

SOCIAL MEDIA PROJECT

ASSIGNMENT OVERVIEW

Each week, teams must complete an accompanying Social Media project or to be turned in with their Spotlight Video or 20-Second Video.

A **Social Media** project is any photo or other design that could be used on CCA-TV's social media pages (Instagram, Facebook) or in the weekly show. Content should help promote audience engagement in CCA-TV or enhance the overall quality of the show. *Think about what YOU would get excited to see on social media.*

Some examples could be:

- Show behind-the-scenes CCA-TV work
- Hype video promoting CCA-TV or all-campus event
- Feature the words "CCA-TV" in a creative design, drawing, or animation (similar to a Google Doodle)
- Promote an upcoming CCA-TV or Envision Cinema event
- Spend extra time designing sets, props, or other visual element in a Spotlight/20-Second video, turn in photo of work to receive credit

A Social Media will be marked as completed by the teacher on the corresponding Spotlight Job Sheet or 20-Second Job Sheet.