISTER AS A TEAM OR INDIVIDUAL



There's a lot of work that goes into social media - Research, planning, scheduling, design, copywriting, analytics, client relations, etc.

Keep this in mind :)



2. PITCH TO POTENTIAL CLIENTS TO SECURE A PROJECT

Prepare your pitch.

Consider doing mockups to help them visualise your ability to deliver.
(at the very least, you should have your portfolio ready).

Sell your service!

If you get rejected,
that's okay!

Move onto the next
client, with an
improved pitch :)



Remember, the real world
can be tough on you,
but tough is good 🦵

Take the rejection as an
opportunity to improve
your pitch.

There's a reason why Social
Media Managers get paid
to do what they do.

It takes a lot of work, and
constant improvement.

Learn from the rejection,
refine your approach, and
apply it in your next pitch!



3. ONCE YOU'VE SECURED A CLIENT, TIME TO GET TO WORK!



If you haven't already agreed on a strategy with your client, it may be a good idea to do so.

Once you've done that, it will make the planning and design a smoother process.

4. SOCIAL MEDIA IS A COMBINATION OF VISUALS AND TEXT.

"A picture tells a thousand words."

While this is true, don't overlook the importance of text in getting your message across.

Remember..
Words are powerful.
Choose them well :)



5. ANALYSE AND ADAPT.

Creating amazing designs and writing brilliant content is one thing.

But this means nothing if you're not connecting with your audience.

It's important to analyse the effectiveness of your posts by tracking audience engagement.

Always think about their needs and how your posts relates to them :)



6. HELLO WORK, MEET DEADLINE.



Setting internal deadlines is useful.

Meeting those deadlines is critical.

Manage your time well to avoid unhappy clients :)



7. ON TO THE REAL WORLD.



Whether you win this sprint or not, that is besides the point.

You go away from this competition with real work experience.

Build on this portfolio and venture into the wild world of professional work.

