

MEMO

To: Short Vine Literary Journal
Cc: Professor Laura Wilson
From: Zoe Behrman
Date: April 21, 2022
Subject: Social Media Campaign Proposal for Short Vine Literary Journal

Introduction

After conducting an audit of Short Vine Literary Journal's current social media presence, I will now propose a campaign that will fulfill the journal's goals of encouraging more authors and artists to submit to the journal and more readers to view the journal. I am proposing that Short Vine implement a campaign surrounding the hashtags #AuthorsOnTheShortVine and #ArtistsOnTheShortVine. This campaign will focus on shifting Short Vine's current social media presence from only deadline announcements to a place where authors and artists can find a community of other emerging or undergraduate authors and artists seeking publication. This will both build credibility for the journal and make the submitting process seem more attainable and accessible for anyone who might be hesitant to submit to the journal. In addition, by focusing content on authors and artists, this campaign will give Short Vine's previously published authors a unique chance to promote their own work. In order to implement this campaign, I am proposing that Short Vine expands their content by implementing user centered content, a from the editor's section, and informational tips and tricks, in addition to their current deadline announcement posts. Additionally, I am proposing that Short Vine organizes their content by biweekly genre days, which I will explore further in the Sample Weekly Posting Schedule section.

Author/Artist Generated Content: Spotlights and Q&As

In order to build a community of emerging authors and artists, I propose that Short Vine employ the use of author spotlights and Q&A posts. These posts would showcase authors and artists who have been previously published in the journal, which would give authors and artists a chance to promote themselves and their work, and it would give Short Vine an opportunity to build their credibility as an author and artist community. By providing faces to the contributors behind Short Vine, potential submitters would be able to see who has been published in the journal previously and would be able to make more concrete connections with the journal.

This type of content can be implemented in several ways. For example, Short Vine could ask authors and artists that have been published in the journal to post about their experience using the hashtags #AuthorsOnTheShortVine and #ArtistsOnTheShortVine, and then repost, share, or quote tweet those posts onto Short Vine's social media pages. This strategy implements the use of user-generated content, which has proven to be highly successful in building trust and credibility for brands and organizations; studies have shown that consumers are 2.4 times more likely to say that user-generated content is authentic compared to brand created content, and authenticity is essential when creating trust in an organization.¹ Additionally, another study showed that 70% of consumers prefer peer recommendations over professionally written posts from brands.² This is relevant because although Short Vine is not trying

to sell a product, the journal is trying to “sell” authors and artists on the idea of submitting their work to Short Vine and readers on the idea of investing time in reading the journal. In addition, emerging writers and artists often seek out communities to share their work, get feedback, and connect with like-minded individuals. By sharing content directly from authors and artists for authors and artists, Short Vine can facilitate this community interaction.

Another way that Short Vine can create author and artist centered content is by creating author or artist spotlight posts and Q&As. Short Vine could reach out to authors and artists who have been recently published in the journal to see if they would like a feature on the social media pages. This would serve a similar purpose to the user-generated content, but would add some variation to the posts, and give authors who may not have their own social media pages a chance to promote their work. For example, these spotlights could contain an image of the author, their name, college major/year (if applicable), short bio, and what they love about writing or art. Another option for these posts is to have an editor conduct a short Q&A with the author. These strategies would both serve the purpose of building an author and artist community, and it would give new authors and artists a chance to actually promote the work that they submitted, which could incentivize authors to want to submit to Short Vine over other literary journals.

Twitter

Implementing this strategy on twitter would primarily entail quote tweeting or retweeting user-generated posts. Figure 1 shows a quote tweet that Short Vine has already posted which is a great example of how user-generated content can be implemented to engage with community members. As mentioned in the social media audit, this tweet ended up drawing additional engagement through comments from the same author on different posts, which concretely shows how impactful a wider implementation of user-generated content could be for Short Vine.

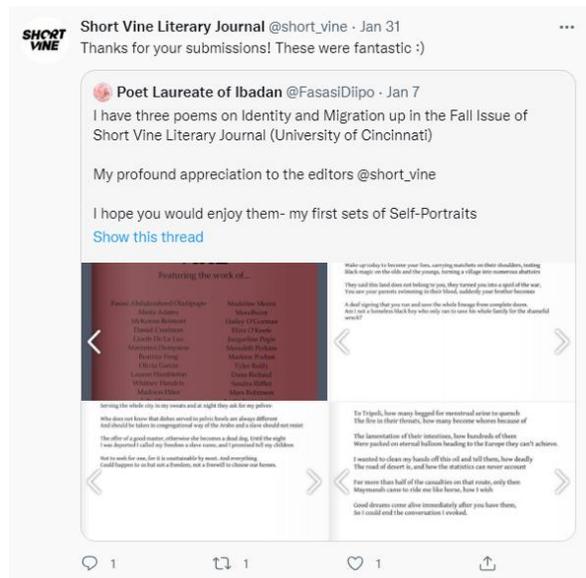


Figure 1: Short Vine Literary Journal quote tweet³

Additionally, this strategy can be implemented on twitter by creating visuals through Canva with the author or artist’s spotlight and a link to their website or ePortfolio if they have one. Data from Quick Sprout showed that 92% of engagement with brand’s tweets comes from clicking on links and that there is an 86% retweet rate for posts that contain links.³ Thus, encouraging authors and artists to share links to their websites would not only increase Short Vine’s engagement, but also help support the authors and artists. Additionally, research has shown that engagement on twitter is 200% higher with tweets that contain images, so including a visual aspect to the author spotlight would also be an effective strategy, and it would allow for Short Vine to include information about the author without having to be bound to the 280 text post character limit.⁴ Figure 2 shows a mockup of what a potential author spotlight post could look like.



Figure 2: mockup of author spotlight twitter post⁵

Facebook

This strategy could be implemented on Facebook primarily through longer Q&A posts because of Facebook’s larger character limit (63,806 characters compared to twitter’s 280). Although, overly lengthy text posts should be avoided. Studies have shown that shorter posts on Facebook tend to perform better, but this is also highly variable depending on the community that an account is trying to reach, and longer text posts have shown to be valuable in building communities.⁶ Additionally, link posts tend to perform well on Facebook, so I would recommend using a similar strategy to twitter when posting author spotlights. Figure 3 shows what a potential longer author Q&A text post on Facebook could look like.

Lastly, the highest performing posts on Facebook are video posts, so, if any authors or artists are willing to create a video format for their spotlight giving similar information that would be on a text or visual post, that would be highly effective on Facebook.⁶

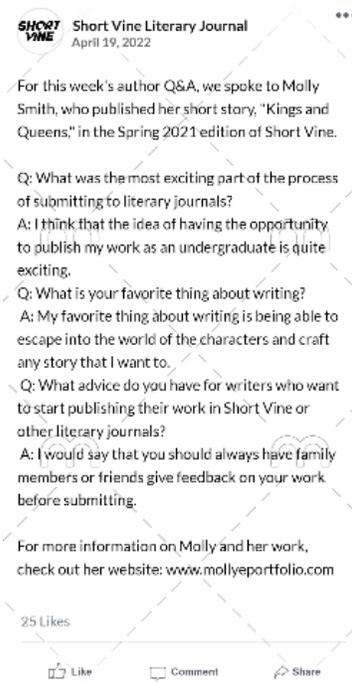


Figure 3: mockup of author Q&A Facebook post⁷

Community Engagement and Transparency: From the Editor’s Posts

Another effective strategy that Short Vine could implement to increase its author and artist community following is to create opportunities for community engagement. I am proposing that Short Vine create “from the editor’s” posts that could be implemented in several ways. Firstly, there could be editor spotlight posts that would be very similar to the artist/author spotlight posts but feature an editor instead. These posts could answer the question of what that editor is looking for in submitted pieces.

From there, additional community engagement opportunities could arise through opening up the opportunity to do editor Q&As. This would not only be effective because it would add active engagement opportunities for Short Vine’s followers, but it also adds a layer of transparency to the editing and selection process, and authors and artists could have the opportunity to get their questions answered, which would make them much more likely to submit their work; studies have shown that 53% of customers say that they are more likely to purchase from brands that are transparent on social media, so the same principle could be applied to Short Vine’s strategy.⁸

Twitter

I would recommend implementing this strategy on twitter primarily through short Q&A posts using the hashtag #AskShortVine. Research has shown that users are 23% more likely to engage with a post on twitter if a question is posed or the audience is prompted, so simply asking Short Vine’s followers to respond with any questions for the editors can draw engagement.⁴ Additionally, the best length for twitter text posts tends to be around 240-259 characters, so I would recommend an initial Q&A prompt around that length. Figure 4 shows a mockup tweet (of 246 characters) of what those Q&A posts could look like.



Figure 4: mockup of #AskShortVine twitter text post⁹

Facebook

To implement this strategy on Facebook I would recommend utilizing longer Facebook text posts that give common questions and answers from Short Vine’s editors. Since Short Vine’s Facebook typically has a lower engagement rate and the text posts allow for more characters, this could spark further discussion in the comments and encourage more authors and artists to consider submitting their pieces.

Additionally, similar to the author and artist spotlight content, Short Vine editors could consider filming a video Q&A since video posts tend to get the highest engagement on Facebook, and if the popularity of these Q&A sessions builds, a Facebook Live Q&A would be a fantastic option for community engagement opportunities on the platform.

Help your Audience: Share Tips and Tricks

Lastly, Short Vine can implement the strategy of sharing information to build an author and artist community that emerging authors and artists want to engage with and come back to. Specifically, Short Vine could share links to helpful articles or videos that share tips for writing, creating art, or publishing in literary journals. This would be another opportunity to answer any new writers or artists’ questions about literary journal publishing, and it would make the process of submitting to Short Vine seem more approachable.

In addition, these posts would require much less time in creating original content because they would simply link to outside articles and videos, so they would be simple and quick to create. By sharing helpful tips and tricks with their audience, Short Vine can become a place where writers and artists can go to shape their craft, and it would be an opportunity to post content throughout the entire year, even when

there are not any active submission deadlines, or any authors/artists/editors open for spotlight posts. Since there are a myriad of different writing and art resources out there, these posts would be virtually endless; they would provide a simple way to stay connected with Short Vine's following and could balance out some of the other posts that might require more time from the Short Vine team, making posting consistent and varied content more attainable and reasonable. Research has shown that users feel more connected with a brand that shares information on social media; these types of posts can connect to broader conversations in the writing and artist communities which can draw in additional engagement.¹⁰

Twitter

I would recommend implementing this strategy through link posts on twitter. As previously discussed in this proposal, link posts tend to perform well on twitter, and this would be the most concise way to share the information with the 280 character limit for tweets. I would recommend introducing the linked article or video with a brief sentence or two that states its purpose, or an interesting tip presented in the article.

Facebook

Similarly, I would recommend simply sharing the links on Facebook in a link post with a short summary of what the article or video is about or why Short Vine is sharing it. These summaries can be longer than the twitter ones, but for simplicity and readability, I would recommend still making these summaries concise. Figure 5 shows a mockup of what a Facebook post using this strategy could look like.



Figure 5: mockup of tips and tricks Facebook post¹¹

Sample Weekly Posting Schedule

In order to organize the week and have a blend of content that would appeal to a variety of artists and authors, I propose to organize content around biweekly genre days. Short Vine is currently posting content 3-4 times per week, so to keep this strategy reasonable with Short Vine's constraints on social media, I have designed a new weekly schedule that stays within posting 4 times per week on the two platforms that Short Vine currently engages with. For this proposal, I recommend making certain days of the week center around certain content types or genre themes in order to stay organized and make sure that the content is varied and interesting. I would recommend organizing content following a biweekly schedule that alternates between having Fiction and Art & Photography content one week, and Creative Nonfiction and Poetry content the following week. This would allow Short Vine to schedule posts out for the next two weeks in advance to make sure that authors, artists, and editors have enough time to reach back out for spotlight posts. A general outline of how I would structure content is:

- Mondays: Fiction / Creative Nonfiction
- Wednesdays: Art & Photography / Poetry
- Fridays: Deadline announcement posts / journal promotion posts
- Saturdays: Sharing links to information and tips and tricks

In terms of the genre specific content, I would choose authors, artists, or editors from each of the genre groups for spotlight posts that would fulfill that day's genre specific content post. Additionally, I have recommended that Short Vine continues to post their current deadline announcement posts on Fridays, which would be implemented during the submission period. During the submission period, I would recommend also including deadline information in the bio or as a pinned post on the Facebook and twitter accounts, so that the information is static when a user views the account. When the submission period is not active, I would recommend filling Friday with promotional posts for the most recent edition of the journal. Additionally, I am recommending that posts are scheduled for 12 pm each day because twitter reaches a peak for engagement at 12 pm,⁴ and Facebook reaches peak engagement between 11 am and 1 pm.¹² I am recommending that the majority of the posts are scheduled for weekdays, because Facebook reaches peak engagement during the week,¹² and Short Vine wants to target higher Facebook engagement specifically; I am recommending one post on Saturday because twitter reaches peak engagement on the weekends, but since the twitter engagement is already higher, these posts do not need to be as targeted time-wise.⁴ I included a more in-depth outline of a sample weekly schedule with posting information and content templates below (this schedule follows the first week of the biweekly rotation with Fiction and Art & Photography content).

	Twitter	Facebook
Monday 12 pm	<p>From the editor's post: Fiction Q&A prompt</p> <p>Text: Ever wondered what editors are looking for when deciding on what pieces to accept? Not sure where to start with publishing your short stories? Reply below with #AskShortVine to ask our fiction editors all about submitting fiction pieces to Short Vine.</p> <p>Image: n/a</p>	<p>From the editor's post: Fiction Q&A transcript</p> <p>Text: Today we are featuring one of our fiction editors, _____, to ask all about the process of submitting short stories to Short Vine. Reply below with any other questions that you have for _____ or our other editors. #AskShortVine</p> <p>Q: What makes a short story submission stand out?</p> <p>A:</p> <p>Q: Do pieces have to fall into the theme for <i>Short Vine</i>?</p> <p>A:</p> <p>Q: What is your favorite thing about being an editor on <i>Short Vine</i>?</p> <p>A:</p>

		<p>Q: What does the fiction editing process look like? A:</p> <p>Q: What is your advice for any fiction writers wanting to submit to <i>Short Vine</i>? A:</p> <p>Image: Image of the editor (optional)</p>
Tuesday	No post	No post
Wednesday 12 pm	<p>Art & Photography Artist spotlight: text post with an image from Canva</p> <p>Text: Today we are featuring ____ who published their photo, ____, to the ____ edition of <i>Short Vine</i>. Check out ____'s portfolio for more of their work: www.sampleportfolio.com #ArtistsOnTheShortVine</p> <p>Image: (template created through Canva)</p> 	<p>Art & Photography Artist Q&A: text post with an image of the author</p> <p>Text: Today we spoke with ____ about their photo, ____, that they published in the ____ edition of <i>Short Vine</i>. Reply below with any other questions that you have for ____ or for the <i>Short Vine</i> editorial team. Check out ____'s portfolio for more of their work: www.sampleportfolio.com</p> <p>Q: What inspired you to create your piece? A:</p> <p>Q: What is your favorite thing about photography? A:</p> <p>Q: What does your creative process look like? A:</p> <p>Q: What is the most exciting part about the process of publishing a piece? A:</p> <p>Q: What advice would you give for emerging photographers and artists who want to get their pieces out there? A: #ArtistsOnTheShortVine</p> <p>Image: Image of the artist (optional)</p>

Thursday	No post	No post
Friday 12 pm	<p>Journal promotion post: Text: Get ready for “New Beginnings,” Short Vine’s Spring 2022 edition coming soon! #ArtistsOnTheShortVine #AuthorsOnTheShortVine</p> <p>Image: (created through Canva)</p> 	<p>Journal promotion post: Text: Short Vine’s Spring 2022 edition, adeptly themed for spring, “New Beginnings,” is launching soon. Stay tuned for the finished journal with outstanding works in fiction, creative nonfiction, poetry, art, and photography! #ArtistsOnTheShortVine #AuthorsOnTheShortVine</p> <p>Image: (created through Canva)</p> 
Saturday 12 pm	<p>Tips and tricks link post: poetry submission tips</p> <p>Text: Want to get your poems out there? Check out these tips from published poets on what to do when submitting your poems to literary journals. https://www.writersdigest.com/writing-articles/poetry-submission-tips-poets</p> <p>Image: n/a</p>	<p>Tips and tricks link post: poetry submission tips</p> <p>Text: Want to get your poems out there? Check out these tips from published poets on what to do when submitting your poems to literary journals. https://www.writersdigest.com/writing-articles/poetry-submission-tips-poets</p> <p>Image: n/a</p>
Sunday	No Post	

Conclusion

Short Vine's current social media strategy is strong with its consistency and frequency of posting. The variation between flyers used to promote the deadline for the journal adds extra interest, and with the added variation of content types in this proposed campaign, Short Vine's social media strategy can be elevated further. By opening up the types of content into author and artist spotlights, a from the editor's section, and helpful tips and tricks, Short Vine can capitalize on a variety of researched successful social media content and engagement methods and reach the largest audience of authors, artists, and readers possible. This engagement can ultimately allow Short Vine's social media to become a space that emerging authors and artists want to continually return to, which will draw more interest to both submitting to and reading the journal. Additionally, providing variation between the types of content between Facebook and twitter will help Short Vine take advantage of the benefits of both platforms; this will help Short Vine grow its already substantial twitter engagement and increase its Facebook engagement.

For this proposal, I would recommend using the built-in analytics tools on Facebook and twitter to track the success of the campaign since the Short Vine team is already familiar with these tools and these tools are suitable for tracking all necessary measures of success. These tools will help Short Vine see what posts get the most engagement, which can inform where Short Vine should focus their social media marketing efforts on in the future. Additionally, the success of this campaign can be measured by the number of submissions that the journal receives compared to the previous submission period. Ideally, after targeting two genre groups one week, submissions in those categories would increase, and, if submissions are lacking in one genre over others, Short Vine will be able to adapt to focus their strategy specifically on the most needed genre group. Short Vine publishes exceptional works from emerging authors and artists, and, through the implementation of this campaign, the journal will be able to celebrate those authors and artists, their works, and the craft of writing and creating art.

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