

Access Media Studies

You have already had access to induction material, preparing tasks for the July induction day. In addition the following need to be completed over the summer and brought with you in September.

Task: cross platform strategies

Teen Vogue uses each of its social media platforms – Facebook, Instagram, Twitter – in different ways.

Read the coverage from each platform over the past 24 hours:

[Twitter: Teen Vogue](#)

[Instagram: Teen Vogue](#)

[Facebook: Teen Vogue](#)

1. What different techniques do writers use on each platform to encourage clicks? You should think about:
 - how the same story is presented across different platforms
 - how readers interact (shares, likes, etc.)
 - how each platform uses language – how much, tone, formality etc
 - how each platform uses images
 - any other techniques that are platform-specific
2. Look at the [Teen Vogue website](#). What do you notice about how it is laid out, the order in which it lists articles, the way it uses headlines, its use of images, and so on? You should focus on the homepage to do this.
3. Think about other online magazines or newspapers you may have studied or read. Do they use social media platforms to present their information in different ways? A good example would be how [The Guardian newspaper uses Instagram to share its news stories](#).
4. Choose a story from Teen Vogue that has only recently been published. Imagine you have been given the task of spreading the story across the magazine's multiple online platforms.
5. Design and write the copy (text) for a series of posts for Facebook, Twitter and Instagram (or TikTok and Snapchat if you're looking for an extra challenge). Use the techniques you identified earlier in this task researching branded content and brand identity.

Have a good summer and we look forward to seeing you in September