

# AVIXA SOCIAL MEDIA CONTENT CALENDAR

ICM 522 | SOLA AWOJODU

# AVIXA SOCIAL MEDIA CONTENT CALENDAR

		Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1	<u>Instagram</u>	Reel: <u>What is AV?</u>	Story Responses: What is your favorite aspect of AV?	Post: Tell us about the best AV experience you've had		
	<u>Twitter</u>			Video: <u>What is AV?</u>	Twitter Poll: What is your favorite aspect of AV?	Tweet Conversation: Tell us about the best AV experience you've had
WEEK 2	<u>Instagram</u>			Reel: Fun Facts about InfoComm	Carousel: Top Five Reasons to attend InfoComm 2022	IGTV: <u>InfoComm 2021   A Community Reunited</u>
	<u>Twitter</u>	Video: Fun Facts about InfoComm	Tweet: InfoComm is coming! Tell us what you're excited to experience.	Video: <u>InfoComm 2021   A Community Reunited</u>		



# WEEK 1: INSTAGRAM

## MONDAY



YouTube video (linked below) adapted for IG reels

**Reel:** What is AV?

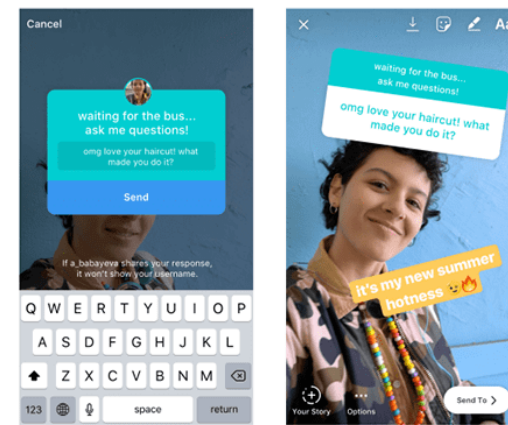
**Topic:** Quick intro to the AV industry

**Date/Time:** May 2, 2022, Midday

**Target Audience:** AV Enthusiasts

**Caption:** *It's Audio. It's Visual. It's Interactive. Join the movement by clicking the link in our bio or going to <https://www.avixa.org/what-is-av>.*

## TUESDAY



Responses will be reposted with background images that relate to the chosen AV aspect.

**Story Responses:** What is your favorite aspect of AV?

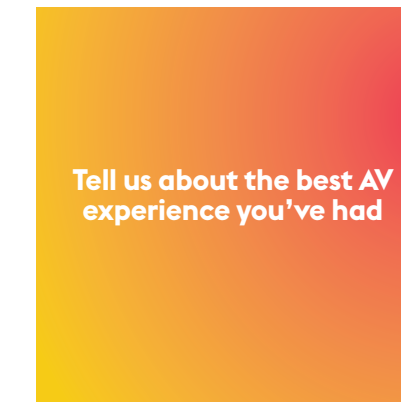
**Selections:** Audio, Visual, Interactive

**Date/Time:** May 3, 2022, Early Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Description/Directions:** *Drop a response with your favorite aspect of AV and we'll repost it: Audio 🎧, Visual 👁️, or Interactive 🙋.*

## WEDNESDAY



A social graphic that may depict AV in action within various markets mentioned below. Maybe a comment bubble to communicate that followers should interact with this post

**Post:** Tell us about the best AV experience you've had.

**Date/Time:** May 4, 2022, Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Caption:** *Did you know that the AV industry impacts numerous markets including hospitality, retail, transportation, sports, venues, and events? That means you've probably had tons of AV experiences. Leave a comment and tell us about the best AV experience you've had. It could be your favorite concert, a worship experience, an immersive museum, or your favorite sports game. We want to hear it! 🙋🙋🙋*

# WEEK 1: TWITTER

## WEDNESDAY



YouTube video (linked below) adapted for use on Twitter

**Video:** [What is AV?](#)

**Topic:** Quick intro to the AV industry

**Date/Time:** May 4, 2022, Midday

**Target Audience:** AV Enthusiasts

**Tweet:** *It's Audio. It's Visual. It's Interactive.*  
*Join the movement: <https://www.avixa.org/what-is-av>.*

## THURSDAY



Twitter poll with three selection options

**Poll:** What is your favorite aspect of AV?

**Selections:** Audio, Visual, Interactive

**Date/Time:** May 5, 2022, Early Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Tweet:** *What's your favorite aspect of AV? Let's find out!*

## FRIDAY



Basic tweet that prompts replies. Replies will be retweeted and responded to to create conversation

**Conversation Starter:** Tell us about the best AV experience you've had.

**Date/Time:** May 6, 2022, Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Tweet:** *Let's chat! Tell us about your best AV experience yet. Whether it's your favorite concert, a worship experience, an immersive museum, or your favorite sports game, we want to hear it! 🙌🙌🙌*

# WEEK 2: INSTAGRAM

## WEDNESDAY



InfoComm branded IG Reel that lists fun facts related to InfoComm. [Video for inspiration](#). Voiceover done by AVIXA's name/face.

**Reel:** Fun Facts About InfoComm

**Topic:** Quick intro to InfoComm

**Date/Time:** May 11, 2022, Midday

**Target Audience:** AV Enthusiasts and AV Professionals

**Caption:** *InfoComm 2022 is just one month away! Here's what you can expect. Check out [@infocommshow](#) for more.*

## THURSDAY



InfoComm branded carousel post with top five reasons to attend. Images in carousel are real photos from past shows.

**Carousel Post:** Top Five Reasons to Attend InfoComm 2022

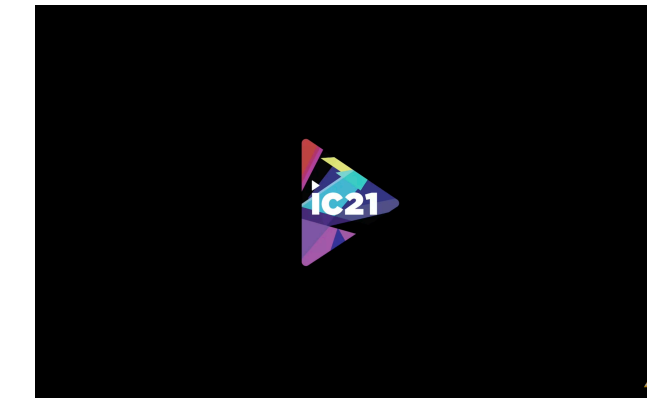
**Topic:** Glimpse of InfoComm 2022

**Date/Time:** May 12, 2022, Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Caption:** *We're gearing up for InfoComm 2022 and we're excited to see you there! Here are five reasons you should be at the [@infocommshow](#) in Las Vegas, June 8-10th.*

## FRIDAY



YouTube video (linked below) adapted for IGTV

**IGTV:** [InfoComm 2021 | A Community Reunited](#)

**Date/Time:** May 13, 2022, Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Tweet:** *We're reminiscing on InfoComm 2021 and preparing for this year's show! Here's a clip from the 2021 [@infocommshow](#) to get you excited for what's to come!*



# WEEK 2: TWITTER

## MONDAY



InfoComm branded video adapted for use on Twitter that lists fun facts related to InfoComm. [Video for inspiration](#). Voiceover done by AVIXA's name/face.

**Video:** Fun Facts About InfoComm

**Topic:** Quick intro to InfoComm

**Date/Time:** May 11, 2022, Midday

**Target Audience:** AV Enthusiasts and AV Professionals

**Tweet:** *#InfoComm22 is just one month away! Here's what you can expect. Check out [@InfoComm](#) for more. #InfoComm #InfoComm22 #IC22*

## TUESDAY



Basic tweet that prompts replies. Replies will be retweeted and responded to to create conversation

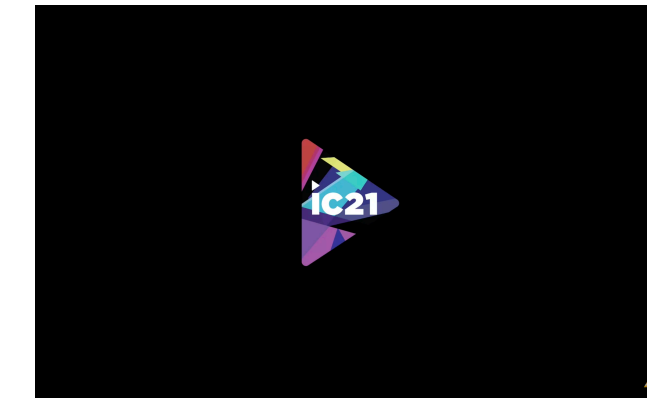
**Conversation Starter:** InfoComm is coming!

**Date/Time:** May 12, 2022, Early Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Tweet:** *InfoComm is coming! Tell us what you're excited to experience.*

## WEDNESDAY



YouTube video (linked below) adapted for use on Twitter

**Video:** [InfoComm 2021 | A Community Reunited](#)

**Date/Time:** May 13, 2022, Afternoon

**Target Audience:** AV Enthusiasts and AV Professionals

**Tweet:** *We're reminiscing on #IC21 today. Here's a clip from last year in Orlando to get you excited for what's to come [@InfoComm](#) in Vegas!*

# TARGET AUDIENCES

AVIXA SHOULD TARGET THE FOLLOWING PERSONAS



## Everyday AV Professional

- Individual currently working within the AV industry
- Actively working on the technical aspects of live events, digital signage, audio engineering, etc.
- 28-55 years of age
- Commonly a male, but not limited
- Knowledgeable, experienced, wants to stay current



## AV Enthusiasts

- Individual highly interested in audiovisual technology and integrated experiences
- Beginner or intermediate experience
- 16-27 years of age
- Exposed to or learning about AV in their personal environments (church, school, vr, museums, etc).
- Desires to become an AV guru



