

Turning Tides Project

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Descriptive Title of Campaign

In terms of this campaign, it will focus on a beach clean-up and sustainability practices for the local beaches along the Florida panhandle. The inspiration company behind this campaign is Dunsel, a company started by an FSU student that focuses on making and selling bags out of recycled boat sails. Overall, Dunsel believes that people should, "Reimagine what's possible with waste." This makes the company a reliable partner that holds a passion within the campaign and supports the efforts of a beach clean-up as well as sustainable practices. See more about the Dunsel company and their mission through their website (<https://dunsel.us/>). Seeing as Dunsel is the proposed company that is the inspiration behind this campaign, the audience has a wide variety of jobs, interests and ages. The following are examples of target audiences of this campaign: Dunsel customers, Florida Gulf-Coast residents, environmentalists, anyone involved/interested in Florida marine wildlife (job and/or hobbyist). Overall, the campaign is designed to accomplish three major goals. The first, bring awareness to beach and ocean litter and the effects it has on our planet and wildlife. Secondly, the campaign aims to spark a self-motivated beach clean-up across the coastal areas within the Florida panhandle and encourage people to share what they are doing to keep Florida beaches clean. Finally, the third goal of the campaign is to boost the Dunsel name and reputation and increase product sales as a result. Facebook and Twitter will function as the core social media platforms for this campaign in addition to Instagram as the secondary platform.

Content Strategy and Examples

The main purpose of this campaign and the general content strategy includes showcasing human involvement by posting content that features people their involvement within the campaign, tracking progression of goals by using the content to announce milestones of the clean-up goals, informing the audience by using macro images and slides to present compelling information and facts, and carrying over campaign hashtags across all platforms.

Platform	Schedule	Content Description
Facebook	Weekly posts every wednesday afternoon (3-4PM)	Facebook is going to utilize the long-surviving posts, large target market, and personal relationships to post content such as sign-ups for local beach clean-ups, clean-up information and infographics, and sustainability testimonials including picture and video content.
Twitter	Twice weekly posts every Tuesday and Thursday (12-1PM)	Twitter will serve as a micro-blogging platform that will allow personal conversation with the target audiences as well as audience-to-audience conversation. It'll primarily be used for posting threads containing beach and ocean sustainability facts including ways anyone can easily get involved
Instagram	Weekly posts every Friday afternoon (3-4PM)	Instagram will focus on connecting to the audiences through visual aids, the campaign will also focus on creating video content showcasing people working at a beach-clean up, the impacts clean oceans have, etc. the main function will be visual aids. This also includes audience involvement by continuing the use of the hashtag to create linked posts.

