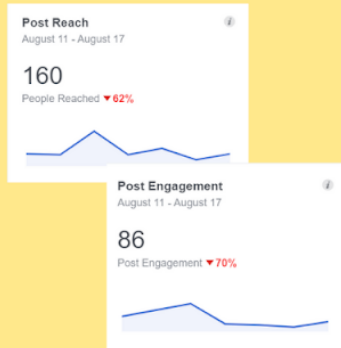


IMSA SUMMER 2020 INTERNSHIP

Effective Social Media Outreach Across Generations



PLATFORM DEMOGRAPHICS

Determine the size of your current audience and the ratio between your posts' average reach and engagements. Use marketing strategies to garner engagements, retain new followers. Post original content and encourage interactions.

CONTENT

Have a balance between intriguing and educational content in your posts to appeal to both younger and older audiences. Alternate between serious and lighthearted topics of discussion so that your content is both informational but not always boring. Use a mix of eye-catching and mature colors.



Sun	Mon	Tue	Wed	Thurs	Fri	Sat
6/28	6/29 Monday Inspiration quote ✓	6/30	7/1 What is Intergen practice? ✓	7/2	7/3 Fun fact Friday <a href="#">caption 7.3.20</a> <a href="#">post 7/3</a>	7/4 Happy 4th of July Share a 4th of July memory with someone from a different generation today! ✓ <a href="#">post 7.4.20</a> <a href="#">caption 7/4</a>
7/5	7/6	7/7 Atlanta girl found island space story ✓	7/8	7/9 A case study of a past Intergen activity ✓	7/10	7/11 How is Encore Atlanta involved with Intergen practice? ✓
7/12	7/13 Monday Inspiration quote ✓	7/14	7/15 Benefits of Intergen about Practice ✓ <a href="#">caption 7.15.20</a> <a href="#">post 7/15</a>	7/16	7/17 Fun fact Friday - about one of the 3 p's	7/18 Ask for a story or memory from your parents (or children), or

SCHEDULING

There are different "high traffic" hours in the day during which social media users of different ages are most active. This could be in the morning and evening when younger users aren't in school or during afternoon when older generations are having a lunch break during work.

ISABEL CHEN

Mentor Britta McKenna

AUGUST 19, 2020