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DGME280 Digital Media Management

Deliverable Ideas

We as part of 280Design would like to help optimize the different Internet needs that you may have. In order to reflect further we would like to know your ideas, the main objective of this project is to create a larger presence in social media, reach more of your target audience, and work to create a more consistent and relevant association of sites. A core part of our strategy also involves implementing two major goals:

- - Maintain an effective interaction between you and your site so that it can be maintained and promoted.
- - Find the value and critique the unnecessary information to find a balanced aim that works for both your needs and what your target viewer is looking for

A few proposals that we found when browsing your social medias include:

1. Incorporate more relevant videos into your YouTube in both content and quality
2. More people interactions in your videos that actually involve the school so a potential student gets a better idea of what they are signing up for
3. Review your medias and make sure that they have an effect message and there is a consistency to their info and graphics
4. Maintain your Facebook page on a daily basis so that a viewer has a reason to visit the site
5. Review other schools medias that work and don't work so that we can come to a conclusion of what should be changed

Thank you for allowing us to have a chance to showcase our concepts and designs. If you have any questions please feel free to contact us.