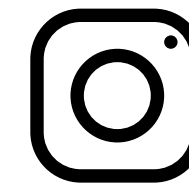
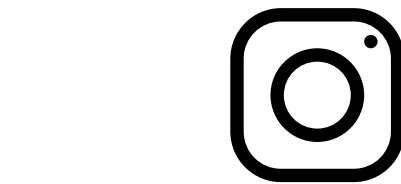
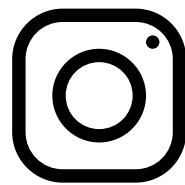
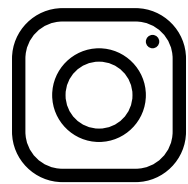


Knight Studios Social Media Strategy

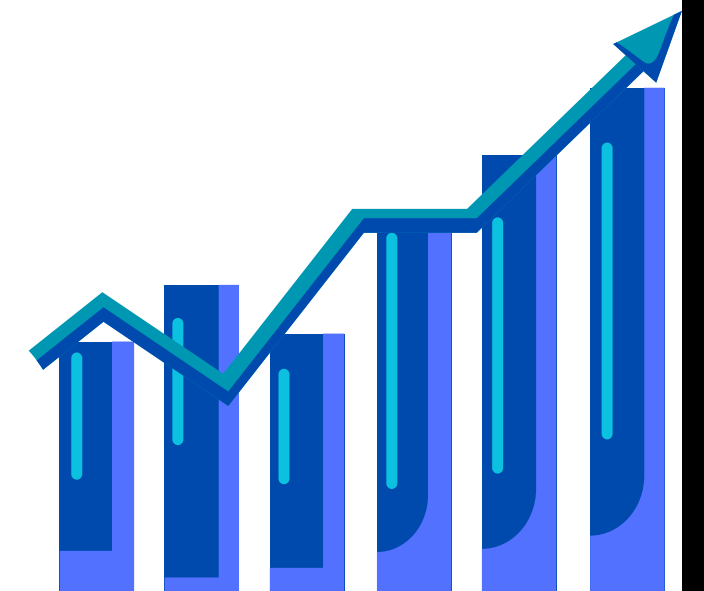


A Strategy to Improve Knight Studio's Social Media Efforts



3 Benefits of Developing a Social Media Strategy

- 1. Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
- 2. Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
- 3. Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



Social Media Strategy Steps

Step 1 - Internal Audit

Step 2 - Identify Target Audience and their Needs.

Step 3 - Set Achievable Goals.

Step 4 - Be Active and Engaging Online.

Step 5 - Sample Content Calendar

Step 6 - Track Your Results

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Internal Audit

What is working?

- **High Quality Content** - The studio has access to the right equipment and experienced personnel to ensure they produce the best quality content in-house. This can save the team time and money.
- **Strong Niche** - Having a very strong niche allows for a more focused customer base, increased chances of being a market leader, a better understanding of customer needs and wants, fewer competitors to face and potential for higher profit margins.



Internal Audit

What needs to improve?

- **Inconsistent Posting** - There is a lack of consistent posting and a lack of content optimization - vertical video does best on social media as opposed to landscape. A team needs to be assigned to take vertical video specifically for social media.
- **Lack of Clear Direction** - Linked to the point above. Although there is a wide variety of content; from BTS interviews with actors to the TV show posts, there doesn't seem to be a clear plan and direction.



Identify Target Audience and their Needs

➤➤ Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Alex CyberSmith

Meet Alex CyberSmith, the ideal target audience for Knight Studios' Instagram growth strategy. Alex is a tech-savvy individual with a strong passion for cybersecurity, hacking, and cutting-edge technology. As a young professional in the IT industry or a student pursuing a related field, Alex not only sees cybersecurity as a career path but also as a thrilling and intellectually stimulating area of interest.



Identify Target Audience and their Needs

➤➤ Psychographics and Behaviours

Psychographics:

- **Interests:** Cybersecurity, ethical hacking, technology, TV series and movies
- **Hobbies:** Coding, attending tech conferences, staying updated on the latest cybersecurity trends
- **Values:** Innovation, learning, and the intersection of technology and entertainment

Behaviours:

- **Online Behavior:** Actively engages in online communities and forums related to cybersecurity, follows industry experts and influencers.
- **Content Consumption:** Enjoys streaming services, particularly those with a focus on cybersecurity and technology-driven content.
- **Social Media:** Regularly uses Instagram for both entertainment and staying informed about the latest developments in the cybersecurity field.



Alex CyberSmith

Identify Target Audience and their Needs

➤➤ When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with an audience member..

In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



Identify Target Audience and their Needs

➤➤ What does Alex CyberSmith NEED?



Alex CyberSmith

Engaging Cybersecurity Content:

- Alex desires content that goes beyond the surface, providing in-depth insights into the world of cybersecurity. Knight Studios should deliver engaging posts, videos, and behind-the-scenes content related to their TV series, offering a captivating blend of storytelling and real-world cybersecurity scenarios.

Educational Resources:

- As someone with a keen interest in cybersecurity, Alex seeks continuous learning. Knight Studios can cater to this need by sharing educational resources, such as tips, tricks, and industry updates. This could include infographics, short tutorials, or interviews with cybersecurity experts featured in their productions.

Identify Target Audience and their Needs

➤➤ What does Alex CyberSmith NEED?



Alex CyberSmith

Exclusive Sneak Peeks:

- Alex craves exclusivity and the thrill of being among the first to know. Knight Studios should offer sneak peeks, exclusive trailers, or behind-the-scenes previews of upcoming episodes. This not only builds anticipation but also makes Alex feel like a valued and privileged member of the Knight Studios community.

Community Interaction:

- Building a sense of community is crucial for Alex. Knight Studios should actively engage with their audience through interactive elements like Q&A sessions, polls, and discussions. This not only strengthens the bond between Knight Studios and Alex but also allows Alex to connect with fellow cybersecurity enthusiasts who share similar interests.

Identify Target Audience and their Needs

➤➤ Developing Clear Principles Based on Your Audience's Needs



Alex CyberSmith

Because Alex CyberSmith needs...	The experiences must be...
Wants to experience Engaging Cybersecurity Content	Entertaining
Wants to experience Educational Resources	Educational
Wants to experience Exclusive Sneak Peeks	Informative
Wants to experience Community Interaction	Interactive



Identify Target Audience and their Needs

What Activities is the Alex CyberSmith likely to be involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.



Alex CyberSmith

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Stream TV Series	Review Experience



Identify Target Audience and their Needs

➤➤ **What Features should Knight Studios Include across their Social Media Platforms?**



Alex CyberSmith

Stages
Activities
Interactions

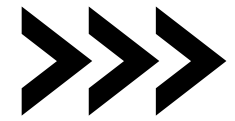
DREAMING	PLANNING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Stream TV Series	Review Experience
Consistent High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: **Entertaining, Educational, Informative, Inclusive**



DARRIN COOPS





It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

Examples:

- **Grow Instagram Followers:** Grow to 5,000 followers by 31st March, 2024.
- **Increase Instagram Engagement:** Achieve an average of 500 likes on each post within the next 3 months.



Be Active and Engaging Online

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Content Strategy

- **Behind-the-Scenes:** Share behind-the-scenes glimpses into the making of cybersecurity-themed TV series, giving insights into the fusion of industrial light and magic with storytelling.
- **Exclusive Content:** Tease exclusive snippets or trailers of upcoming episodes to build anticipation and excitement.
- **Educational Content:** Create engaging and informative content that delves into the real-world aspects of cybersecurity featured in their series.
- **Interactive Elements:** Conduct Q&A sessions with Alissa and Melissa Knight, allowing the audience to interact with the visionaries behind Knight Studios.
- **Community Building:** Encourage discussions among followers, fostering a sense of community around cybersecurity and entertainment.






Weekly Instagram Content Calendar Sample

- **Monday: Cybersecurity Insights**

Caption: Dive deep into the world of cybersecurity with exclusive insights from industry experts. Learn about real-world cyber threats and vulnerabilities that inspire our TV series.


 #CyberSecurityInsights #KnightStudios

- **Tuesday: Behind-the-Scenes**

Caption: Get a sneak peek into the magic behind our productions!  Explore the set, meet the talented cast and crew, and discover the fusion of storytelling and industrial light that brings our series to life. #BTS #KnightStudiosMagic

- **Wednesday: Wisdom from the Knights**

Caption: Alissa and Melissa Knight share their wisdom on cybersecurity and storytelling. 

 Join the conversation and ask your burning questions! #KnightWisdom
#CyberStorytellers



Weekly Instagram Content Calendar Sample

- **Thursday: Tech Talk Thursday**

Caption: It's Tech Talk Thursday! 🚀 Uncover the latest in cybersecurity tech, trends, and innovations. Stay ahead of the game with insights from the forefront of the digital battlefield. #TechTalkThursday #KnightTechInsights

- **Friday: Fan Feature Friday**

Caption: Shoutout to our incredible fans! 🌟 Tag us in your cyber-themed art, cosplay, or anything Knight Studios related, and you might just get featured! #FanFeatureFriday #KnightStudiosFandom

- **Saturday: Series Spotlight**

Caption: This Saturday, we shine the spotlight on one of our thrilling TV series. 🌟 Explore the plot, characters, and the cybersecurity challenges they face. Which series is your favorite? #SeriesSpotlight #KnightStudiosSeries



Engagement Strategy

- Respond promptly to comments and messages.
- Encourage followers to share their stories and perspectives.
- Collaborate with influencers or organizations aligned with Knight Studio's values.
- Use relevant hashtags to increase visibility.





Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.



What should I continue doing? Best tracked after 3 months of consistent posting.

Instagram/TikTok
What's working:
Why is it working:
Action items:



What should I STOP doing?

Instagram/TikTok
What is not working:
Why is it not working:
Action items:



What should I **START** doing?

Instagram/TikTok
What can I do:
Why will it work:
Action items:



KNIGHT

S T U D I O S