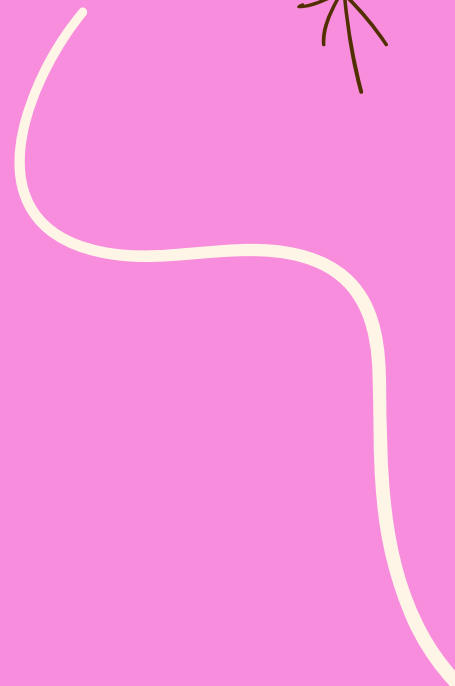
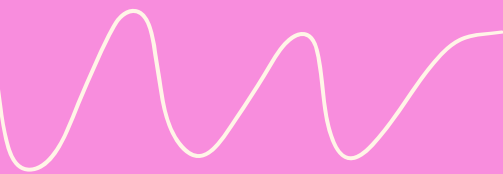


SOCIAL MEDIA HANDBOOK



By Nisrine Zentari

INTRODUCTION

This social media handbook is created to guide social media managers in creating the most suitable content for the target group on the social media platforms of ACOPIA. This handbook, which is the first social media handbook of ACOPIA, was created with the organization's current style and work in mind.



TARGET GROUP

- ☐ People above 12 years old.
- ☐ People who would want to come to Korea or are planning on coming to Korea.
- ☐ People that are interested in Korean culture.
- ☐ Students that are looking for an internship abroad.
- ☐ People that are interested in KPOP.
- ☐ People who want to become a KPOP trainee.

WHAT DO THEY WANT TO SEE?

The target group wants to see information about the programs of ACOPIA. This could be done more visually since it would be more appealing to this target group to use more visuals instead of longer texts. The target group is also interested in seeing past events happening, current events/programs happening, what the company looks like, what they gain from participating, essentially everything about the programs. Besides that, they also want to see things related to Korea/Japan, since they will be travelling to a different country and call it their home for a while. So, by showing them how the culture looks like it can give them more security.

GUIDELINES

Best to have a planning, this is about the structured things that are planned, for example the yearly KPOP trainee program that runs the whole year. Make structured preparations so our programs are continuously being promoted.

Make sure to keep it professional, and keep it in line with the culture of the company. Stay respectful to the target group and towards the company and try to create a constant visually looking social media account that matches with previous posts. Furthermore, interaction with the audience is key when it comes to managing the social media accounts.

WRITING STYLE

When it comes to the writing style, there is not a specific way in which we ask you to type. But some things to keep in mind:

- Don't use slang or text abbreviations
- Making use of emojis is encouraged
- Make sure you use at least 10 hashtags in every post, it should related to ACOPIA and the content
- Do not use improper speech

HASHTAGS

When creating content and posting it, make sure to include the hashtags of ACOPIA:

#acopia #asiahopeorganization

This is done either in the description of posts or in the picture of stories. When putting hashtags in the description it must be done by putting all of the hashtags all the way at the end of the written text that is made for the post. When posting a story you can type the hashtags in a textbox and then move them out of the frame so it would not be seen in the story.

Here is an example:

A post about the KPOP training camp**

#KPOP #KPOPtrainee #Korea #ACOPIA #asiahopecamporganization #acopiaseoul #seoul #hongdae #yeongnamdong #BTS #trainee #traineelife #KPOPcamp #KPOPlife #trainee

DESIGN

When looking at the design of our social media channels, it needs to look visually pleasing. To make it look more appealing, a structure needs to be strictly followed.

COLOR

As for the design, we include the organization's logo in the posts on social media. When it comes to the stories that are only up for 24 hours, it is not necessary to put in the logo. However, that is up to you to see if it fits with the story and make that decision.

As for the colors being used for our posts, we make use of 1 standard color which is a vibrating pink color (#FCC10F). This color must always be included in a post.

You can add any other colors that seem to fit the post as well, just make sure to not make it look too chaotic when using multiple colors. Following this color scheme helps make the content on our social media platforms look more clean and visually pleasing.



#FCC10F

Other recommended colors



#FFF5E7



#000000

CAMPAIGNS

Here you can find a list of campaigns that are usually used as content for the social media pages. These are split up in ongoing campaigns and campaigns that happen from time to time. This is just a list to help you get started, so feel free to be creative in your own ways with it and add any new ideas.



ONGOING CAMPAIGNS

- Promoting the KPOP trainee program
- Promoting KPOP trainee camp
- Promoting online auditions
- KPOP house
- Meet the interns
- Meet the trainees
- Korean national holidays
- A day in the life of an intern/trainee
- KPOP trainee camp highlights
- Korean culture
- Internship Program
- ACOPIA's history
- Song of the week
- Korean word of the week
- Dance videos

OCCASIONALLY CAMPAIGNS

- Events that are happening e.g. auditions
- Promoting upcoming projects
- Promoting collaborations with guests/companies