



# BRIEF

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## Community Partner

The Daily Mile was founded in 2012 by Elaine Wyllie MBE. It is a UK based charity with a global reach, with 19,092 schools in 98 Countries taking part.

The Daily Mile aims to improve the physical and mental wellbeing of children by getting schools to participate in the 'Daily Mile'. This involves the children going outside to run, jog, walk or wheel for one mile. This is done at each child's own pace. This usually only take 15 minutes out of the school schedule.

The Daily Mile has extensively researched the benefits of the effects of daily exercise on young people and concluded that the exercise has a wide range of values for young people. This includes things outside of physical health such as improving children's social skills, reducing anxiety, and improving their concentration in class, setting great habits for them when they grow up.

The Daily Mile is a free service for schools to participate in with a quick easy register on their website.

The Daily Mile hopes to encourage as many schools as possible all over the world to take part in the 15-minute activity every day.

## The Project

This project aims to encourage schools to sign up to The Daily Mile NI. The Daily Mile NI is partnering with the Belfast City Marathon and setting a challenge for schools to get their pupils to complete 26 miles over the span of eight to ten weeks, which will lead up to the Belfast City Marathon.

Together as a team we will run a social media campaign, which will require a slogan, a hashtag, graphic design, motion graphics and photography, alongside a social media post schedule for Facebook and X. We will come up with engaging social media elements for schools to show that they are joining in on the challenge and to show their progress as they increase their miles.

When creating the content, we were recommended to use the vibrant colours of The Daily Mile NI, but to include the Moy Park logo and implement their use of green from their colour pallet as they are the main sponsor of the Belfast City Marathon.

The Daily Mile

Social Media Campaign



## Target Audience

The main target audience is Schools which will include teachers, students ranging from nursery to higher primary years, students in SEN and students in the lower end of secondary education years.

Our secondary target audience will be parents who have young children in the above schools/school years. Our approach needs to be fun and engaging to encourage younger pupils to be involved and we will need to be inclusive as we want to be inclusive of people with disabilities.

### PRIMARY



Nursery Schools



Primary Schools



Lower Secondary Schools

### SECONDARY



Parents

## Deliverables

1. Social Media campaign from February to April in the run up to the Belfast marathon.
2. A hashtag or another form of trend setter to encourage participation.
3. Social Media Graphics to show progress of mileage covered.
4. Photography/Graphic of landmarks along the Belfast Marathon route, to use in posts to give schools a visual representation of their progress.
5. Invitation/Participation pack for schools.

Schools in NI

Social Media Content



## Tone, Message & Style

During our meeting with the Daily Mile team, it is clear the aim of this social media campaign is to get more schools in Northern Ireland to sign up for the Daily Mile.

They wish to have a link between the Daily Mile and the Belfast Marathon with the aim of the Daily Mile being to complete the Belfast Marathon (26 mile) across the space eight to ten weeks. There are also a few sponsorship/supporter links we have to maintain with Moy Park being a main sponsor. The content will be inclusive, with the goal to encourage children with disabilities to get involved in the Daily Mile.

The fundamental message to be communicated in the campaign is to showcase how the Daily Mile can help keep the younger generation stay fit and healthy both physically and mentally across Northern Ireland.

Inclusive

## Benchmarking

We carried out a benchmarking process on the social channels of similar organisations within the United Kingdom. The purpose of this was to find best practice. The findings are as follows:

### Greenhouse Sports

<https://www.instagram.com/greenhousesports/>

We discovered Greenhouse Sports' Facebook and Instagram and had found they are in the middle of a rebranding exercise and we could already see the improvement in quality of posts. The level of graphic design and motion graphics is great, and it will be worthwhile for us to observe how that develops. They have made the #TeamGreenhouse their own and have a few popular athletes that compete in their events using it on their personal profiles helping get the organisation out there and increasing its reach. The development of a hashtag like this could be beneficial to The Daily Mile to get other schools to use it to get the attention of other schools and parents.

Greenhouse Sports



## Benchmarking

# Youth Sport Trust

### Youth Sport Trust

<https://www.instagram.com/youthsporttrust/>

Youth Sport Trust is a charity that promotes fitness in young people through play and sport. They have a well-designed website, but have inconsistent posting and activity on their Twitter, Facebook, and Instagram. Their YouTube is consistently uploading monthly which is a good standard for a YouTube Charity channel. Youth Sport Trust uses high quality photographs, captured by a professional photographer, and they have good use of graphic design, although it is basic, they are consistent with colours and logo proportions. They also have good use of videography with some videos of a professional standard and others which appear to be captured on a mobile phone. The inconsistent quality is a problem in this area. Motion graphics are implemented but they are very basic and are similar to a slideshow.

The Daily Mile NI needs our output in all these areas, apart from their website, as it is a high end website that's easy to navigate, user friendly

and engaging.

### Spoted UK

<https://www.instagram.com/spoteduk/>

Spoted UK has the largest network of community groups in the UK that support half a million young people to reach their full potential. Spoted UK has irregular updates on Facebook with posts at times being months apart. This is similar to their YouTube which has large gaps of content. However, their X account has regular updates and seems to be their main source of communication.

Their use of Hashtags is minimal. Spoted UK use high quality photography appearing to be shot by a professional. Their use of graphic design is done well as most of their posts have it present, with colours and their logos been consistent throughout.

There is no use of motion graphics throughout their social media and videography has been used but there is minimal use.

## Benchmarking

# Spoted UK



## Benchmarking

### Sport In Mind

<https://www.instagram.com/sportinmind/>

Sport in Mind is a UK based charity that uses sport and physical activity to help tackle the mental health epidemic that is sweeping the nation. Sport in Mind uses their social media efficiently with multiple posts a week over the three main social media platforms: Facebook, Twitter and Instagram.

However, their YouTube is severely lacking with its latest post being over a year ago. Sport in Mind uses hashtags well, an example of this is #mentalhealthawareness that appears quite frequently. Most of their photography is of a high professional level, giving the first impressions of a professional charity.

The graphic design is very basic, although it achieves its goal of supplying information to the user it doesn't wow them. The filming of content is mostly done with a phone recording vertically which gives an unprofessional feel.

For the Daily Mile NI, we can learn in this area that the regularity of posting means there is more eyes on it, therefore more people likely to take part in the Daily Mile.

## Benchmarking

### The Daily Mile UK

<https://www.instagram.com/thedailymileuk/>

We have also reviewed The Daily Mile UKs social channels. Firstly, we feel they've found the 'sweet spot' on the regularity of their posts. They usually have a post-up once every two to three days, never any longer than a week. The only thing I feel we could improve on there is with the variety of posts. It is all mostly photographs which are inconsistent in quality, some are professionally taken shots, others are low quality phone photos. They have exploited graphic design, motion graphics, and videos in the past but there have been very few recently. The graphic design and motion graphics are great quality but very rarely used. It could be beneficial to try and include local sports teams and businesses and tag them in posts that involve them as The Daily Mile UK page had posted an event of them meeting the New Zealand rugby team which is one of the pages highest performing posts in the last three weeks.

In conclusion, all the charities lacked in video content including motion graphics, which is setting them all at a disadvantage, as video content is engaging and catches a user's attention. Consistency of posting is important as well as the quality of the content. Low quality content will make users skip past posts and less likely to engage.

Sport In Mind

The Daily Mile UK



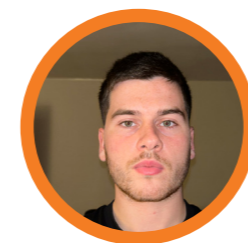
# Timescale

- Week 3** 13-10-23  
Community Partner Meeting
- Week 5** 27-10-23  
Sign off the Brief and begin work on Pitch
- Week 6** 26-10-23  
Continued work on the Pitch
- Week 7** 02-11-23  
Pitch the various ideas to Community Partner
- Weeks 8-12** 09-11-23 - 07-12-23  
Evaluate information from pitch to begin final project
- Week 13** 14-12-23  
Send off the final project to Community Partner

# Meet the Team

The team consists of Darragh McNamee, Kyle Cochrane, and Jamie Stewart.

Each team member will contribute to the project in different practices as they all offer different skills and expertise in different areas such as graphic design, videography, photography, web design, and social media marketing, which have been developed across their previous three years of study both in class and on our respective placement years.



**Darragh McNamee**

Videography, Motion Graphics



**Kyle Cochrane**

Web Design, Videography



**Jamie Stewart**

Videography, Photography, Graphic Design

We will be supervised by our Project Manager, Claire Mulrone & Creative Director, Adrian Hickey

10 WEEKS

Meet the Team

