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# Social Media Promotion Plan for 'Air Crash Investigation: Season 22'

## OVERVIEW

Increase viewer engagement as they scroll on social media and attract a wider audience to the brand-new season.

## TARGET AUDIENCE

- **Facebook** and **YouTube**: the core target is the 40+ demographic with the potential to reach a broader age range, with interests in investigatory, mystery and current affairs
- **Instagram** and **TikTok**: A younger audience, aged 25-40, is attracted to quick, engaging visual content, as well as shareable, relatable content.

## CONTENT STRATEGY:

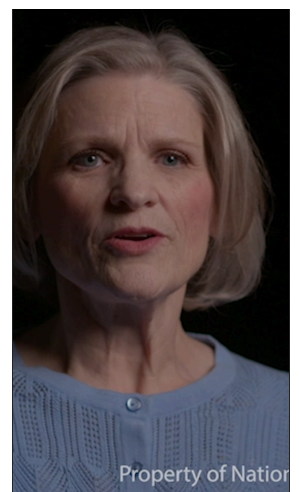
### Scene Lifts

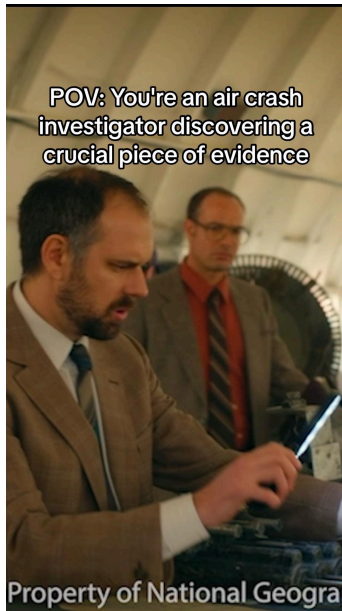


- Instagram, Facebook, YouTube Shorts
- Choose captivating scenes containing each episode's key moments without spoiling the final investigation result.
  - 0.5 - 1 minute long
  - Minimal editing only with subtle branding elements and prepare them for posting across Instagram Reels, Facebook, and YouTube Shorts for different aspect ratios.
  - Scheduled twice a week, optimised for each platform's peak usage times.

### Short-form Videos

- Creatively edited videos that tell a mini-story or convey a theme using footage from the show
- 1 - 1.5 minutes long
- Edit together a mix of different scenes, interviews, and other elements from the show, edited together to create a new, cohesive short story or message
- To engage the audience with the content of the show in a more dynamic way
- Post on Instagram Reels, TikTok and YouTube Shorts where creative storytelling is more appreciated



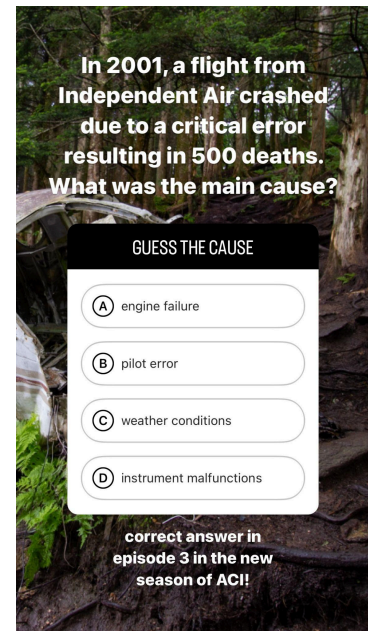
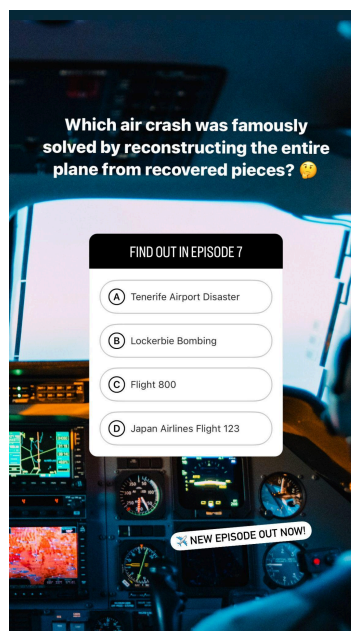
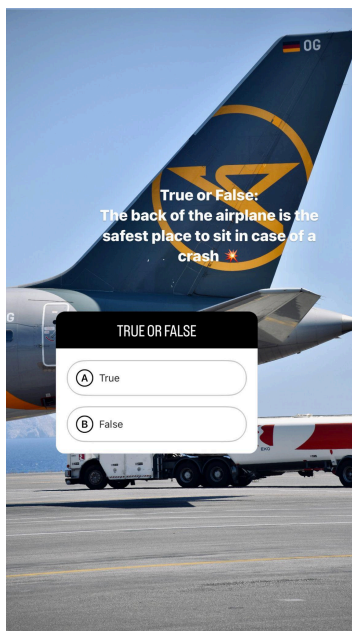


## Trend-Based Content

- To attract a younger audience or increase content's relatability, create content that aligns current social trends with elements from the show.
- Ensure that all trend-based content maintains the show's tone and messaging.
- Every two or three scene lifts or short-form videos, schedule one trend-based video

## Interactive Content

- Weekly quizzes and trivia related to aviation and air crash investigations.
- Include a text or a line saying "Find out about the correct answer in the new episode!"



- Develop an AR filter for Instagram and TikTok, offering an interactive experience related to aviation safety or investigation.
- User can turn left or right to choose their answer and see their score at the end
- To engage with the audience in a different and new way

Img src: DJS CREATES, Quiz Filter with Score on YouTube