

Activity Planning - Facebook Live Script

Client: All About the Story – Lyndsey Thomas

Date: April 2019

Objective of item: Engage current followers on Facebook and explain the absence on social media but inform them of what is to come in terms of content. Also to advertise the recruitment of new writers across the UK.

My involvement: I took notes in one of Lyndsey's meetings about what she would like the live video to include, and turned this into a script that could be a guideline for the video. I did this individually and emailed it to Lyndsey once I had completed it.

Research: I used the All About the Story website that has not yet been launched as a basis for the job description as well as using notes of Lyndsey's on the business.

Evaluation: This reduced the stress for Lyndsey at the launch party where the Facebook Live will take place as she will have a guide of what needs to be said and asked within the Q&A. It is an engaging but relaxed way to communicate with followers and create a sense of community and togetherness when doing this at the launch.

Reflection: Ellie felt as though I got all the questions to include the information that needed to be put across in the video whilst making it casual and engaging.

Professional Development: The involvement in this task has shown me how much a real business uses social media to portray new information and to get followers' attention in the new business. Using the live video will help create a sense of community and belonging with the rest of the team rather than just a video, as everyone can celebrate the launch together and this can help with brand loyalty.

Friday 5th April – Girl About Launch

- Introduce the event

Hi Facebook – welcome to the Girl About launch! We are celebrating the launch of the new us; our new brand and website.

- Who are we?

All About the Story is a unique, personal online space for females to share and shine with the reach and support of a much bigger online organisation.

- What are we looking for? – Q for Lyndsey??

We are looking for aspiring bloggers within fiery women to become part of our family and contribute our new website from their own neck of the woods.

You're probably a mum and/or a career woman watching, and know you're relatable; you have lots of stories to tell, advice to give and you want to share all the best bits about the place you like to call home.

If you have a passion for writing honest, down-to-earth, easy to digest and well-written content but don't have time to update a blog too frequently, our team will be perfect for you.

- What can you get from this?

Each blogger has their own personal patch – you would be the official Girl About for your own little corner of the UK and this would be your own platform. You will be able to write without having to do all the boring stuff – All About The Story HQ will proof read and upload your blog posts and resize your images, check its SEO friendly and publish it to a time that suits you. It will also be marketed for over 40,000 female readers across the UK and beyond.

You can have access to the All About The Story private Facebook page for regular best-practice training sessions, cheat-sheets and opportunities.

There will also be freebies such as gifts, meals and overnight stays giving you further blog post opportunities.

There is complete freedom to blog about whatever you see fit your area.

- Where are you looking for writers?

We are looking for writers based in or in surrounding areas of Manchester, Belfast, Birmingham, Edinburgh, East Midlands, Glasgow, Stanstead and Newcastle. You would represent and be the official Girl About for your town/city.

- How can you apply?

To apply, there is a form to fill out linked on the website and also through our social media channels – if you have been recommended/found this opportunity through someone else advising you, be sure to leave their name and email address giving them the chance to win a finding fee of £100.