

SUNSHINE WEEK SOCIAL PLAYBOOK



AGENDA

STRATEGIC POSITIONING

Presence in the FOI Social Space

We believe in:

- Showcasing a hub of resources
- Giving back to the community
- Integrating donations



Above all...

You have to define WHY Brechner Sunshine week is the best resource for citizens, students, and professionals to get information and help with FOI.



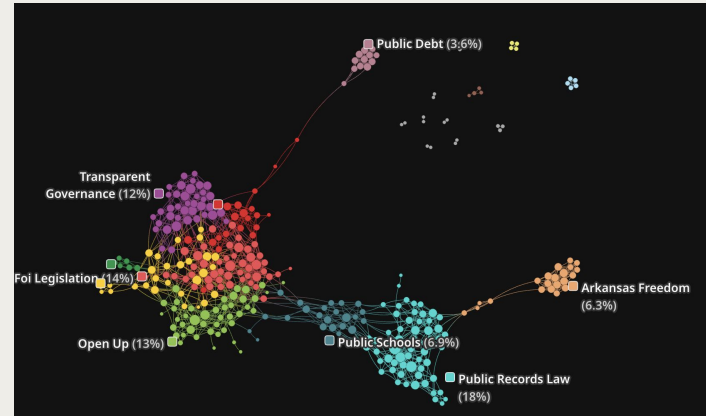
Approach

- Role of social: Increase engagement in Sunshine Week by increasing awareness and importance of FOI.
- Incentives to donate by posting on social media information about Sunshine week and incentivising visitors to go to Web page (adding a donate button)
- Sunshine Week only active on Facebook and Twitter, Gen Z more active on Instagram and Tiktok
 - Create Instagram and Tiktok pages
- Twitter is Sunshine Week's most engaging social media platform, make sure to inform your audience about conferences, post pictures and give out FOI info in Twitter. Promote new social media channels on Twitter as well.



Behavior on Social

- Making sure social media posts use these keywords (Public records law, Foi Legislation, Open up). These are the most used words used by the audience looking for FOI on social platforms.
- Brechner should use its social media platforms to provide information on what they do on a daily basis (increasing engagement all year long, not just week (11-16 March) and why they need they audience's support in the form of donations, relying mostly on the importance of FOI.



Consumer Persona

Meet William

- Mid 30's-40's working professional
- Currently a journalist
- Highly educated through undergraduate degree and law school
- Invested in their job and researches political news during their free time



Key points for William

Professionalism on top	Drive for education	Social-media bystander
<p>With such a strong passion for their workplace, they prefer professional settings and think poorly when presented with anything otherwise. Being a professional is something to be proud of, so they want to surround themselves with the same energy.</p>	<p>William is a scholar at heart. Since they have a vast background in college and graduate school, they are eager to learn more about political topics that further them as a person AND as a professional.</p>	<p>William isn't the next biggest influencer online, but he is constantly updating is well-curated timeline on instagram, facebook, and X. The post he sees could easily effect his day-to-day life.</p>



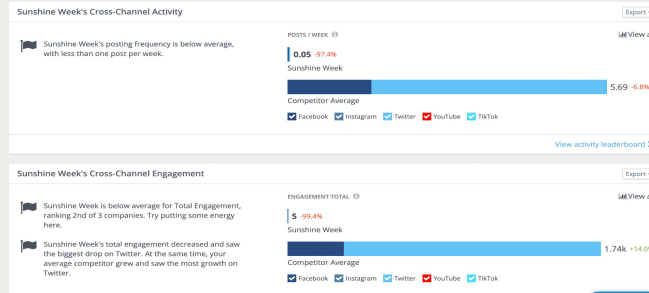
William's importance

This strong connection between William's personal-life and work-life allows him to curate his social media with information that teaches him valuable lessons and accurately updates him on political information.



Elevating Brechner

Brechner is the main organization to receive FOI information from, in the state of Florida. To gain the attention of the audience we are looking to engage with, we recommend increasing Instagram Posts.



As we anticipate challenges for Facebook and Twitter engagement, rather than recommending abandonment, we propose prioritizing Instagram content during Sunshine Week and adopting robust content creation strategies on emerging platforms like TikTok, Threads, and BlueSky.



Key Insights

- Brechner plays a pivotal role in upholding transparency and accountability in Florida, thereby empowering citizens to make informed decisions and hold public officials accountable.
- Embracing social media platforms allows Brechner to amplify its message and reach a wider audience, fostering greater awareness about the importance of transparency and encouraging civic engagement among Floridians.
- Active social interaction cultivates a strong network of transparency advocates, fueling organizational growth and influence.



Social Recommendations



Instagram: @sunshineweekfl

- Interactions of sunshineweek, sunshine.week, sunshineweek_, were all taken by other Instagram users and could not be reported to Instagram as inactive for us to take.
- We decided on **@sunshineweekfl** to keep focus on the name “Sunshine Week” and implementing the word florida to the handle

Tik Tok: @brechnersunshineweek

- This handle is pending to be changed to @sunshineweekfl

YouTube

- YouTube account is still pending to be created. The Agency is waiting on Gmail credentials from client in order to create account.



CONTENT STRATEGY

Content Pillars: Explanation

- To provide a guide with what website and social posts receive high engagement and the social posts that do not receive as much engagement.
- What the organization does on a daily basis. Pillars are set to help guide content planning.



Possible Content Tactics

Tactics will illustrate the range of “content” that can be used by Sunshine Week to be attractive to consumers

- Photography (taking pictures of participants during the week 10-16 March)
- Influencers (getting people on social media to speak about FOI and mention Sunshine Week)



Channel Roles

Established channel roles will help to effectively plan a multi-channel approach on social by understanding the audience personas we are aiming to reach. Making sure who we are creating content for and the platforms we are posting on.



Bringing it to Life: Foundational Channels

- Instagram
 - Role:
 - Content type: incentives to donate
 - Format: pictures, videos, reels,
 - Posting cadence: 3 times a week
 - KPI: reach engagement
- Facebook
 - Role:
 - Content type:
 - Format:
 - Posting cadence:
 - KPI: reach engagement
- Twitter
- Tiktok



CREATIVE

Logo(s)



Full color logo with tagline



Full color logo with date



Full color logo with alt tagline and date



Logo(s)



Full color logo



Full color icon



Full color logo with
tagline, Spanish



Full color vertical logo
with tagline



Logo(s)



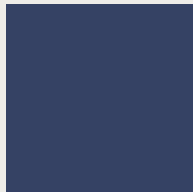
**Grayscale vertical logo
with tagline**



**Grayscale Horizontal
logo with tagline**



Color



Navy
Hex: #364264
R: 54 B: 66 B: 100
C: 78 Y: 74 M: 61 K: 60



Gold
Hex: #D39F25
R: 211 B: 159 B: 37
C: 18 Y: 38 M: 35 K: 0



Dark Gold
Hex: #A48240
R: 164 B: 130 B: 64
C: 35 Y: 49 M: 75 K: 0



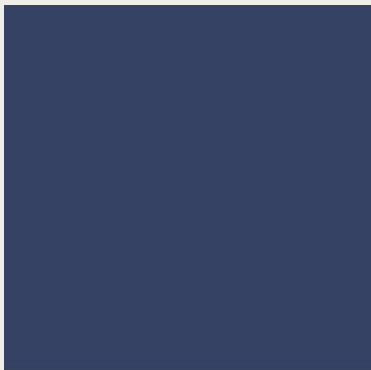
Light Gold
Hex: #F1BF04
R: 241 B: 191 B: 4
C: 5 Y: 25 M: 97 K: 0



Beige
Hex: #EEEEDE
R: 238 B: 237 B: 232
C: 4 Y: 3 M: 6 K: 60



When to Use Navy



Navy

Hex: #364264

R: 54 B: 66 B: 100

C: 78 Y: 74 M: 61 K: 60

Web:

- Use as base of Header strip
- Use as base of Footer strip
- Text color on beige base
- Text color for buttons
- Color treatment for images

Social:

- Color treatment for images,
- Text color on beige base



When to Use Gold



Social

- Image Treatment for thumbnails

Gold

Hex: #D39F25

R: 211 B: 159 B: 37

C: 18 Y: 38 M: 35 K: 0



When to Use Dark Gold



Social

- Image Treatment for thumbnails

Dark Gold

Hex: #A48240

R: 164 B: 130 B: 64

C: 35 Y: 49 M: 75 K: 0



When to Use Light Gold



Light Gold

Hex: #F1BF04

R: 241 B: 191 B: 4

C: 5 Y: 25 M: 97 K: 0

Web

- Use as highlighted text on navy base
- Button color

Social

- Use as highlighted text on navy base



When to Use Light Gold



Beige

Hex: #EEEEDE8

R: 238 B: 237 B: 232

C: 4 Y: 3 M: 6 K: 60

Web

- Use as base for navy text
- Use as base for dark gold and gold text

Social

- Use as base for navy text



Typeface

B STYLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_-=+<>.,/?:;"'\

← Used for headers,
keep around 70pt

House Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

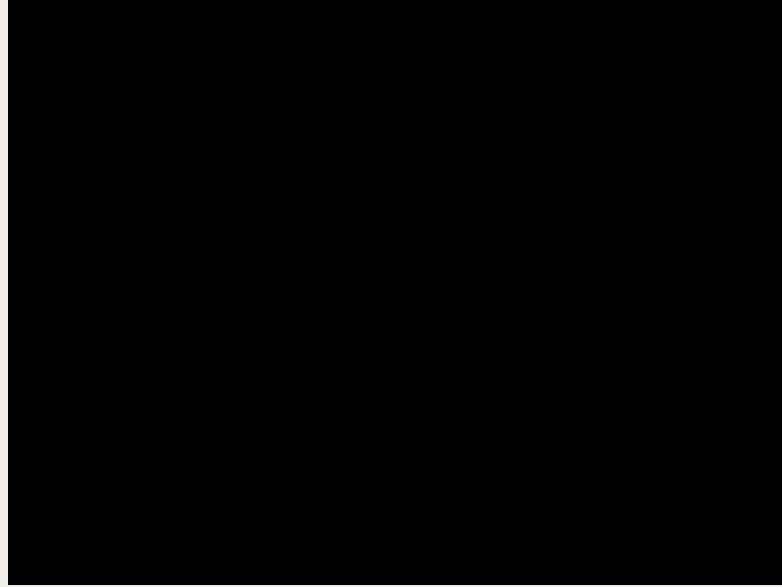
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_-=+<>.,/?:;"'\

← Used for subheaders, keep
around 25-30pt, & body copy,
keep around 20pts



Platform Mock – Up



Tone and Visuals

VISUALS: The use of collages and cut out visuals is geared towards Gen Z's interest in a personalized and physically crafted style. We paired the collage style with a cutout feel to emphasize imagery. The imagery was given a color overlay to let the paired information stand out, while still adding an emotive visual.

TONE: There are two words that can be used to describe our intended tone for copy: informative and empowering. Overall, the copy will be clear, concise, and motivational, encouraging people to become educated about their rights under the FOIA and to actively participate in creating a free and open government.

