Personal statement

Job introduction

In this group work, I served as a social media job. The original reason I chose this role was that I had participated in the production of social media accounts for many brands and had basic brand awareness. But since I have never independently operated a social media account, I want to give myself a challenge under the impetus of group work. So I took the initiative to undertake this work. And actively communicate and cooperate with team members.

Work Plan

First of all, as a promoter and promoter of content, I need to fully understand the characteristics of each work. As well as the author's design ideas and the key points he wants to express. After this, I need to find the connection between the single work and the fusion work. Including finding a suitable carrier and method for the final presentation. Through the discussion at the first meeting, I had a brief understanding of the 5 works in the team. Our works are an experimental video, a dynamic illustration, and three artistic pop-up books. Eventually it will be integrated into a complete video as 5 parts. In order to retain the characteristics of each work, I plan to carry out early independent publicity for each part in the form of dynamic posters. Use this as a prelude and preview before the final video is released. Before the screening day, avoid working hours and choose a time slot between 5 pm and 6 pm every day. In the early stage, some procedural content can be released, such as group work drafts. Then publish two dynamic posters daily. Until the final release of the complete video image.

Process and challenge

In accordance with the order of the works discussed and confirmed in the meeting, I collected fragments of your works as the research content and final production materials in the form of posters. By analyzing the visual effects of the provided materials and

combining the design elements of the team logo, I finalized the final poster style with the team members through reference cases and sketches.

However, in the actual operation process, because the Instagram platform cannot publish GIF files, our dynamic posters had to be converted to video formats. The new account creation time is too short, the amount of interaction is not up to standard, and short video content cannot be sent. In order to solve this dilemma, after discussing with the team members, I decided to increase the push content of the square static poster. Post static posters as a pre-heat and mobilize students to interact. The problem was resolved after two days. What's more, the complete film originally planned to be directly shown on Instagram cannot be released directly due to length restrictions. After confirming that the movie could not be shortened, I posted the final movie on YouTube and the introduction of the movie on Instagram with a link to the video.

Summary

To be honest, this time is not a successful social media operation. But fortunately, I was able to smoothly solve the problems in the operation process and accumulated practical operation experience. This is still a meaningful attempt and challenge.