

# Social Media for Fashion (Online)

[Social Media for Fashion \(Online\) - WEBPAGE](#)



## Course Overview

The ways in which written and visual content are disseminated is constantly evolving. Marketing is 'noisier' than ever before. New systems of communication feed a growing appetite for consuming easily accessible and absorbed information. In a contradictory world where fresh new content is craved but almost immediately discarded, an awareness of the complex mechanics of social media is essential to be able to use these languages both strategically and effectively.

You'll have the opportunity to examine and critique social media campaigns, engage and resonate with their audiences in a rapidly changing world. You'll use this research to inform the building of your own personal social media campaign.

Though intuitive and reactive activity fuels the progression of social media, strategic decision making and constant evaluation to generate meaningful analytics are key working methods covered in this unit. Market awareness, consumer habit, trend anticipation and market saturation need to be recognized so that they can be avoided or exploited in the creation of your own distinct and engaging voice. You'll learn how to use free tools to measure, plan and present data.

<b>Class contact hours:</b>	30 hours
<b>Class credit:</b>	3 credits
<b>Course level:</b>	Open
<b>Entry requirements:</b>	This unit is aimed at fashion design, communications or business students or individuals involved within these areas who wants to understand the principles and tactics of social media campaigns.

# Course Aims and Learning Outcomes

Upon successful completion of this unit you will be able to:

- Identify a number of key social media platforms, understand their relevance and argue their potential within a specific marketing campaign (Enquiry/Knowledge)
- Use your awareness of evolving social media trends to help inform your knowledge of current and changing social media communication and marketing practice (Knowledge/Enquiry)
- Identify strategic approaches to social media campaigns that will inform your own social media strategy development and execution (Process)
- Analyse the impact of content and strategise your own approaches to content selection and dissemination (Enquiry/Realisation)

## Teaching and Learning Methods

You will study on the University's VLE system, developed specifically for the teaching and learning of creative practices, online.

- Lectures and discussions
- Group work
- Guided creative projects you can complete from home or your local areas
- Individual tutorials
- Project work and Presentations

## Example Project Brief:

### Part 1: Research Report

During the unit you will be required to create a social media campaign for an existing brand that you're fond of. In the spirit of what this unit is about, you are asked to research the existing brand strategies, alongside those of its competitors, creating a social media campaign within the scope of the brand that creates brand awareness. This is an exercise that will get you gathering information about an existing audience, researching into competitors within social media and also using your own skills to come up with a practical social media campaign.

### Part 2 Social Media Campaign

Following the premise that social media is now a driving force behind successful brands within the fashion industry, you'll be asked to use your creativity and skills to resurrect a once popular brand via social media. This is a live project but does not have to have the ambition of high impact or high volume activity. The intention is to give you direct experience of every stage of campaign development, delivery and evaluation.

You are asked to work in a small group of four. You will work as a team, agreeing together on planning and delivery decisions. You will spread tasks and responsibilities across the group to maximise your efficiency in delivering your campaign.

You are first asked to research the chosen brand and using online tools provided, you'll gather data about how and why they were popular. Then you'll research potential new markets, trends and ways to resurrect the brands popularity alongside then creating a social media strategy to make this happen effectively. You will work on this as a group through the final weeks and then deliver your presentation in the final week.

## Requirements for Assessment

You will be assessed on your contribution to classes and project work.

## Materials Required

Please bring with you:

- Laptop/Computer
- Good internet connection
- Digital camera or smart phone
- Notepad and pen
- Flash drive

## Reading List:

There is more writing on social media to be found online than any one person could read and sifting out the quality from the noise can be a job in its own right. The following links have been chosen as a sample but remember, this is a dynamic and innovative field. Keeping up to date while being discerning is a key skill to develop in its own right.

Even more than reading what people have written *about* online communication, being an active participant is one of the best ways to become an expert. Throughout this course, we encourage you to independently explore a variety of social media accounts, conversations and hashtags and draw your own conclusions about what works and why. That said, here are some articles and discussions covering essential topics that we hope you will find useful.

## Articles and Discussions:

- [How Important is Social Media in Building a Fashion Brand and Business?](#) via i-D
- [How to Choose the Right Social Network for Your Business](#) via Buffer Social
- [How to Find your Social Media Marketing Voice](#) via Buffer Social
- [Thinking Like a Publisher: An Introduction to Content Marketing](#) (video) via Slideshare
- [What is Content Marketing? Definitions from 25 Thought Leaders](#) via LinkedIn
- [Understanding the Role of Organic vs Paid Social Media](#) via Smart Insights
- [How to Create a Social Media Marketing Plan](#) via Hootsuite

## Tutor:

**Lynsey Fox** is a journalist and pr and communications specialist with 10 years' experience spanning fashion, retail, consumer, higher education, broadcast and print and online media. Currently Communications and Media Relations Manager at London College of Fashion, UAL, Lynsey has worked with international brands such as BskyB, Marks & Spencer, Nike, Daily Mirror and T-Mobile. Lynsey's main areas of focus include creating varied and engaging content for multiple stakeholders, competitor and marketing understanding and campaign impact analysis. In addition Lynsey hosts workshops and lectures helping start up designers create digital brand presence.