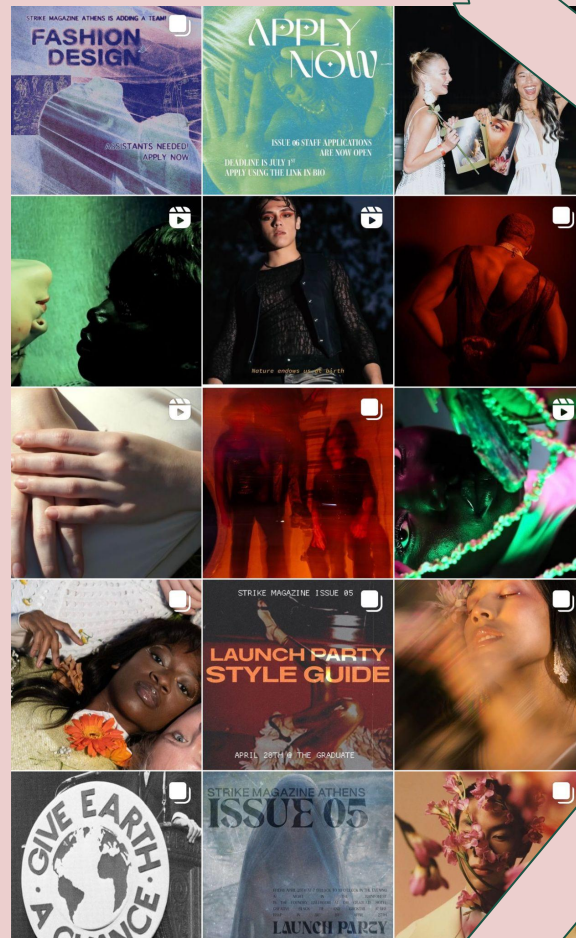


Strike Magazine

# Issue 06: Social Media Team Deck

Fall 2023



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# 01

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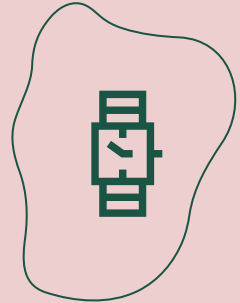
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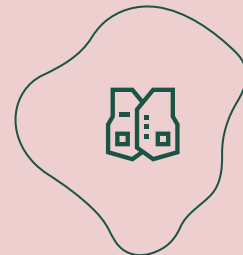




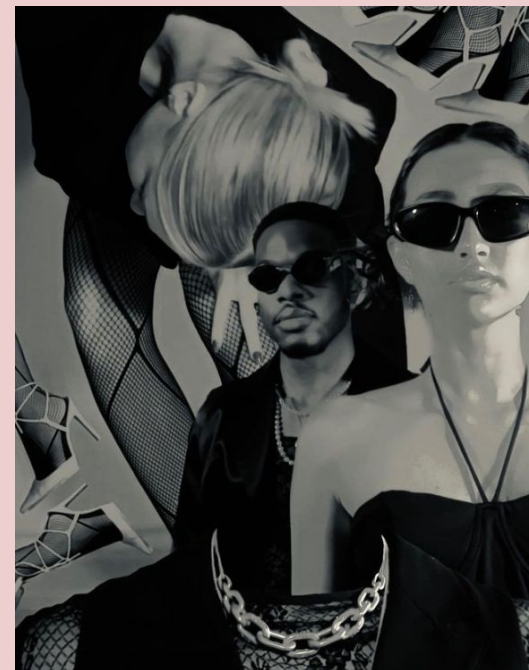
02

**// Content Overview**

# WE ARE CREATING STRIKE ATHENS'S PERSONAL AESTHETIC ON INSTAGRAM:



- ❑ This is something we will continue to solidify and perfect this semester. When you are looking for **photos** to post that will be going on the feed, keep in mind:
  - ❑ UNIQUE
  - ❑ ELEVATED
  - ❑ INTIMATE
- ❑ When you are writing captions for these posts, provide relevant and fresh commentary. The **voice** you should use to do this is:
  - ❑ CASUAL
  - ❑ INFORMATIVE
  - ❑ PLAYFUL



## WHEN YOU FIND A SOMETHING THAT IS *STRIKING* CONTENT AND THINK IT WOULD FIT OUR INSTAGRAM:

We always want to be posting content that provides VALUE. What is this bringing to the table for our followers? We will always focus on posting quality over quantity. If it lacks value, the post will just look lazy and unprepared.

How do we focus on value?

- Take this striking content, and present it from a different perspective than which you found it.
- Use resources to do outside research, and bring new meaning to the post.
- Above all, ALWAYS HAVE A **GOAL** WITH YOUR POST.
  - INFORM
  - ENLIGHTEN
  - ENCOURAGE

CONSTANTLY BE ASKING YOURSELF: IS THIS REPRESENTING STRIKE'S BRAND?

# // Important Links



[ALL STAFF UPDATES](#)

[STAFF CONTACTS](#)

[CREATIVE GOOGLE DRIVE FOLDER](#)

[TIMELINE](#)

[GRAPHIC REQUEST](#)



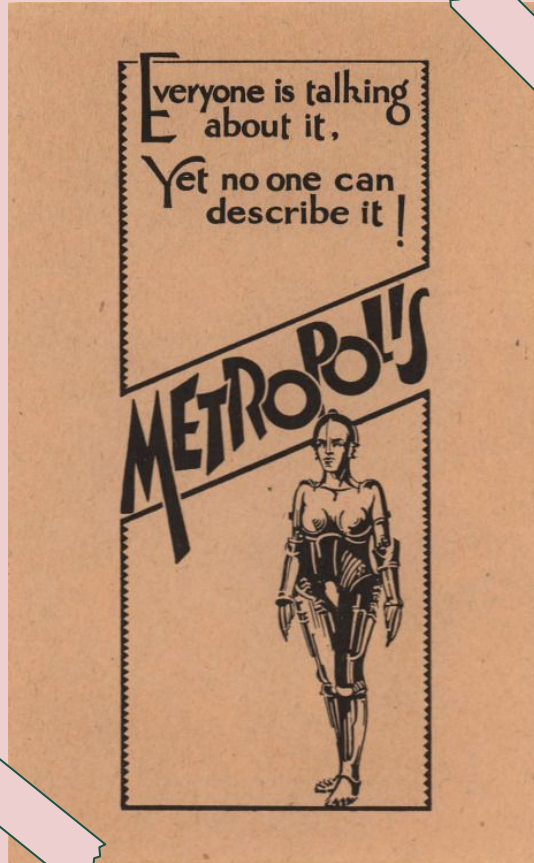
# Issue 06 Theme:

## METROPOLIS

- Industrial space
- Dystopian
- Futuristic / art deco
- Metallics
- High contrasts

### Issue 06 Concepts

### Mood Board

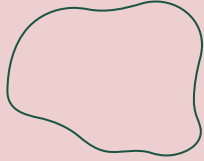




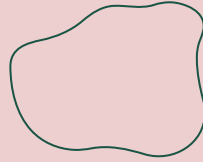
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**// Posting System**

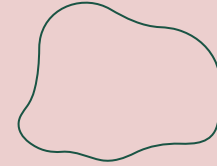
# // Posting System



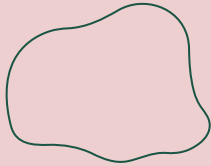
Culture/ News:



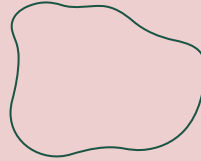
Beauty/ Fashion:



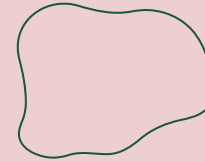
Filler:



Past Shoot Photos:



Staff:



Birthdays:

Each assistant sends in a **MINIMUM of 1 feed post or 1 story post weekly.**

Post can be sent in anytime between **M-F!!!**

A different assistant will be on TikTok every two weeks and need to send in ONE TIKTOK for that two week period.

YOU ARE FREE TO SEND IN AS MUCH AND WHENEVER YOU WANT, BUT YOU MUST MEET YOUR POST QUOTA FOR THAT WEEK BY **FRIDAY @6PM!**



04

## // **Types of Posts**

Culture/News, Beauty/ Fashion, Filler, Staff/Aesthetics,  
Birthdays, Past Issues Photoshoots

# Culture and News

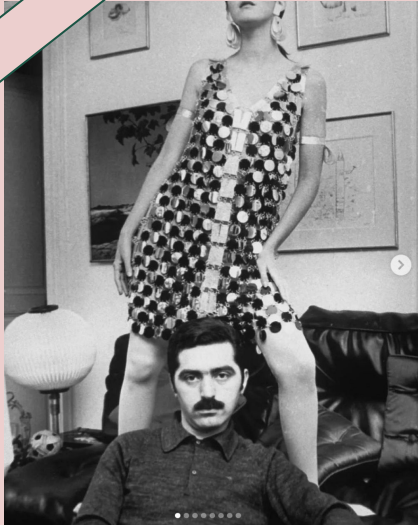
## WHAT DOES A CULTURE/NEWS POST LOOK LIKE?

- ❑ Any breaking news, activism, or current events that are relevant to our generation and fit the Strike brand
- ❑ Think relevant info from news sources, podcasts, etc
- ❑ Plan ahead for specific holidays (heritage months, mental health awareness, environmental days, LGBTQ+ related days)
- ❑ Work with graphics team!
  - ❑ Graphic Request submit at least TWO WEEKS PRIOR to expected promotional date
- ❑ NOTE: just because these are serious topics does not mean they always have to be heavy posts
- ❑ WE NEED MORE OF THIS CONTENT ON OUR FEED!!!

Examples: June pride month, February Black history month, etc.



# Culture and News Example



**strikemagazineathens**

Spanish designer Paco Rabanne passed away this week at the age of 88. Rabanne took the fashion world by storm with his shiny pieces. You may have seen his costume design in the 1968 Barbarella, but his impact in the industry goes back ages. While numerous high fashion houses shied away from incorporating metal into their designs, Rabanne embraced the cutting edge and will always be remembered as a pioneer. In honor of Rabanne's life, we present some of his work that altered our brain chemistry. May he rest in peace 🙏

27w

Liked by **kennedy.moran** and **185 others**  
FEBRUARY 5

Add a comment...



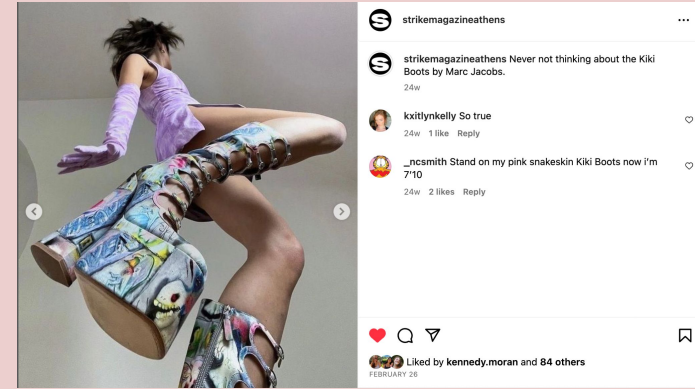
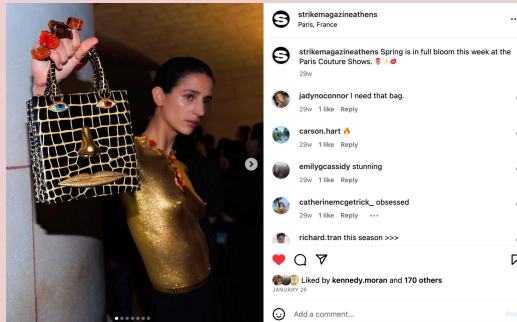
**strikemagazineathens** Thanks to Elon Musk buying Twitter, Balenciaga is now the first luxury brand to quit the social media platform.

7w

# Beauty / Fashion

WHAT DOES A BEAUTY/FASHION POST LOOK LIKE?

- ❑ QUALITY & RESEARCHED BASED POSTS
- ❑ Keep up with fashion weeks
- ❑ Think relevant info from Vogue, Business of Fashion, etc.
- ❑ We can begin to vary this content... videos? Other ideas?
- ❑ REMEMBER... Take it and flip it on its head, show it in a different light



# Beauty/ Fashion



strikemagazineathens • Follow

strikemagazineathens Oversized suits Our Batman 32w

senobiaaaa Most attractive man in the world 32w Reply

carter\_peace 32w Reply

ecdoover omg my boyfriend made the strike install so excited and so proud 32w 2 likes Reply

lindsey.tate.king 32w Reply

kk\_mccann he just... 32w Reply

carolynclark.stan 32w 1 like Reply

elizabeth.nitz WE LUV ROB 32w 1 like Reply

— View replies (1)



strikemagazineathens • Follow

strikemagazineathens Gilded Glamour, White Tie, it's the first Monday in May! Here are some designers we think will thrive at tonight's Met Gala Edited: 23w

carolynclark.ionic 23w Reply

kk\_mccann happy anna wintour day 23w Reply

cattindwining @chanelofficial ur coming home with me 23w 1 like Reply

rleykeuoglan NIGHT IS THE NIGHT OF NIGHTS5555 23w Reply

sunnyaryana I believe in @viviennewestwood supremacy 23w 3 likes Reply



strikemagazineathens RALPH LAUREN x MOREHOUSE & SPELMAN HBCLS

Polo Ralph Lauren has launched an exclusive collaboration inspired by vintage collegiate wear worn by actual Morehouse and Spelman students from the 1920s-50s. The brand also enlisted an entirely Black cast & crew for the campaign.

Ralph Lauren himself explains that the collection is "sharing a more complete and authentic portrait of American style and of the American dream—ensuring stories of Black life and experiences are embedded in the inspiration and aspiration of our brand."

Can you imagine being able to buy a UGA Polo Bear Sweater at the bookstore 28w

alesnfebre The polo bear one omg 28w 1 like Reply

carolynclark.oh.love 28w 1 like Reply

kk\_mccann too hot 28w Reply

carson.hart.amazing 28w 1 like Reply

taratorossian this is everything!!!! 28w 1 like Reply



strikemagazineathens Born in Rockford, Illinois in 1960 - Virgil Abloh is an artist, architect, and fashion designer.

Today we honor his life as a creative genius of our generation who sent ripples through the fashion industry. Virgil was the first African American to be an artistic director for Louis Vuitton in the brand's entire existence.

After his first show with Louis Vuitton, he posted the last photo with the simple caption, "You can do it too."

Show notes circa Louis Vuitton Men's SS19 46w

harperbrändd 46w Reply

elomcnair 46w Reply

rebeccaboulware 46w Reply

kaitlynsrutledge devastating 46w Reply

sarahhardone Sad day in the fashion industry 46w 1 like Reply

taratorossian 46w Reply

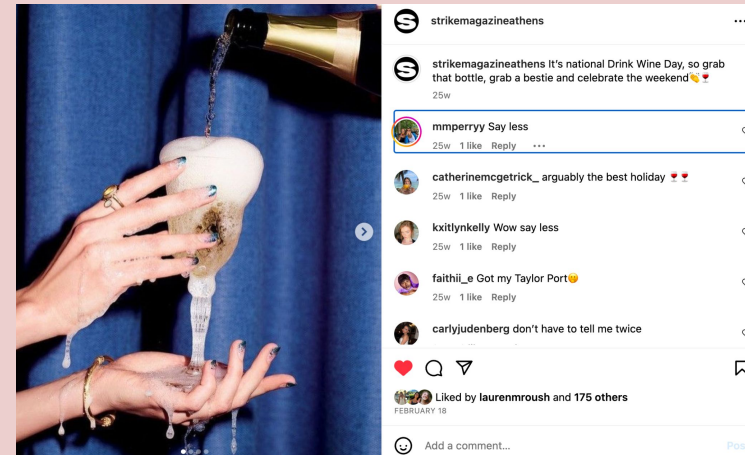
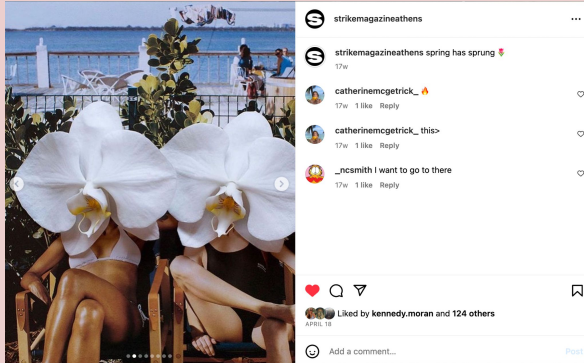
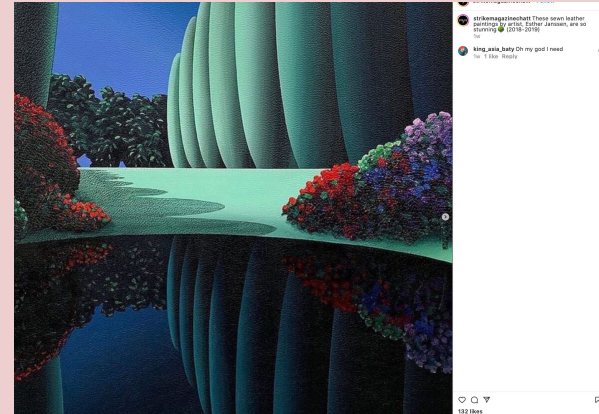
taralyssaa 46w Reply

ddoggsports 46w Reply



# Filler / Casual

- ❑ These are our more lighthearted and casual posts
- ❑ Keep up with relevant holidays! (example national wine day)
- ❑ These posts should still be relevant and timely.
- ❑ Use these posts to be as funny/creative as you want
- ❑ Pinterest Board

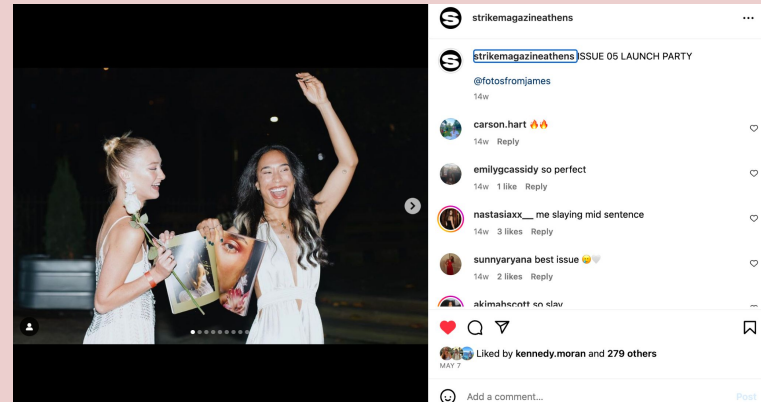


# Staff

- ❑ These posts both work to maintain the Strike feed and incorporate our staff in some way
- ❑ One thing we learned from interviews is that our audience wants more BTS- Strike Magazine specific content! **MORE OF THIS**
- ❑ Work as the staff liaison to get them involved and featured on our instagram!
- ❑ We have done this in the past but not as consistently as we should!
- ❑ Ideas:
  - ❑ Staff alumni (closer to issue launch)
  - ❑ Staff spotlight / Senior spotlight
  - ❑ Staff adventures



# Staff



# Birthdays

- ❑ [Link to All Staff Birthdays](#)
- ❑ We will do a story post on their birthday



# Helpful Resources

<https://www.dazeddigital.com/>

<https://www.businessoffashion.com/>

<https://www.vogue.com/>

<https://www.wwd.com/>

<https://www.gq.com/>

<https://www.papermag.com/>

<https://www.highsnobiety.com/>





05

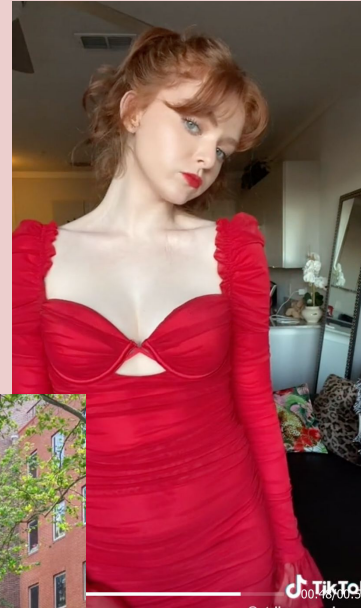
**// Other Platforms**

# TikToks

- ❑ Tik Toks can vary based on whatever editing skills or interests you have.
- ❑ A suggestion is get a bunch of aesthetic photos (I did this for the staff's thrifted outfits) and put them to a fun song
- ❑ Or you can ask friends on staff to do what I wear in a week, a makeup look, day in my life, etc.
- ❑ Using footage from a photoshoot make a short compilation
- ❑ This is a really fun platform to focus a lot on staff and you can make it as formal or as casual as you want!

## Good Examples:

- [Staff Outfit Video](#)
- [Get Ready with Me](#)
- [Photo Montage of Thrifted Fits](#)
- [Photoshoot Compilation](#)





# 06

## // **Post Dropbox**

Submit story and feed posts with caption; Include tags/credit, if emojis and location



# NEXT WEEK: Assignments / Events

## Assignments:

- NEWS/CULTURE:
- FASHION/BEAUTY:
- CASUAL FILLER:
- STAFF:

## TikTok (every 2 weeks) First Week:

- 

## To do list:

- Post by

# IMPORTANT REMINDERS

- ★ Every member of each team has a specific role within Strike. Without any of these pieces, we cannot work efficiently or produce an amazing publication. We need every one of you to understand your responsibilities & communicate with leadership if there is ever concern that you cannot follow through in your commitment.
- ★ Your work affects SO many others. Be conscious of this & take your deadlines seriously. Of course, we will work with you in extenuating circumstances & are very understanding people, but we also expect you to do your job!
- ★ Moral of the story: put your best effort into your work & communicate effectively.

# PHOTOSHOOT ETIQUETTE

- ★ Be extremely familiar with your call sheet and times.
- ★ Know your role on set.
- ★ Be prepared to perform your role with all materials & equipment.
- ★ BE ON TIME.
- ★ Keep a professional demeanor, *especially* with talent.
- ★ Come with an awesome attitude!
- ★ Help with clean up.



# WHAT NOT TO DO ON SET...

- ★ Do not overstep into someone else's role unless specifically asked to.
- ★ Do not treat this as a hang out with your Strike besties.
- ★ Do not distract the models (or make weird comments to/about them).
- ★ Do not crowd the photographer.
- ★ Do not come without your necessary materials & equipment.
- ★ DO NOT BE LATE.
- ★ Do not plan on leaving the shoot until the wrap time listed on logistics sheet.
- ★ Do not leave until everything is cleaned up.