Social Media Internship Journal

Tatiana Barela | Hoban Law Group | Summer 2020

Student Learning Objectives

1. Research project needs prior to client site / project development.

2. Gain a comprehensive understanding of the project's objectives and goals prior to beginning the project (may require further communication between intern and supervisor).

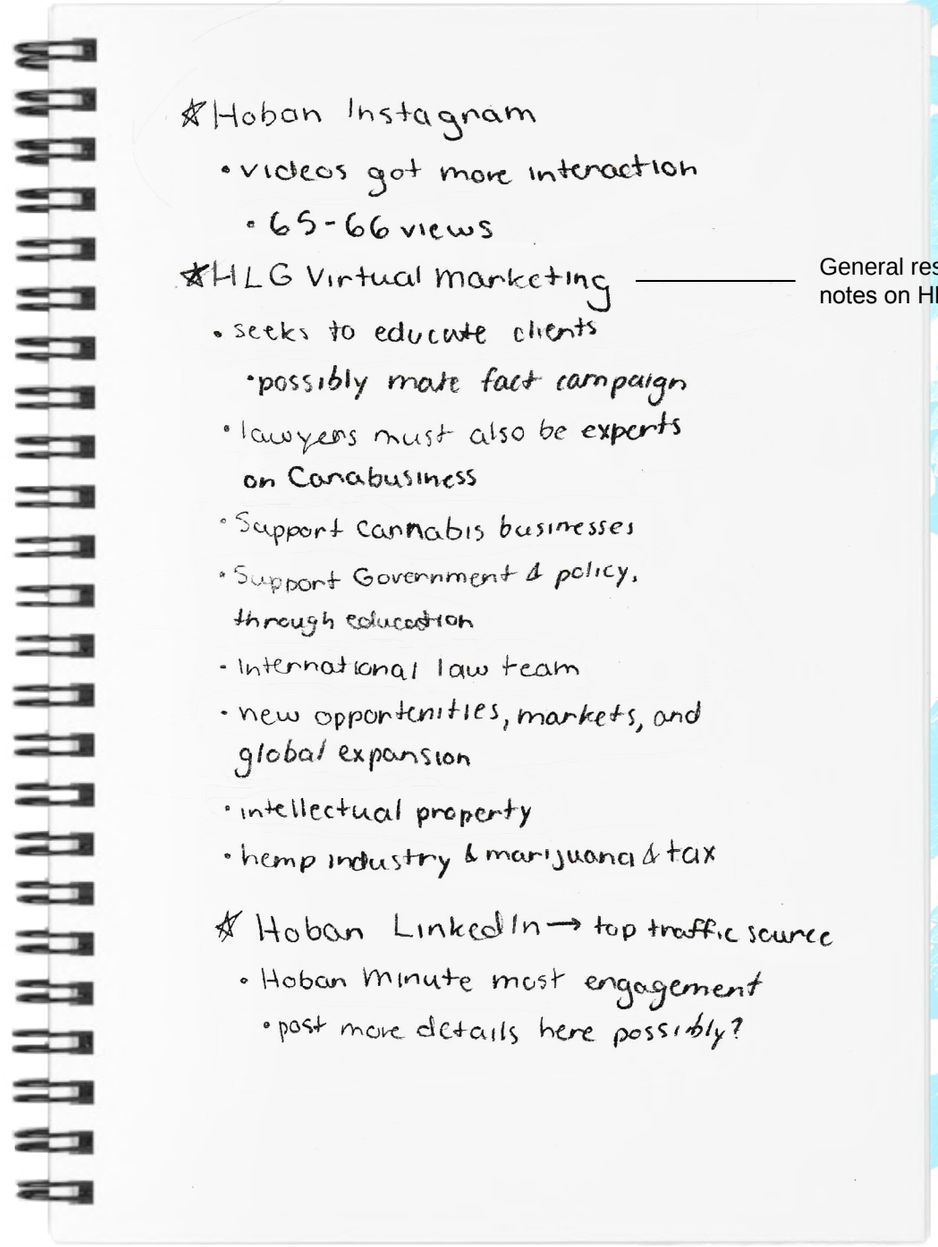
3. Develop an understanding of internal design standards, processes and expectations including file naming conventions.

4. Understand file management needs of project including issues such as resolution, size and format.

5. Understand production timelines, workflow processes and time management needs.

Entry 1 - Early Research

I was first tasked with looking through Hoban Law Groups (HLG) existing Google Drive files which included their brand standards, marketing outlines, and existing imagery and designs. I also overviewed their current social media presence across various platforms such as LinkedIn, Facebook, Twitter, and Instagram. General research on HLG can be observed on the right, along with notes on each of HLG's social media accounts, research on best practices for each social platform, and content I thought would be most effective across their various platforms.



General research notes on HLG.

Research on effective practices for these platforms.

☆ Facebook & Instagram
- engagement w/ audeince and video content (possibly behind-the-scenes)

☆ Twitter
- images are better on twitter
- users are likely to respond to questions on twitter
- not too wordy
- text does perform better on twitter but this is more suitable for personal accounts rather than business
- might be an adequate space to post quotes
- engage with THM guest posts or accounts
- Hoban twitter:
  - did you know posts are popular
  - also news & updates, plus relationships

☆ Hoban Twitter
- Did you know & facts here
- possibly engage more w/ audeince
- fix icon here
- promote interaction from contributers

☆ Hoban Facebook → top traffic source
- Engage with holiday & events
- Good platform to engage w/ audeince
- example: high interaction on memorial day

☆ Focus on more colors to make it pop!
- dark modes might make black blend in

☆ Hoban Minute
- review competitors
- capturing voice of Bob Hoban
- Bob & Eric
  - covers a wide range of topics
  - informative
  - topical - covers current news
  - covid-response

☆ Best LinkedIn Content
- research-based case studies, reports
- Users are looking for industry updates & news
- go to source for information

Entry 2 - Research Findings

My next task was to compile my notes into a document I could share with Halston. I have included a few examples of my notes on the following pages. The compiled document included links to post examples, social media values and goals, and possible social media campaigns for the future.

Hoban Law Group LinkedIn (Top Traffic Source)

- The Hoban Minute posts have a good amount of engagement:
  - Example
  - Example

- Users on LinkedIn are looking for industry updates and news (Source)
  - Research based case studies, reports and infographics
- According to search marketer Paul Shapiro longer posts on LinkedIn have more interactions (Source). This provides an opportunity to discuss THM guests, facts and informational posts.
  - Example

Hoban Law Group Facebook

- Could be a good platform to engage with the audience (ask for comments, etc.)
  - Example: Memorial Day Post
- Videos have been shown to be well received on Facebook (Source)
  - Possibly post sound clips from The Hoban Minute here

Campaigns

Core Values

- Commitment - Creative, zealous representation and legal excellence.
- Unique Service - Strive to educate our clients.
- Experts - Lawyers embody institutional knowledge.
- Balanced Strength - Values family and personal matters.
- Unity - A single unit despite geographical coverage.

Social Media Core Values

- Commitment - Creative and topical content.
- Unique Service - Educate our audience, as well as provide resources.
- Experts - Educate and discuss cannabis and current events.
- Balanced Strength - Values the personal
- Unity - A cohesive social media presence and brand.

Goals

- Promote existing content and resources.
- Introduce the audience to HLG and update them on news. Make new connections with the audience!
- Establish Hoban Law Group as THE industry leader for hemp and cannabusiness law
- Cohesive layout - Each campaign will have an initial template for best brand consistency

Originally I was thinking of having these posts be a series over time. This would mean creating a template and highlighting an individual with a new post in the series every other week.

Possible New Campaigns

Women and Cannabis Businesses

- Celebrate women entrepreneurs in cannabis industry
- Post Frequency: Every other week

Meet the Attorneys Campaign

- Post Frequency: Every other week
- Video Promotion or animation
- Introduce Attorneys
- Inspired by HLG Video Strategy

Animated Infographic Campaign?

- Post Frequency: Every other week
- Posted on Instagram, Facebook, LinkedIn and Twitter

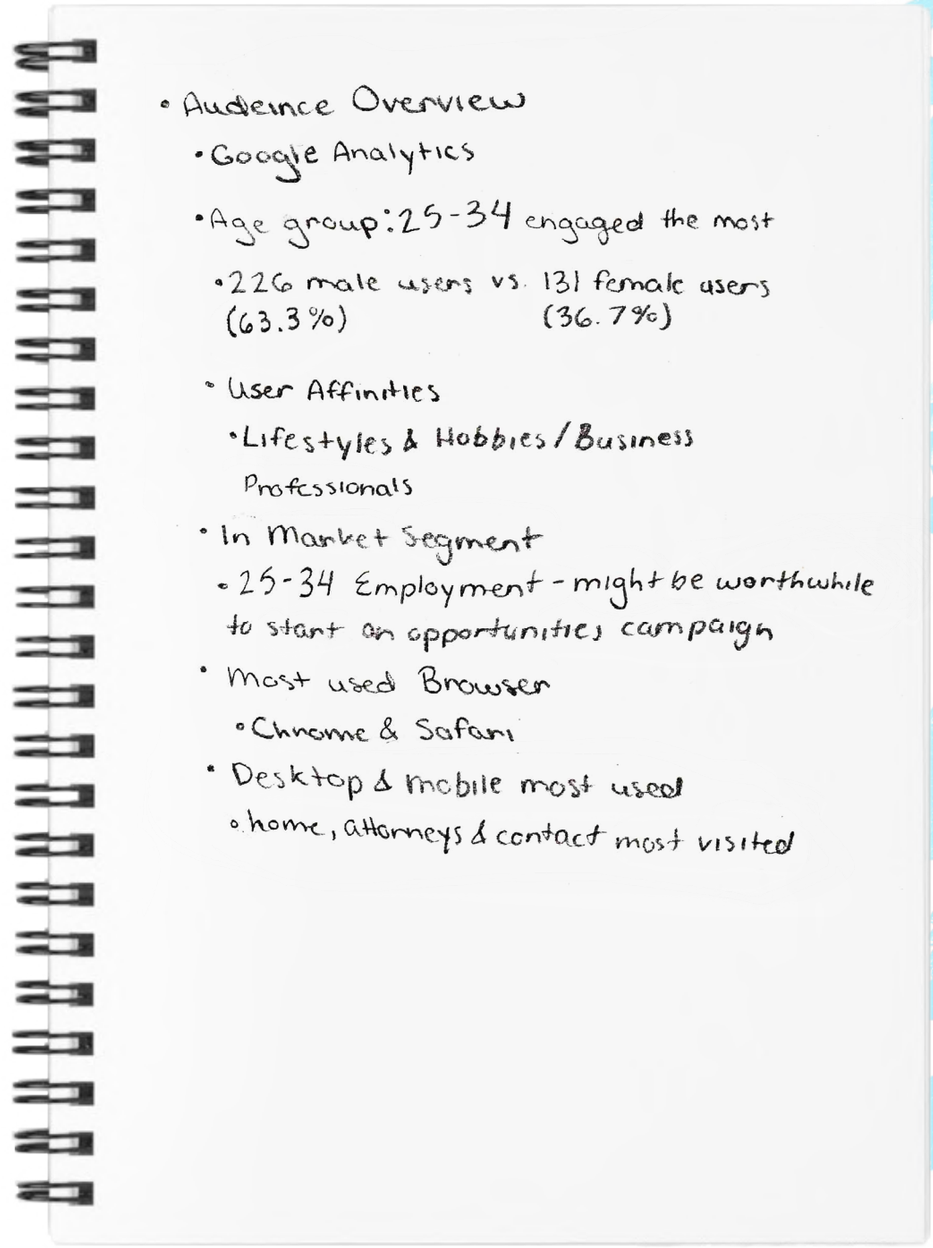
Current Events and Cannabis

- Post Frequency: Depending on current events it could be once a month or every week
- News updates on current events and cannabis

Entry 3 - BCD & Analytics

Once I had a good understanding of HLG and their social media goals, I met with Kacie Griffith and Huntz Colburn from Backcountry Digital. I was given a tutorial on Google Analytics and Huntz and I discussed audiences that could be a focus in the future. On the right I have provided notes on certain audience characteristics observed during the Google Analytics training.

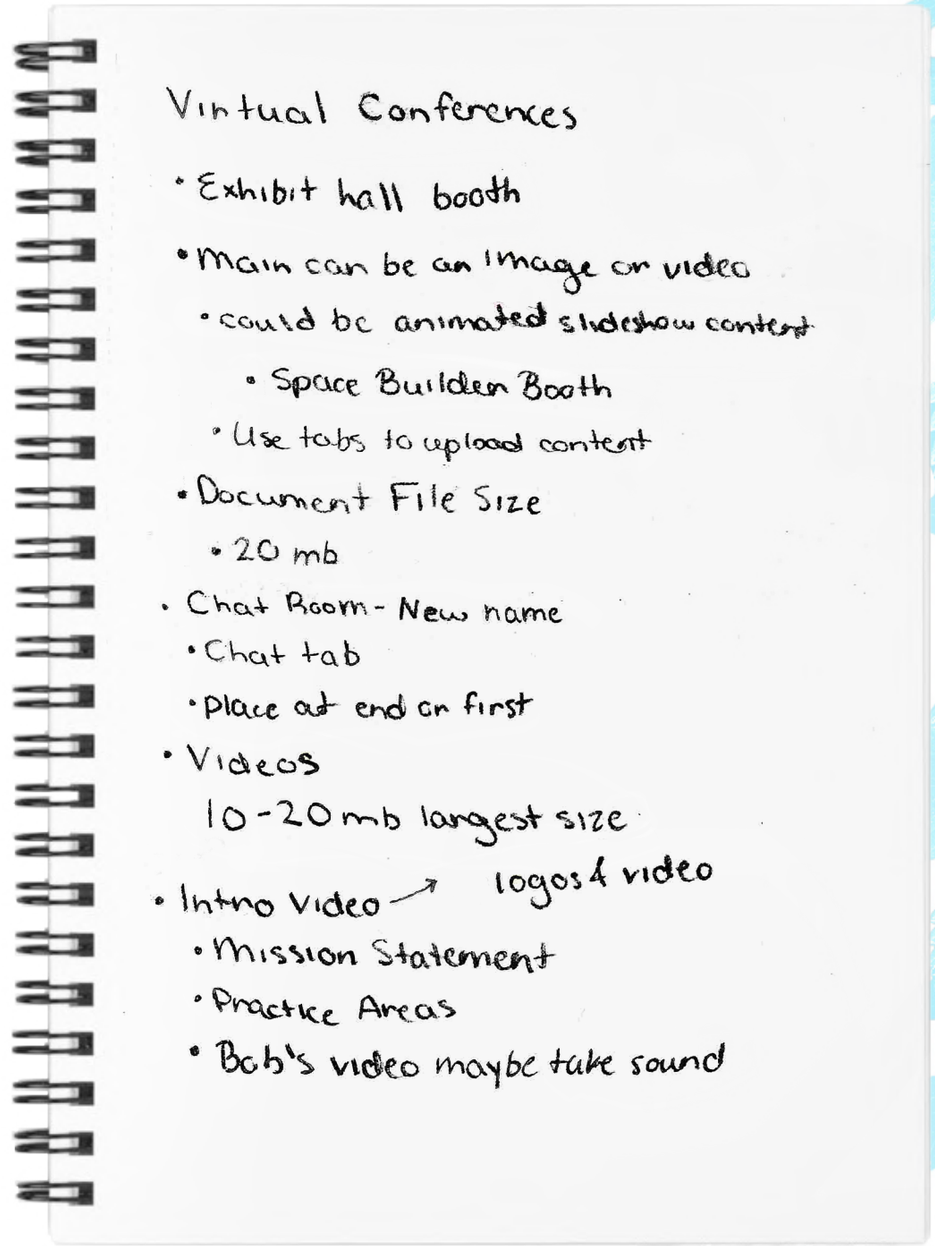
Halston, Kacie, Huntz and I agreed that HLG's social media should focus on community building. I was assigned the Client Spotlight project to address this, and later proposed a Women's Week campaign to Halston with Kacie. These campaigns were intended to build HLG's online relationships with their attorneys and clients.



Entry 4 - Digital Conference Video

The first priority project I was assigned was to create an intro video to be used at any Digital Conferences HLG attended. At these virtual conferences HLG would have an online booth space users could interact with. The notes on the right were taken as I watched a tutorial video on the booth set up that discussed important specifications such as the video upload size limit.

To best introduce HLG to participants Halston and I determined the video would include HLG's mission, value statement, vision and practice areas. All colors and text were chosen based on existing brand standards. The icons for the practice areas were inspired by existing icons on their website. All graphics were created in Illustrator and then animated in After Effects. As my first creative project, the video provided the opportunity to familiarize myself with HLG and their brand standards.



Entry 4 - Digital Conference Video Link

Our Mission

HLG is a full—service commercial cannabis industry law firm, serving both the commercial, regulated marijuana industry and the industrial hemp industry, recognized across the country and around the world for our ability to provide solutions to highly complex and routine issues faced by Cannabusinesses™ and supply Chain operations. The HLG family of attorneys are industry pioneers responsible for developing legal strategies and advancing litigation in critical areas that have contributed to the growth of this nascent industry.

We embody the institutional knowledge of the global cannabis industry. When all is said and done, we want people to say, "They aren't the best at what they do, they are the only ones that do what they do." — Bill Graham

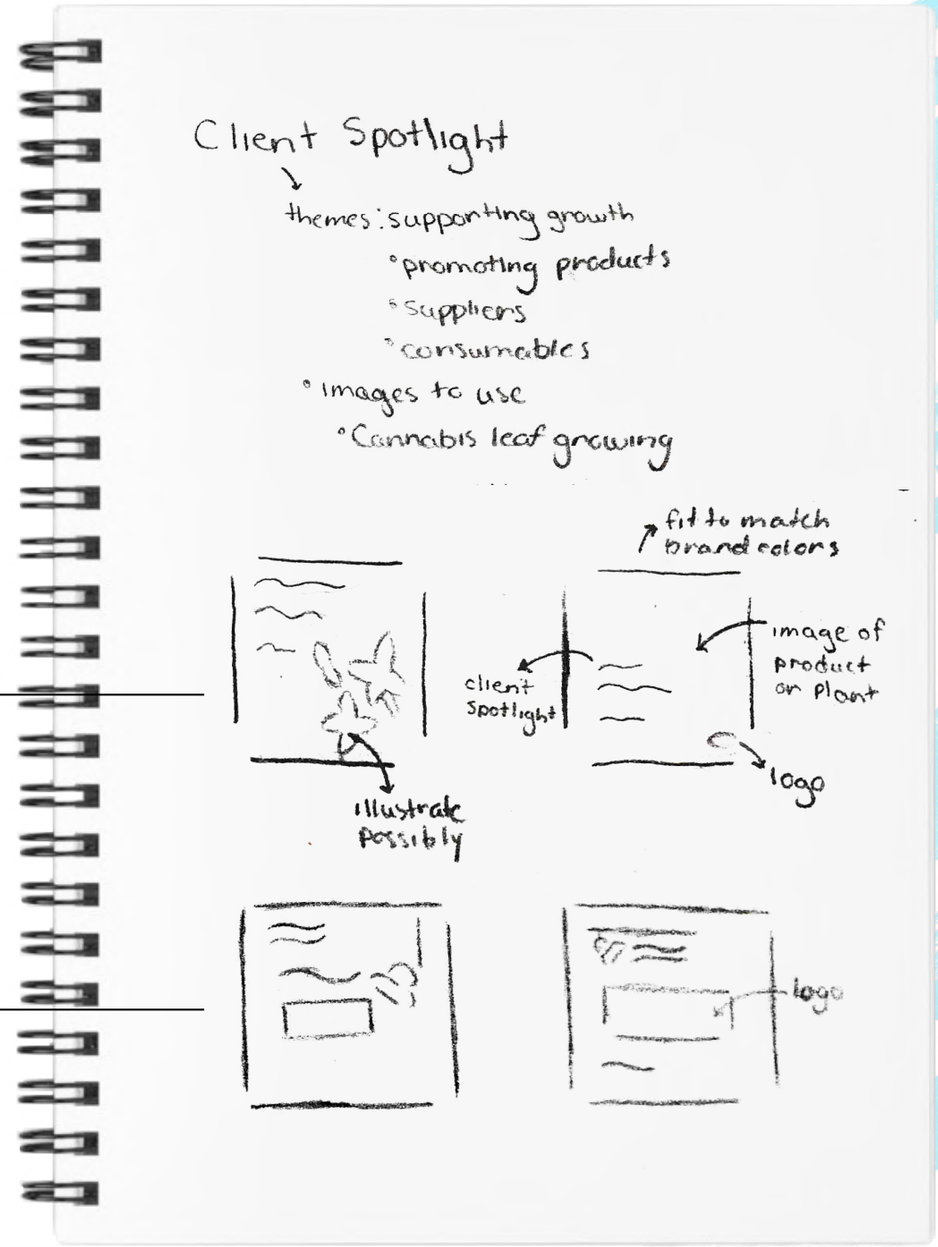
Accomplished Objectives Check In

1. Research project needs prior to client site / project development.

With adequate time to browse through HLG's files, overview their social media presence and participate in tutorials on resources such as Google Analytics and Digital Conference Booths, I was able to get a solid start on learning best research practices while working on the job. In particular, research conducted via Google Analytics would serve as the starting point for the Women's Week campaign with the intent of addressing HLG's online community.

Entry 5 - Client Spotlight

The next project I prioritized was the Client Spotlight posts for social media. These posts were intended to bring attention to nine clients of HLG. These included clients such as Kikoko, a company that manufactures infused teas, mints, tinctures and other wellness products. I was assigned this project by Kacie Griffith and she supplied me with information on each company to use for the posts. My intention with this project was to highlight HLG's goal to support growth within the industry, while also promoting the clients' business.



At first I considered using an illustration of cannabis leaves.

Exploring layout options with the text, logo and headlight graphic

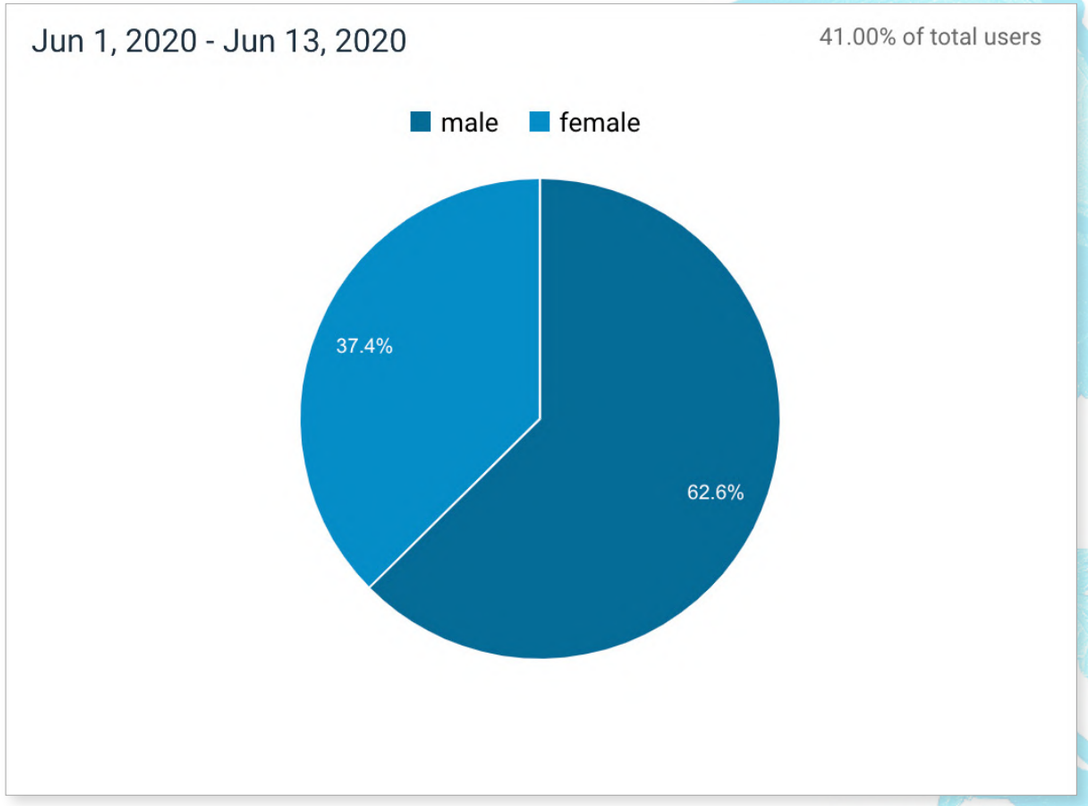
Entry 5 - Early Concepts

I explored a few concepts based on my thumbnail sketches. Initially I thought of having a common graphic on the side and a colored background. However, I realized this would not highlight each client effectively. Instead, I chose to use an image that related to the client if possible (such as products) and use images of plants for any clients that had a broad focus, again inspired by HLG's goal to promote growth in the industry, From there, I explored different text and graphic layouts. All photograph were taken from free stock photo sites and all final solutions were created in Adobe Illustrator at 1000 x 1000 pixels.

Entry 5 - Final Client Spotlight Posts

Entry 6 - Women's Week Campaign

The next project was developing a social media campaign to spotlight the women attorneys of HLG. This process included gathering information for the campaign, planning out the posting schedule and creating the post content, such as text and post imagery. This also included proposing the original idea for the campaign based on data on HLG's website views from Google Analytics, that can be seen on the right.



Entry 6 - Research

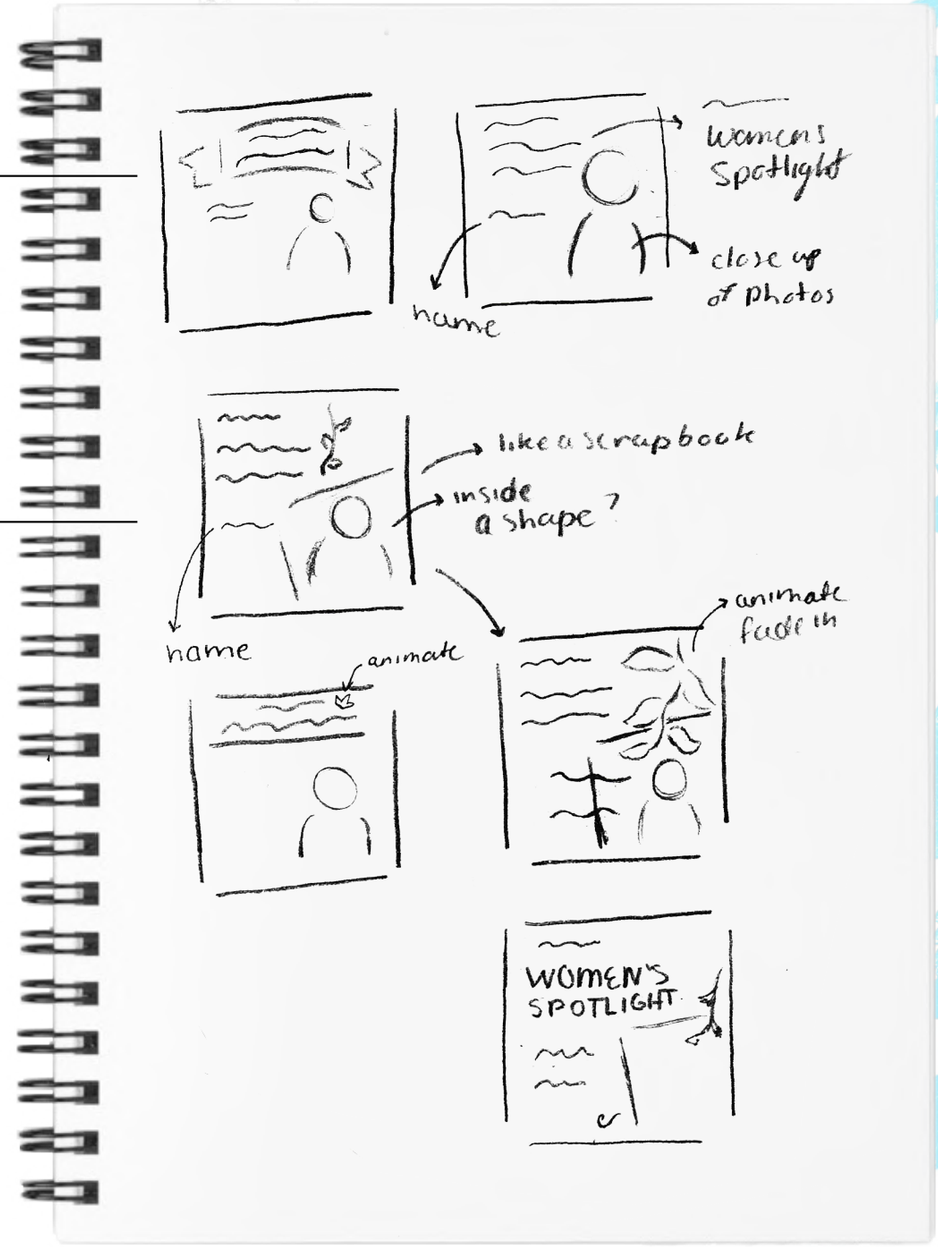
Early research for this campaign included finding similar campaigns on Instagram and observing how they chose to spotlight women. I hoped with my final solution to include both the campaign title and the name of the attorney, while also highlighting the attorney's photograph.

Entry 6 - Sketches

My sketches for this campaign explored multiple options for title and image placement. I found what was especially challenging was determining how much of the image should be allocated to the photograph and how much should be graphics and text. In general, designing for the same square format and finding ways to make it unique proved a challenge.

Playing with a banner as the title and photo placement.

Exploring different options for animated plants.



Entry 6 - Decorations

I wanted to use a decoration involving cannabis leaves in a design, at least once during my internship. I drew up two types of leaves and chose to include the second one as an animated illustration in the Women's Week Campaign posts. This was intended to add some flair to the content and hopefully capture the viewer's attention.

Entry 6 - Schedule

With Kacie Griffith's supervision I worked on scheduling out the content for Women's Week in a document, providing links to the posts within the Google Drive folder, and adding content such as quotes to be posted and THM episodes to promote that featured women guests. On the right I have provided a sample from the document.

Monday 7/20

- Attorney spotlight - Facebook, LinkedIN, Instagram, Stories, Twitter
  - Ashley Simpson: Post Link
- Attorney quote
- Hoban Minute Episode
  - THM - Episode 23: Joy Beckerman
    - Twitter
    - LinkedIn
    - Instagram
    - Facebook

Tuesday 7/21

- Attorney spotlight - Facebook, LinkedIN, Instagram, Stories, Twitter
  - Cátia Kossovsky: Post Link
- Save the Date - Codie Sanchez event
- Hoban Minute Quote
  - THM - Episode 19 - Dr. Uma
  - Quote: "I have multiple degrees and yet I never ever learned about this system. I've been learning about it on my own for about 11 years, and understanding, educating, healthcare providers and the world that there's been a big market related to cannabis and that there's a lack of education about the endocannabinoid system, that's become my mission and I'm doing it through education." (Timestamp: 16:10)

Wednesday 7/22

- Attorney spotlight - Facebook, LinkedIN, Instagram, Stories, Twitter
  - Dionne Kellier: Post Link

Entry 6 - Unused Final Concept

Before my feedback with Halston and Kacie, I created a design that featured small plants growing from the title border. However, it was decided this made the image too busy and they were removed. I was able to use this concept in another project later on. The decorations and title were created in Illustrator and the final posts were animated in After Effects.

Entry 6 - Final Concept & Links

Accomplished Objectives Check In

2. Gain a comprehensive understanding of the project's objectives and goals prior to beginning the project.

For the Women's Week Campaign and the Client Spotlight posts I communicated with my supervisor and any outside support to make sure all goals and objectives were clear before beginning the project. In particular, this meant communicating with Kacie Griffith via email to make sure I understood the objectives and goals, format and other specifications before beginning work on the Client Spotlight.

3. Develop an understanding of internal design standards, processes and expectations including file naming conventions.

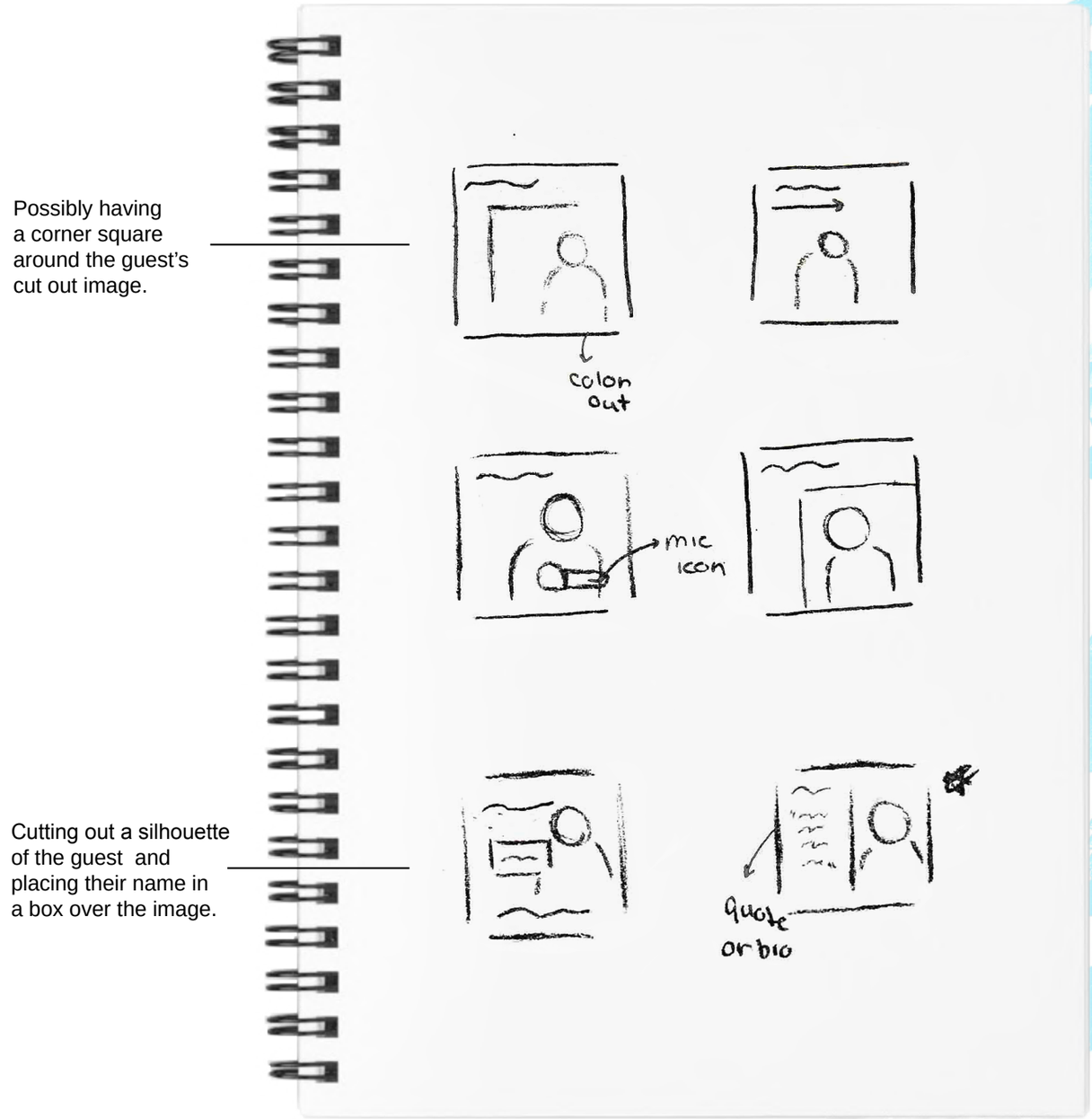
As mentioned I was provided a brand standards guide and practiced creating on brand content. On the Client Spotlight posts specifically, I tried to match their existing social media content. And through the Women's Week campaign I learned more about the process and expectations of social media campaigns and HLG.

Entry 7 - THM Guest Assets

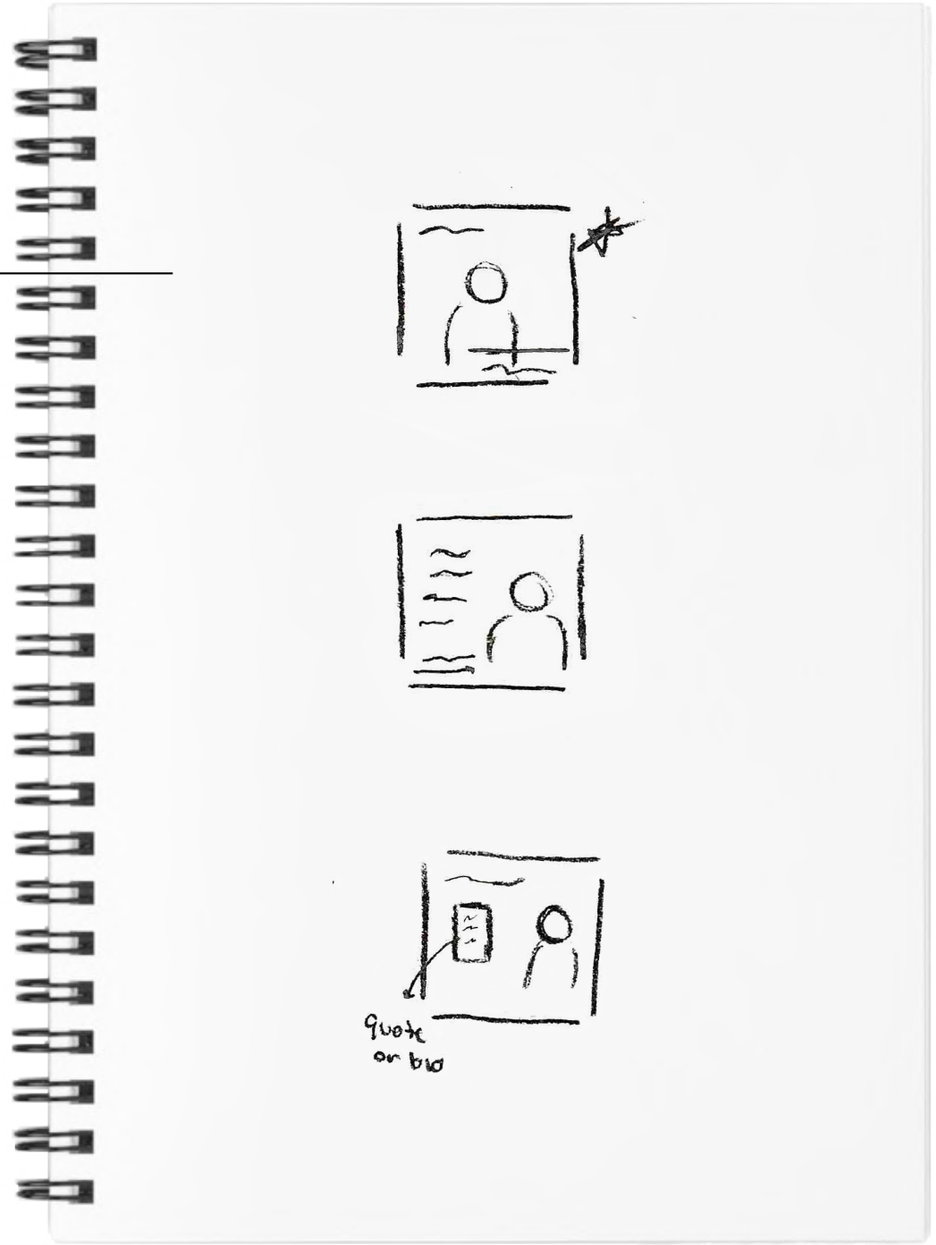
My assignment was to create shareable social media images that could be sent to guests that were featured on The Hoban Minute (THM). These images could then be shared on the guests social media accounts to promote their episode and THM. On the right is a sample provided to me by Halston as an example of a competitor promotional post.

Entry 7 - THM Guest Assets

The challenge of this project was similar to the Women's Week campaign; it was important to highlight the guests photograph while also leaving space for their name, title and the episode number. Because of this I explored an array of layouts with my thumbnail sketches.



Mostly focusing on thumbnailing text placement with a full bleed image here.



Entry 7 - Early Concepts

My early concepts included possibly using the full headshot as the image and editing the background to be darker, so text could be overlaid. However, this proved to be problematic because it would require image edits everytime a guest asset was created. It also relied heavily on the consistency of the images being provided from guests, so that they could appear on the right or left of the post. To address this I explored other options that placed the image within a shape.

I determined the final image should display THM logo, the guest's name, title and the episode number. I believed it was important to both advertise the guest through their title and specify the episode's number. It was also decided later with Halston's feedback, that the logos of sites with posted episodes should be included as well.

Entry 7 - Final Concepts and Links

Entry 7 - Guest Packet & Link

Once the final guest asset shareable images were created, I developed a slide deck for guests that included information such as sample text and hashtags that they could include on their social media post. Two decks were created with this information; one intended to pitch THM with sale numbers and statistics and one intended for already featured guests. I worked closely with Halston on these decks to determine the objective of each slide deck and what information should be presented.

THE **HOBAN** MINUTE

POWERING A NEW PERSPECTIVE ON CANNABIS

Sample Text and Hashtags

I'm very [excited/proud] to share my conversation with Bob Hoban and Eric Singular on The Hoban Minute. The Hoban Minute is a podcast created by the world's leading full-service, cannabusiness law firm, the Hoban Law Group (@hobanlawgroup) that explores the history, the policy, the legal issues, and the newest developments in the U.S. and around the world that are shaping the global cannabis industry.

Click the following link to listen to my podcast episode. [LINK]

Also available on Google Podcasts, Spotify, iTunes and Podbean.

#Cannabusiness #CannabisIndustry #CannabisEducation #NewPerspective

The Hoban Minute | Tatiana Barela, Social Media Intern | © The Hoban Law Group 2020

Accomplished Objectives Check In

4. Understand file management needs of project including issues such as resolution, size and format.

Working on multiple types of digital content supported my continued comprehension of HLG's file management system. I was told details on resolution, size and format for social media posts by Kacie Griffith. I also learned more about upload size limits for Instagram videos, video content in general and PDFs.

5. Understand production timelines, workflow processes and time management needs.

With each project I gained a greater understanding of HLG's production timelines and workflow processes. By the end of the internship I believe I had a strong grasp on the average amount of time each project would allocate and when to expect check ins and turn around. I also gained experience with time management in a remote setting and under a crunched deadline, in the case of creating assets for multiple THM guests at a time.

Career Outlook Post Internship

After interning with HLG I am hoping to find another opportunity that offers the chance to learn more about social media content development, such as developing campaigns, using strategic hashtags and written content, and general best practices. I am open to this opportunity being a paid internship or an hourly job.

I have also been offered freelance work with HLG to continue creating THM digital content. I am excited to continue working with them and to pursue new opportunities involving social media in the future.

Thank you