

1. Write an Introduction:
 - a. What is your name? My name is Andrew Ertl
 - b. What is your area of research? Social Media and Child Development
 - c. What is your campaign? Informing the public about how social media affects child development
2. Who is your audience for this campaign?
 - a. Who has an interest? Parents, teenagers, siblings, psychologists
 - b. Are you looking to change minds, recruit like-minded followers, informed citizens? To inform citizens
 - c. What modes work best for your intended audience? Wix Website, Video, Infographic
3. What are your Modes?
 - a. Mode 1 – why would it be successful? Wix Website because it shows clear information that is easily accessible to everyone
 - b. Mode 2– why would it be successful? Video because I can make them entertaining and informative making it easy to appeal to the audience I intend
 - c. Mode 3– why would it be successful? Infographic because I can post it as a poster around campus and draw attention to the cause
4. How do you plan to compose your modes?
 - a. What software programs do you intend to use? Wix.com, i-movie or windows, word, piktochart, or infographic
 - b. How much time will it reasonable take to compose these modes? Two weeks
 - c. What resources do you have access to which will assist you? Teachers, peers, friends, library, research books, google.com
5. Write a Conclusion: Wrap it up
 - a. How do these modes connect to your brand? They all interconnect with each other just like how social media connects everyone with each other
 - b. How is this transferable – how does this campaign relate to people who are not in this class or the intended audience. Could this campaign be considered important to others, and why? It is important to others because it brings attention to the fact social media has taken over people's lives and transforms their children.