COMM 1000- Exploring the Communications Major

PR Signature Assignment: Strategic 30-Day Social Media Calendar

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Nintendo

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| **JUNE** | **Facebook** | **YouTube** | **Instagram** |
| **1** |   | Young Adults: 15 Days till E3! We have some big announcements and ideas coming up. What do you home we announce at our Conference? |   |
| **2** | Fan Page: If you could make one game playable on the Wii U, what would that game be? |   |   |
| **3** | Kids: Newest RATED Everyone game trailer released |   |   |
| **4** |   |   | Parents: Newest RATED Everyone game trailer released |
| **5** |   | Zelda Fans: Slideshow Concept Art for new Zelda Game |   |
| **6** |   |   | Fan Page: If you could make one game playable on the Wii U, what would that game be? |
| **7** | Fan Page: Draw Fan Art of Favorite Nintendo Character, and the winner will come to the Nintendo Tree house for hands on experience of latest game announcements and demos. #nintendogoldenticket |   |   |
| **8** |   | Everyone: Teaser trailer of most anticipated game of Nintendo E3 Conference |   |
| **9** |   | Gamers: Gameplay Trailer of announced Wii U exclusive game |   |
| **10** | Fan Page: Results of poll and comments from June 2nd |   |   |
| **11** |   | Parents: Nintendo Direct of Kid Friendly games |   |
| **12** |   |   | Fan Page: Photo posts of fan art from Facebook contest |
| **13** | **Everyone: Announce Winner of Fan Art** |
| **14** | Fan Page: Tease some announcements of big name games |   |   |
| **15** | Everyone: Nintendo E3 Coverage |   |   |
| **16** |   | Everyone: Nintendo E3 Conference and Coverage |   |
| **17** |   |   | Everyone: Nintendo E3 Conference Highlights |
| **18** |   | Families: Advertise store deals of Bundles of Wii Us and 3DSs with newly announced games |   |
| **19** |   |   | Everyone: Post clips of trailers for most talked about games |
| **20** | Fan Page: Vote and comment on opinion of E3 Conference |   |   |
| **21** |   | Everyone: Highlight big announcements and trailers |   |
| **22** | Everyone: Highlight opinions and reviews of Gaming Sites |   |   |
| **23** |   | Young Adults: Review announced games intended for aged 18 - 27 year olds |   |
| **24** |   |   | Everyone: Show little concept art of big announced game |
| **25** | Fan Page: Close poll of E3 Conference Opinion and advertise those that voted and posted will be randomly selected to win 2 tickets to attend every day of San Diego Comic Con |   |   |
| **26** |   |   | Fan Page: Advertise games and Demos for San Diego Comic Con |
| **27** |   | Fan Page: Advertise games and Demos for San Diego Comic Con |   |
| **28** |   | Fan Page: Advertise content for Wii U exclusive games |   |
| **29** |   | Fan Page: Advertise content for 3DS exclusive games |   |
| **30** | Fan Page: Advertise winner of E3 Opinion post to be announced in one week |   |   |