

# A Moment in Matchbook

## Social Media Campaign Proposal



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# Overview

The following is a proposal for a social media campaign that serves to educate those interested about the significance of matchbooks and matchbook collecting across multiple generations.

## Main Topics & Goals

This campaign will address four main topics of interest:

1. **History:** Content created for this topic will pull lots of research from areas such as matchbook making origins, the first matchbook designers and collectors, purpose and initial intended uses of the matchbook, and collecting as a generational hobby. The main goal here is to inform, and the visuals will include mostly written content.
2. **Design:** Like history, this topic will also use lots of research to explore and create content related to iconic design eras, famous designers, and the subtle influence of these designs in advertising. The main goal of this topic is to entertain, and this means that the content will include lots of creative, image and graphic based visuals.
3. **Nostalgia & Resurgence:** Here, we will discover what makes this hobby special and sentimental for those who partake, and what caused the recent revitalization of matchbook enthusiasm. The goal here is to invoke feeling, whether that be for the older generation collectors who love their hobby, or for the young social media users who appreciate the aesthetics of matchbooks and want to learn more. Posts will involve a combination of written content and image-based visuals.
4. **Matchbooks Modernized:** In between all the informative content, this campaign will explore how matchbooks are used today, but specifically about the ways in which the younger generations are using them to create memorabilia and pieces of artwork. Visually, this content will be image and graphic based. The goal of this topic is to engage the audience so it will also include my own personal experiments with matchbook creations.



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# Target Audience

With the recent rise in popularity, this social media campaign aims to engage anyone who's interested in the topic of matchbooks or matchbook collecting. This can include, but is certainly not limited to, avid collectors, designers, researchers, sellers, and anyone who has ever found enjoyment in matchbook-related content. Regardless of personal investment, everyone is welcome to learn.

To maximize audience reach, I will aim to make the content as relevant, easy to interact with, and engaging for as wide a range of users as possible. I will leverage certain platform tools that should allow me to not only attract those who are specifically looking for information about matchbooks, but also those who have not yet discovered the charm this topic has to offer.

# Deliverables

## Research

Every piece of curated content for this campaign requires various amounts of research, making this phase the most important part of the entire project. Some topics of interest, like history and design, rely almost solely on fact to inform the audience. Others, while not as fact-reliant, still involve other forms of research that are open to interpretation (e.g. DIY matchbook shadow box displays )

Necessary components to this research include a wide range of material that will be carefully documented in my annotated bibliography. The medium on which I will carry out this campaign will also be researched so I can best leverage it for reach, engagement, and overall best practices.

## Production Plan

Upon approval of this proposal, I will break down and organize each task needed to complete this project on Trello, a project management software tool. I will create a board that encompasses the entirety of the campaign responsibilities in one, manageable, and highly detailed workspace. It will include cards, checklists, and due dates to help keep track of my progress.



## Content Calendar

As a form of pre-production, I will create a content calendar to map out the duration of the campaign. It will detail the following information in a Google Sheet:

- Channel
- Day of the week
- Date
- Time
- Status
- Topic/Theme
- Visual type
- Visual (link format )
- Written copy
- Hashtags
- Tags/Contributors

It will also be displayed in an alternative calendar format to best visualize when content is scheduled to go out. This strategy will also help determine the general frequency of posts and the variation in main topics (i.e., history, design, nostalgia and resurgence, matchbooks modernized )

## Content Creation

This is the production portion of my project where I will create all social media content for the campaign. Most of this content will include single photo posts and carousel posts. Additional, and less frequent, content can include stories and reels. I will use Canva, Adobe Illustrator, Instagram's in-app editor, and TikTok (if deemed necessary ) to design the graphics and other visual elements to be posted. These will be linked in the Visual (link format ) section of the content calendar as completed.

Written content will also be produced in this stage. This includes all written content that gets directly placed into the visuals and all captions.



## Mock Launch

With all elements of the content calendar complete, I will release a four-post practice campaign for an audience to test. Each post will represent sample content from each main topic of the campaign. Feedback will be collected and used to make improvements to the planned content before final launch.

## Campaign Launch

At this point, all adjustments have been made to the content calendar that reflect the feedback from the mock launch. Once the status of the first two weeks of posts read "Ready to Post," I will officially begin to launch content according to the dates and times on the calendar.

## Content Management and Evaluation

Posts will occur 3-4 times per week, ranging from single posts to reels.

Through the business account features, I will monitor key performance indicators such as follower growth, engagement, reach, and leads. These numbers can be found on platform analytics pages and should be tracked over the duration of the campaign. This can be done in a simple spreadsheet so as not to spend money on software. Data should be updated on a weekly basis so quick adjustments can be made if necessary. This will also help determine what can be done to improve further campaign-related efforts.





# Final Thoughts

This project allows me the opportunity to combine my knowledge of content planning, creation, and evaluation while also testing my time management, multitasking, and organizational skills. With the plans I have in place to minimize burnout and tackle roadblocks, I think I will also learn a lot about the effectiveness of my stress management skills in addition to the deep thinking required of this topic. I believe this will be a rewarding experience in terms of the professional and personal growth to be had here. I only hope that it proves to be a great resource for someone else as well!

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