

Anders Turgeon: Social Media Management Portfolio

An overview of my campaigns and philosophy on social media management.



Introduction

Objective of the presentation

The main objective of my presentation is to show you my skills and knowledge acquired in social media management through a portfolio including five campaigns carried out.



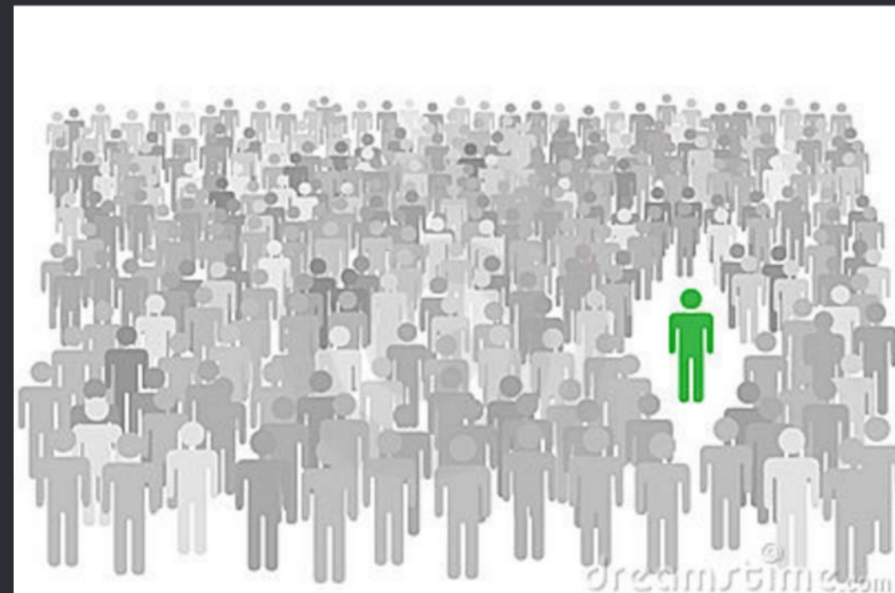
Portfolio Overview

My portfolio includes five campaigns, each detailing the objectives, content created, and data measuring success, providing a concrete overview of the experience gained.

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Social Media Management Philosophy



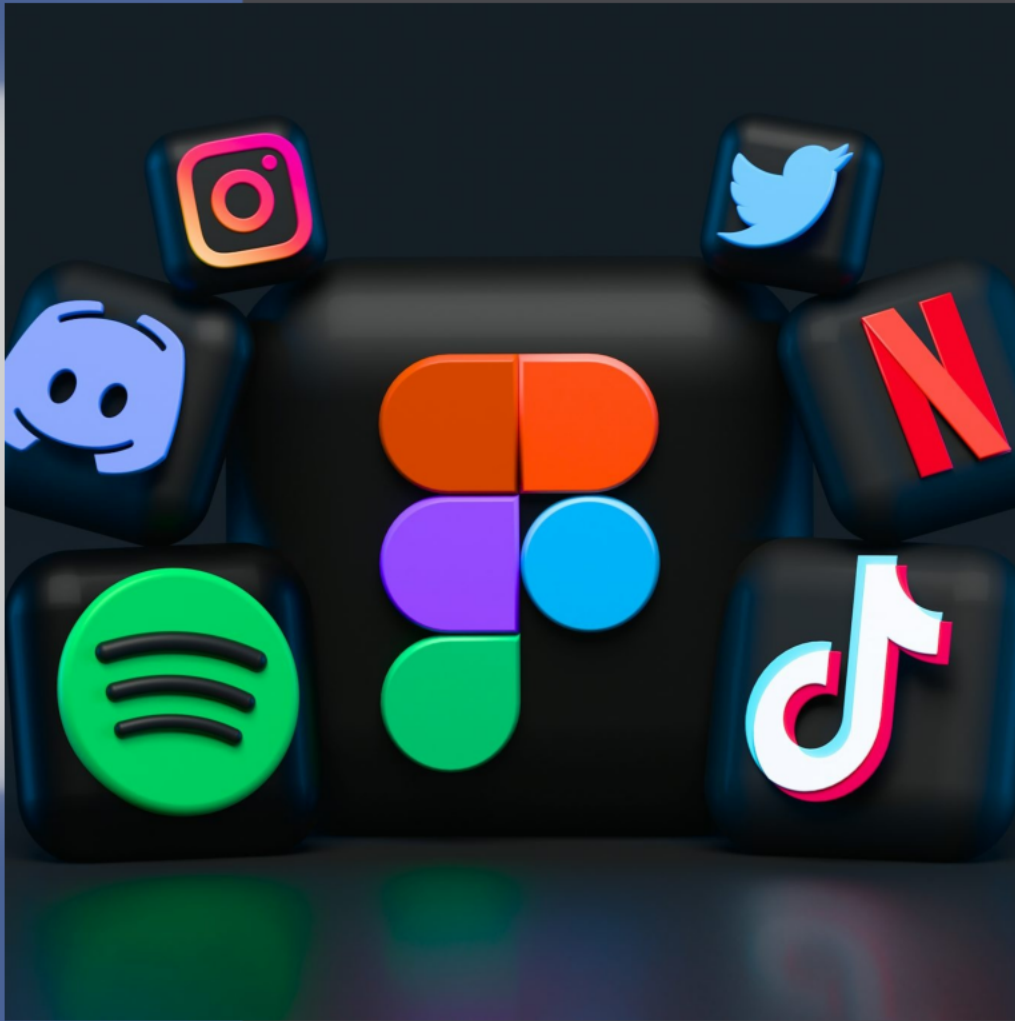
My Philosophy of Social Media Management

Social media management goes hand in hand with understanding a specific objective and target audience. This involves assessing user expectations and creating engaging, relevant, and tailored content that encourages interaction.

Application of my philosophy to the campaigns carried out

Since this was my first time running social media campaigns (both real and fictional), I tried to balance my creativity with user expectations. The results vary, as you'll see for yourselves.





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Campagnes sélectionnées



Campaign 1: The
Ghosts of Old Montreal

This campaign, designed to promote a new and exciting neighbourhood, was created by a local business and a local artist. The goal was to create a sense of community and to attract visitors to the area.

Campaign 2: The
Grande
Bibliothèque

This campaign, designed to promote a new and exciting neighbourhood, was created by a local business and a local artist. The goal was to create a sense of community and to attract visitors to the area.



Campaign 3: Safeguarding Built Heritage in Quebec

This is a Pinterest campaign designed to promote built heritage throughout Quebec. It can be used by several organizations working on Quebec heritage and the history of built heritage, such as the Heritage Foundation.



Campaign 4: Blueberry Artisan Glacier Getaway

As part of a grand excursion to the Plateau, we visited the Blueberry Artisan Glacier. The goal of this campaign was to reach the community and to attract visitors to the area.



Campaign 5: Visit to the Dead Mall Le Faubourg de l'Île

This campaign, designed to promote a new and exciting neighbourhood, was created by a local business and a local artist. The goal was to create a sense of community and to attract visitors to the area.



Sub-objectives and Target Audience for Campaign 1



This campaign, designed to promote a new and exciting neighbourhood, was created by a local business and a local artist. The goal was to create a sense of community and to attract visitors to the area.



Target Audience for Campaign 2

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Objectives and Target Audience of Campaign 3

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Target Audience for Campaign 5

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Content Examples



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Campaign 1 Success
Measures

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Campaign 2 Success Measures

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Predictions for Campaign 3

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Campaign 4 Success Measures

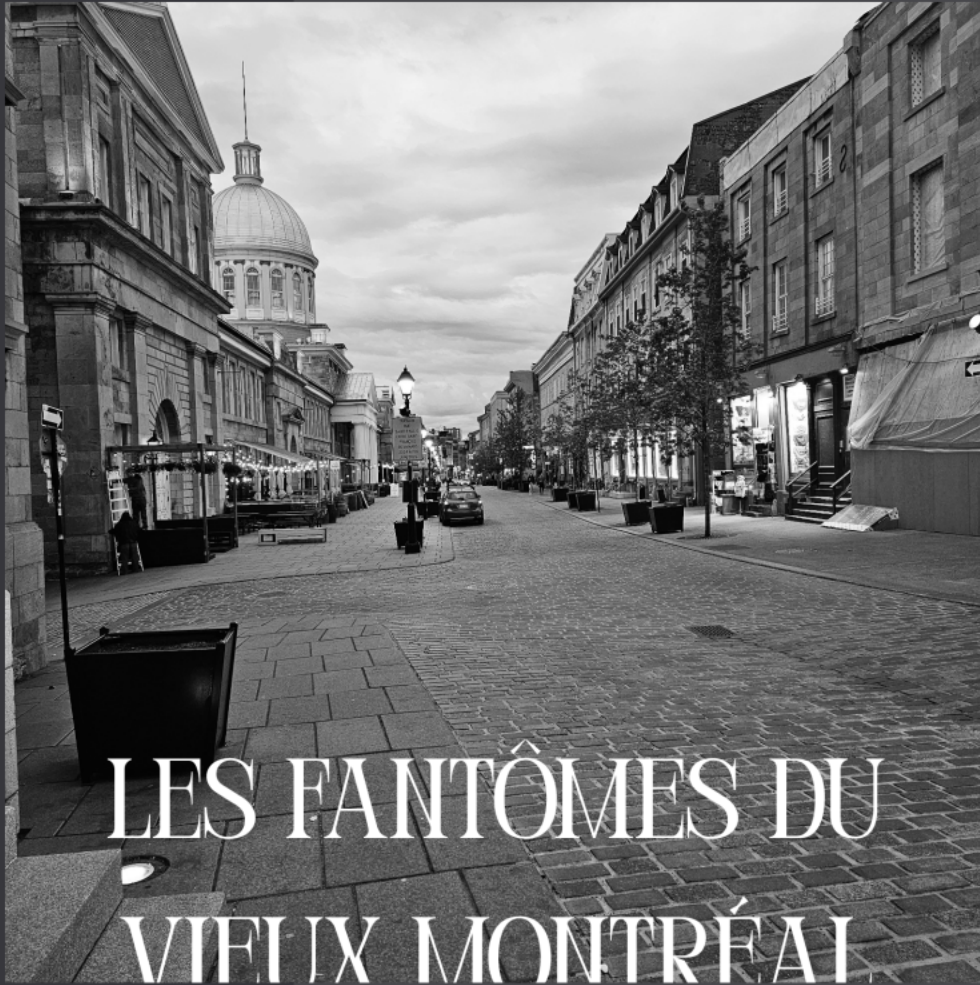
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Campaign 5 Success Measures

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Campaign 1: The Ghosts of Old Montreal

This campaign aimed to raise awareness (over a one-week period) through my creativity and content on Facebook and Instagram. To do this, I chose two topics that I combined: Old Montreal and its sordid past, full of true stories and urban legends.

Sub-objectives and Target Audience for Campaign 1

Making myself known means, among other things:

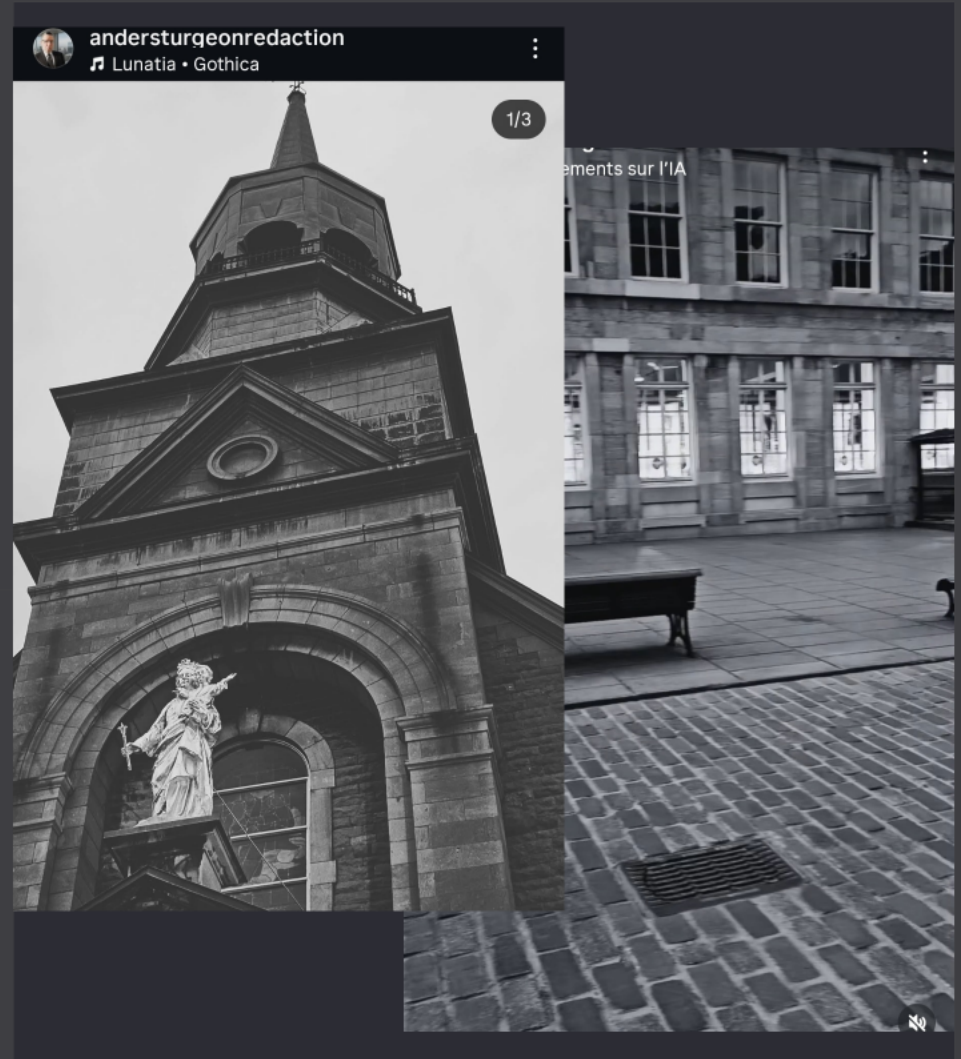
- increasing my number of followers on my Facebook and Instagram pages (Anders Turgeon Editorial Services);
- increasing the reach of my posts.

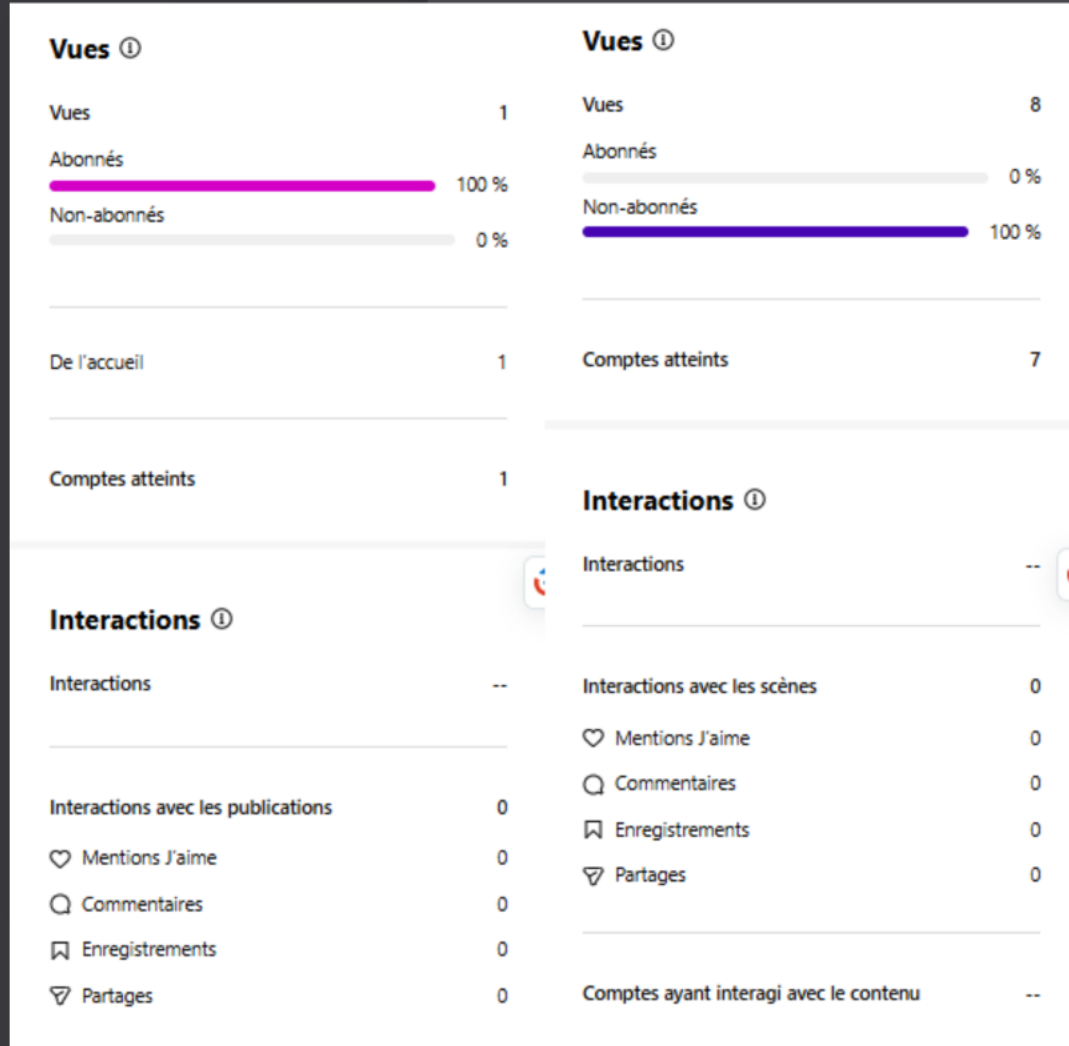
Here, the target audience is women and men between the ages of 12 and 99, who use Facebook and/or Instagram and who love Old Montreal, Montreal history, and ghost stories.



Content Examples

For the campaign, I created a Reel and a photo carousel for Instagram, both centered on the haunted aspect of the Notre-Dame-du-Bon-Secours Chapel. Both were published in the Stories on my page.





Campaign 1 Success Measures

Because the Instagram page—dedicated to my professional services—is new, the reach of the Reel and Carousel is low to nonexistent, reflecting the growth in the page's followers.

Campaign 2: The Grande Bibliothèque

The Grande Bibliothèque, an institution of the Bibliothèque et Archives nationales du Québec (BAnQ), served as the backdrop for a campaign centered on my Instagram page. The goal of this campaign was to attract a larger number of followers (over a one-week period) by offering fun and informative content.





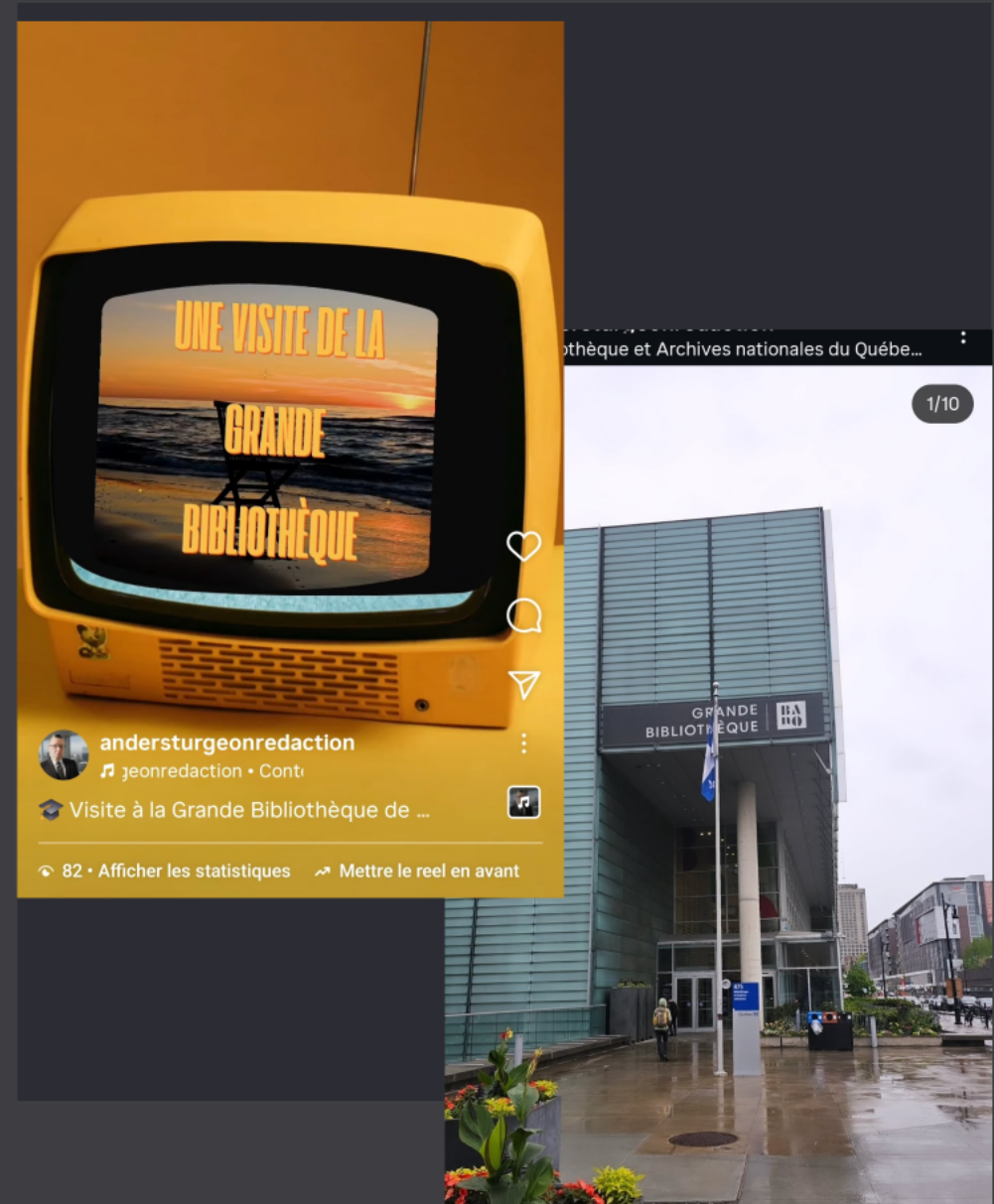
Target Audience for Campaign 2

It is made up of:

- men and women aged 2 to 100;
- people who enjoy reading, music, movies, and video games;
- people who may or may not be familiar with the Grande Bibliothèque;
- people who enjoy fun and educational photo and video content on Facebook and/or Instagram.

Content Examples

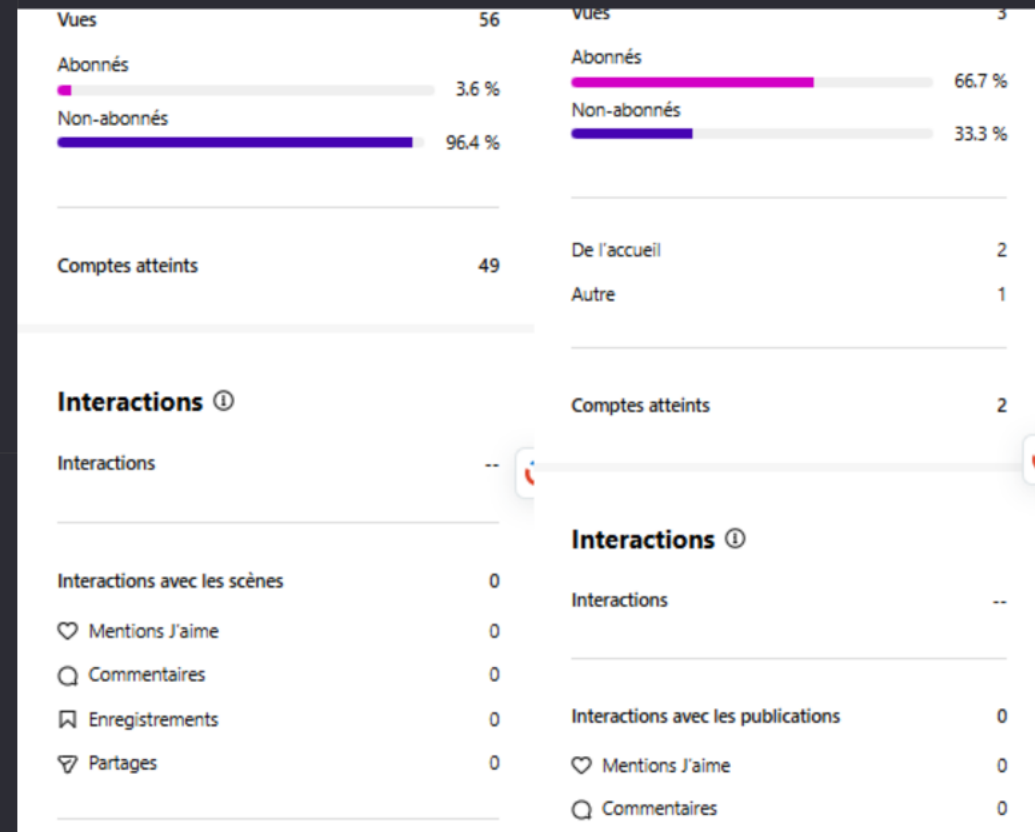
For the campaign, I published a Reel and a photo carousel. The content was captured throughout the Grande Bibliothèque: book aisles, video game and DVD displays, the children's section, etc.



Campaign 2

Success Measures

While I didn't quite reach my desired goal with this campaign, the view count for both the Reel and the carousel improved somewhat. Unsurprisingly, the Reel was the most popular, with a reach of 49 accounts reached and around 50 views.



Campaign 3: Safeguarding Built Heritage in Quebec

This is a (fictitious) campaign designed to promote built heritage throughout Quebec. It can be used by several organizations working on Quebec heritage and the history of built heritage, such as H ritage Montr al.



Objectives and Target Audience of Campaign 3



The campaign's objective was to raise awareness of the activities of the Héritage Montréal organization (over a one-week period) by targeting, in particular:

- the number of likes, shares, and comments;
- the reach of posts.

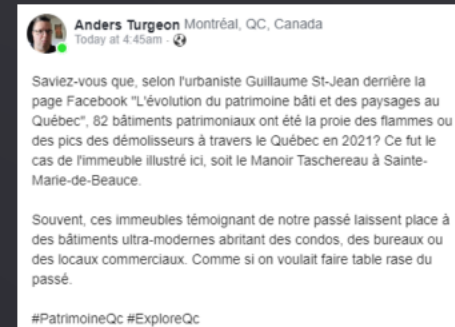
The target audience is comprised of people:

- aged 35 to 99;
- who are particularly interested in Quebec history, politics, and the culture specific to the Quebec nation;
- who primarily use Facebook.

Content Examples

For the campaign, I created three Facebook posts:

- the first, informative, about the Manoir Taschereau in Ste-Marie-de-Beauce;
- the second, engaging, about the Maison Beaudry in Pointe-aux-Trembles;
- the third, a call-to-action, about the Moulin Poulin in Île-d'Orléans.



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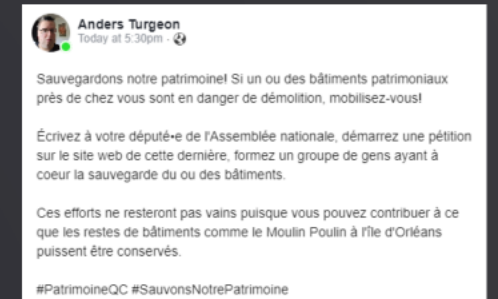


#PatrimoineQC #ExploreQuébec #PatrimoinePointeAuxTrembles #SauvonsNotrePatrimoine

View more 16 Comments



Write a comment...



21 Comments 10 Shares



👍👍 50

21 Comments 10 Shares



View more 25 Comments

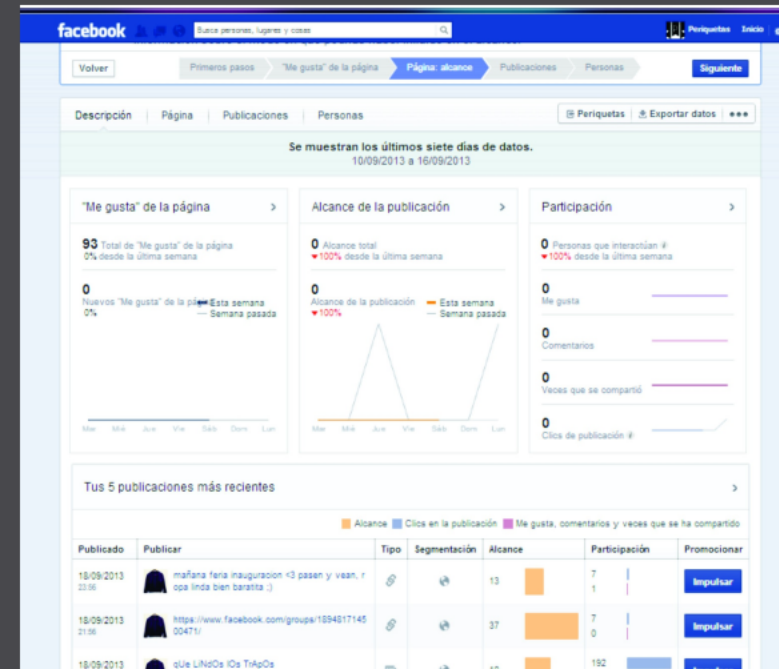


Write a comment...

Predictions for Campaign 3

If the imagined posts were published on the H ritage Montr al Facebook page, for example, they could:

- generate between 10 and 50 reactions;
- be shared between one and 10 times;
- reach approximately 100 impressions.



Campaign 4: Blueboy Artisan Glacier Getaway

As part of a group excursion to the Plateau, we visited the Blueboy Artisan Glacier ice cream shop located on Mont-Royal Street East. The goal of the campaign was to reach 200 accounts over a one-week period and thus advertise the place.



Target Audience for Campaign 3

To achieve a reach of 200 accounts, the target audience was determined to be:

- men and women aged approximately 5 to 75;
- people who frequent Plateau shops and restaurants as a couple, with family, or with friends;
- people who enjoy viewing content on Instagram.

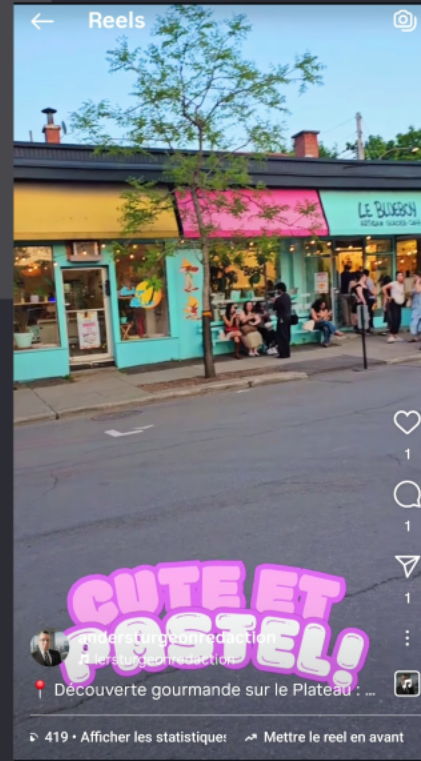


Content Examples

For the campaign, I posted a Reel and a carousel of photos on Instagram, both inside and outside the ice cream shop.

Three aspects are reflected in the content:

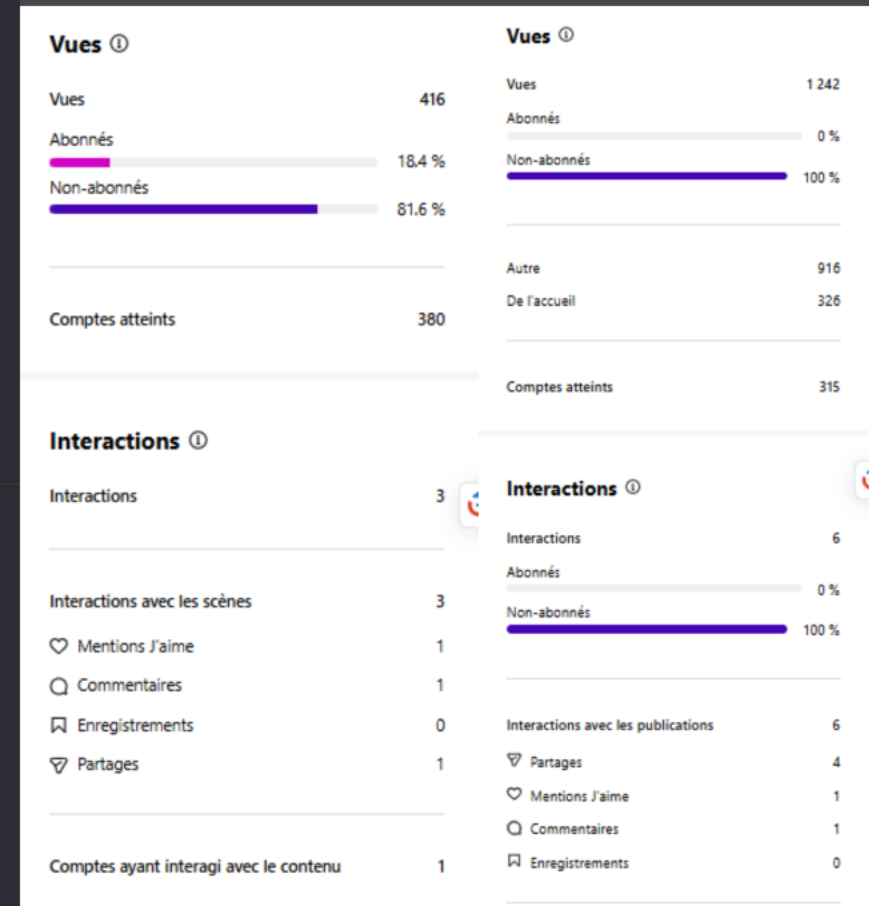
- the decor;
- the traffic;
- the frozen treats sold.



Campaign 4

Success Measures

The results exceeded my expectations. The Reel reached 380 accounts, and the Carousel reached 315 accounts. This campaign was the most successful one on my business Instagram.



Campaign 5: Visit to the Dead Mall Le Faubourg de l'Île

For my Dead Malls Québec (DMQ) web community, I visited the Faubourg shopping center in Pincourt, on Île Perrot, taking photos and creating Reels for Facebook and Instagram. The goal of the campaign was to increase the number of followers (over a one-week period) to 25 for the DMQ Instagram account.



Viste du Faubourg de l'Île
à Pincourt

Target Audience for Campaign 5

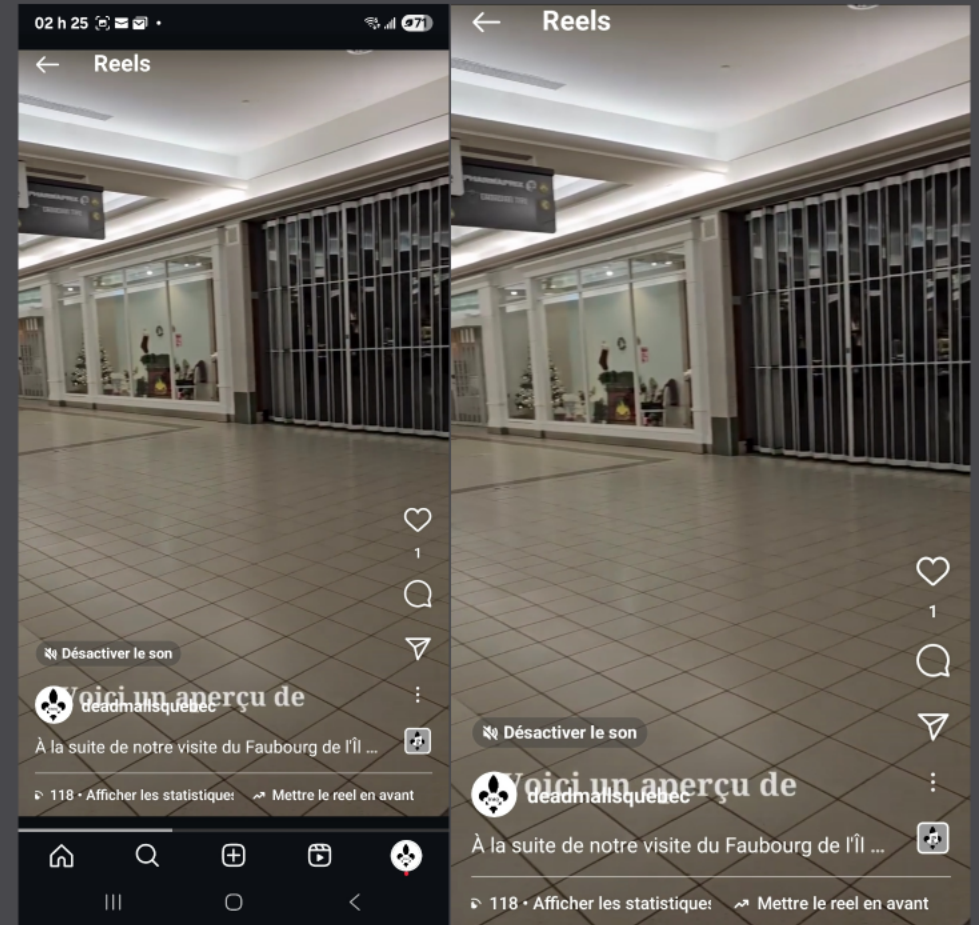
This campaign was a challenge because it targeted a very niche audience consisting of:

- men and women aged 18 to 45;
- French speakers;
- people who enjoy exploring commercial "liminal spaces" and/or abandoned or semi-abandoned places;
- people who use Facebook and Instagram.



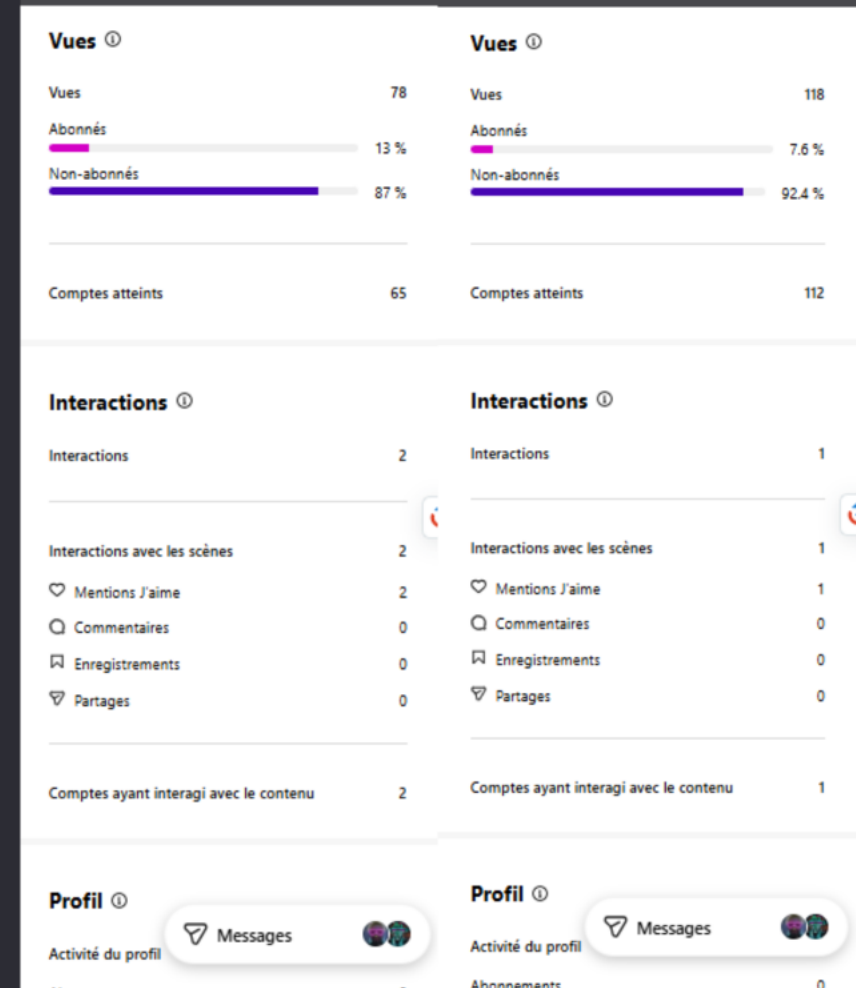
Content Examples

For the campaign held in November 2024, I published two Reels on the Dead Malls Québec Instagram account and Facebook page, after having filmed a lot of content at the Pincourt shopping center.



Campaign 5 Success Measures

Although I didn't manage to increase the number of followers on the Instagram page from 15 to 25, the number of accounts reached varied between 65 and 112 for both Reels. This was a significant boost in visibility.



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Reflecting on my Social Media Management

Strengths as a Social Media Manager

Since I'm a creative person, I'm able to create eye-catching posts in the form of videos and photos. I've also discovered that I have a talent for visual storytelling.



Compétences analytiques

La maîtrise des outils d'analyse des médias sociaux facilite l'évaluation en temps réel des performances des campagnes. En analysant les données, je peux ajuster mes stratégies pour améliorer mon impact.



Areas to Improve

While my strengths are in the creative side, I have weaknesses in marketing strategy (knowing what works on social media and what people like). I still need to apply my acquired knowledge in concrete terms in developing a campaign from A to Z. I can also improve my skills in photo editing and video editing.

Emerging Trends

To stay relevant, it's essential to embrace new technologies such as artificial intelligence in campaigns. Integrating these tools will enrich the user experience and increase engagement.

Conclusion and Future Prospects

Apart from my strengths and weaknesses I will work on, I aim to develop a proactive approach to future challenges. Continuous learning and adaptability will be my allies in the rapidly evolving social media landscape.



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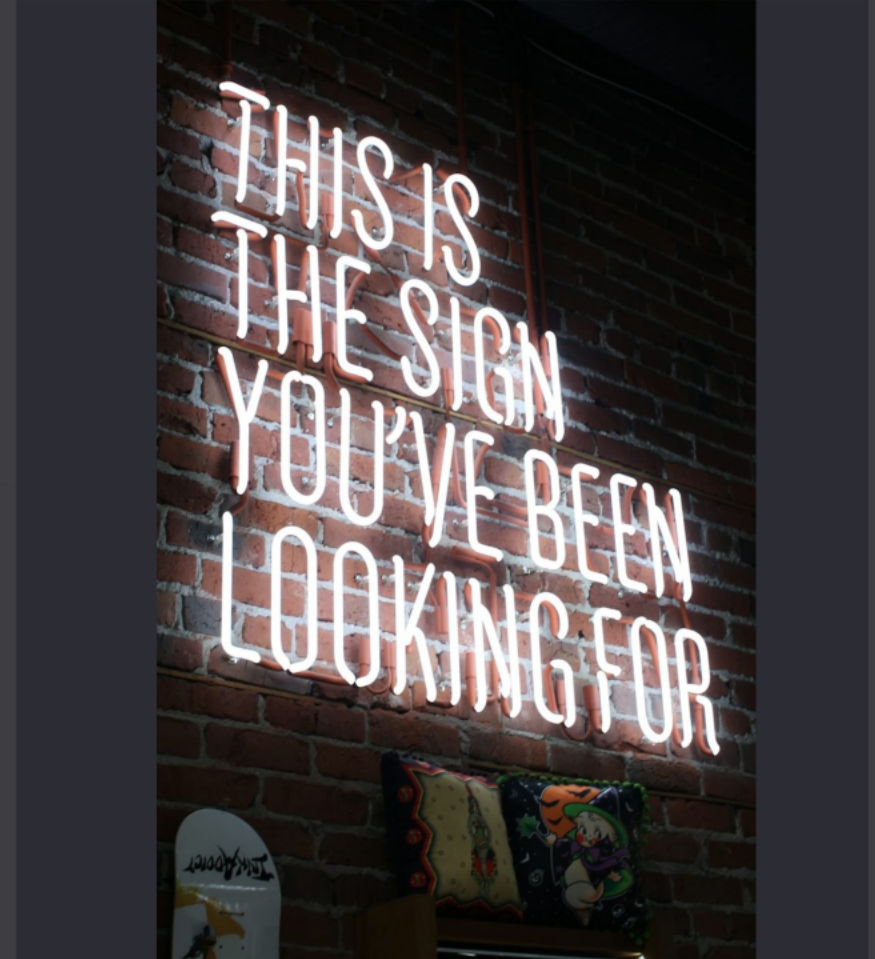


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