

Social Media Incubator PROPOSAL

Summary

The Social Media Incubator (SMI) is an eight week, experimental social media project involving two asymmetrical groups of people, Creators and Supporters. Eight weeks will give the group plenty of opportunities to learn, adapt, and change as needed.

Goals

The goal is to pilot a program that, if successful, could result in a course/courses teaching students how to create effective content and influence the algorithms of YouTube to increase views, channel subscribers, and viral marketing. From a business and entrepreneurial perspective, YouTube has the highest potential for success since it is one of the only platform you can monetize. Likewise, creators can already use their existing audiences to push them towards the monetization threshold. By learning the process, we can then teach the process of viral marketing to future students. We shall not guarantee monetization, rather guide students in the proper direction towards monetization.

Outcomes

- Creators will understand and implement best practices for social media marketing by exploring platform guidelines and user data.
- Creators will analyze and respond to platform analytics.
- Creators will utilize social media as a way to disseminate professional content and influence others.
- Creators will create, manage, and moderate a new revenue stream.
- Supporters will understand best practices of platform guidelines and user data.

How?

Currently, I have three volunteer creators (Justena Amiotte, Aaron Ahmadu, and McKenna Rogers). Creators need a thousand subscribers before they can start monetizing on YouTube. Creators must commit to creating content relative to their niche in order for this incubator to run effectively.

Supporters must commit to the actions above. Each social media platform has a different algorithm for search and promotion. To improve the potential for viral content, supporter participation is crucial for success. A full outline is accessible on page 2.

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Roles

Creators (between 3-5) need to:

- Post weekly videos
- Setup their own YouTube channel (About page, create channel art, create profile picture for channel, customize settings, integrate appropriate social media accounts.)
- Create Reddit Account
- Keep videos between 3-10 minutes
- Have a good Title
- Have an appropriate thumbnail for video
- Provide thought provoking comments or questions to accompany each video
- Document Subscribers before posting video
- Document watches and likes of previous video prior to posting next video
- Post their video to Reddit
- Watch, comment (no self promoting), and like at least one video within your niche on YouTube.
- Watch, comment (no self promoting), and upvote on at least one video within your niche on Reddit

Supporters (between 25-50) need to:

- Subscribe to creators channel
- Like, comment, and share post of each creator.

Week One & Two

Subscribe to channels

5 minutes after posting:

- Watch Entire Video
- Like Video (YouTube)
- Share Video (Facebook, Twitter, Instagram, etc.)
- Comment on Video (YouTube)
- Upvote the video (Reddit)

Week Three & Four

15 minutes after posting:

- Watch Entire Video
- Like Video (YouTube)
- Share Video (Facebook, Twitter, Instagram, etc.)
- Comment on Video (YouTube)
- Upvote the video (Reddit)

Week Five & Six

30 minutes after posting:

- Watch Entire Video
- Like Video (YouTube)
- Share Video (Facebook, Twitter, Instagram, etc.)
- Comment on Video (YouTube)
- Upvote the video (Reddit)

Week Seven & Eight

60 minutes after posting:

- Watch Entire Video
- Like Video (YouTube)
- Share Video (Facebook, Twitter, Instagram, etc.)
- Comment on Video (YouTube)
- Upvote the video (Reddit)