

MED 526: Interactivity for Social Enterprise



Production Log

Aoife Gallagher

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Introduction

This production log will document the process and production in which was involved for providing Leander Swimming Club with their final assets. This production log focuses on my own contribution to the project over the 12 weeks of production progress.

This project involved constant communication with Adrian Hickey, Claire Mulrone and Helen Lunny, the community partner from Leander Swimming Club.

Throughout this project, me and my team used both Basecamp and Facebook Messenger as communication means. Facebook Messenger was mainly our main form of communication in which we would all communicate the rolls and tasks that we would be undertaking.

This project has helped me to further develop my skills that I have learned whilst studying Interactive Media at Ulster University.

Meet the Team

Within the Leander Swimming Club team, I took on more of a leadership role as I became the main communicator with the community partner Helen Lunny. We would communicate via email about updates on our work, any changes that needed to be made and items that needed to be followed up on.

I was also helping with the creative direction; I would always give constructive feedback to Niall about the Brief and the video that he was editing. I felt it was important to give my input as my ideas for the video were featured on the storyboard.

As for being a social media designer, I wanted to design Helen a simple but instructive social media guide to using basic social media, such as uploading stories, reels and posts to Leander's main social media channels.



Aoife Gallagher

- Lead Communicator
- Social Media Designer
- Creative Direction



Niall McKeown

- Lead Video Editor
- Lead Production Designer



Adam Johnston

- Lead Graphic Designer
- Lead Social Media Designer

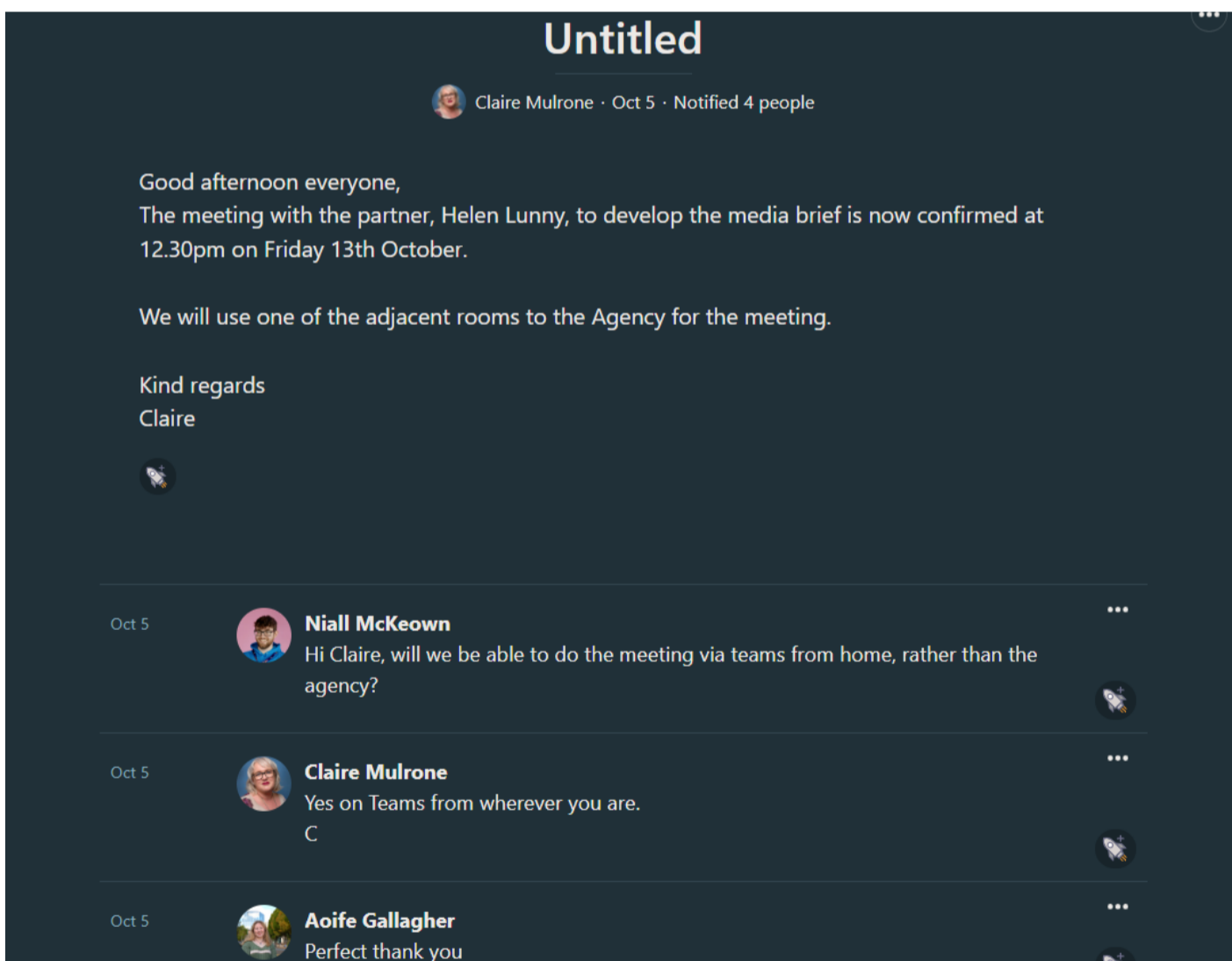
Project Specification

As shown, this is the original specification that we were shown before we had chosen a task for Project Social.

Before choosing any tasks, me and Niall had a conversation about which task we felt would put our skills to the best use. We both decided on Leander Swimming Club, as both of us felt like this was the best project to put our skills to good use.



The original objective of this project was to provide Leander Swimming Club with a video to celebrate their 60th anniversary. Leander Swimming Club also wanted a new logo, social media templates so that they could publicise the celebration of their club on social media.



In Week 4, we then had our first meeting with Helen via Teams to discuss what she wanted us to include in our brief.

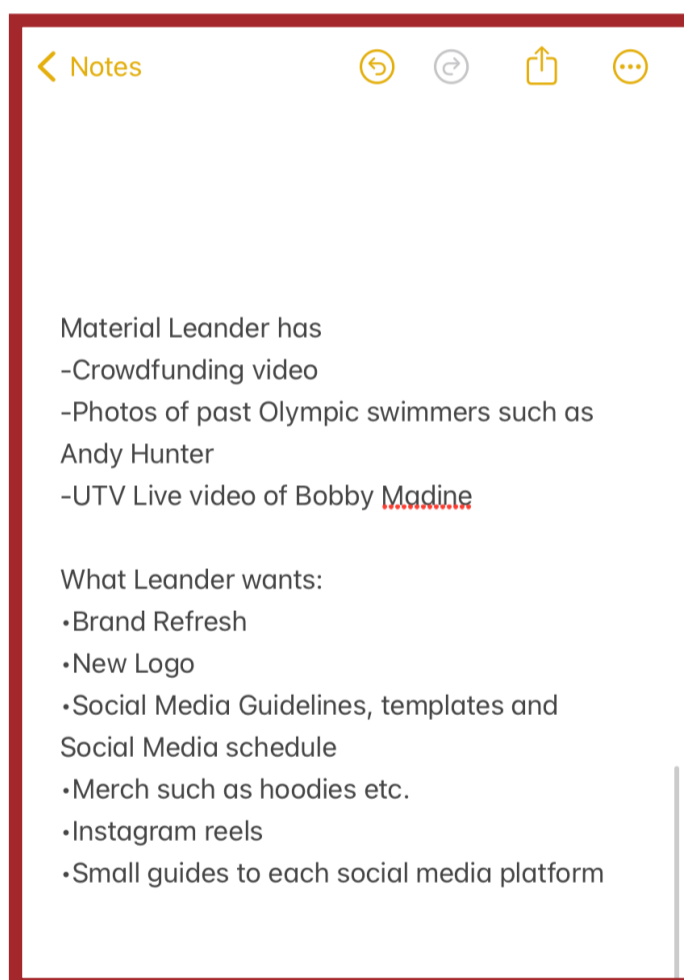
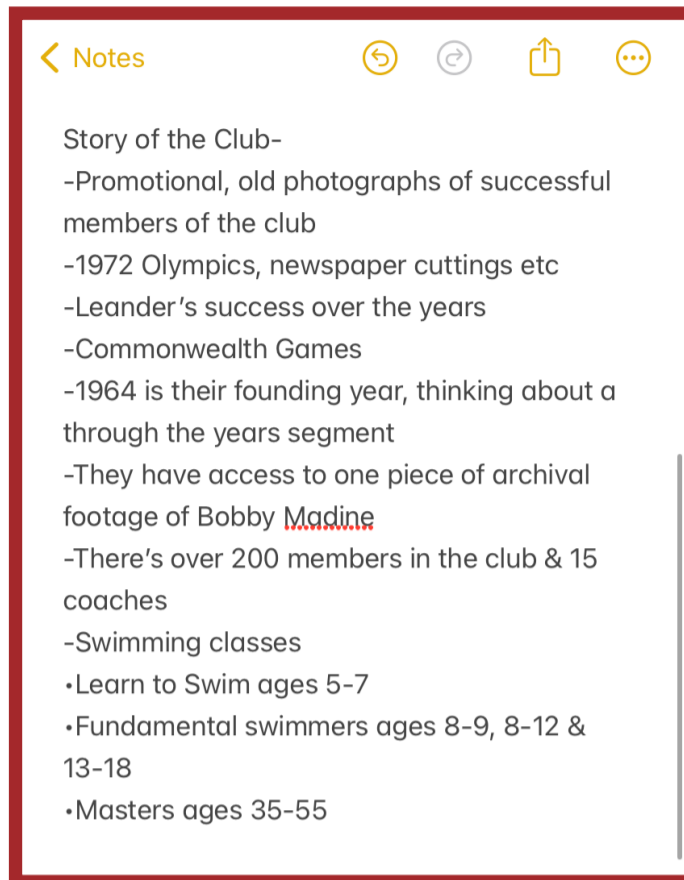
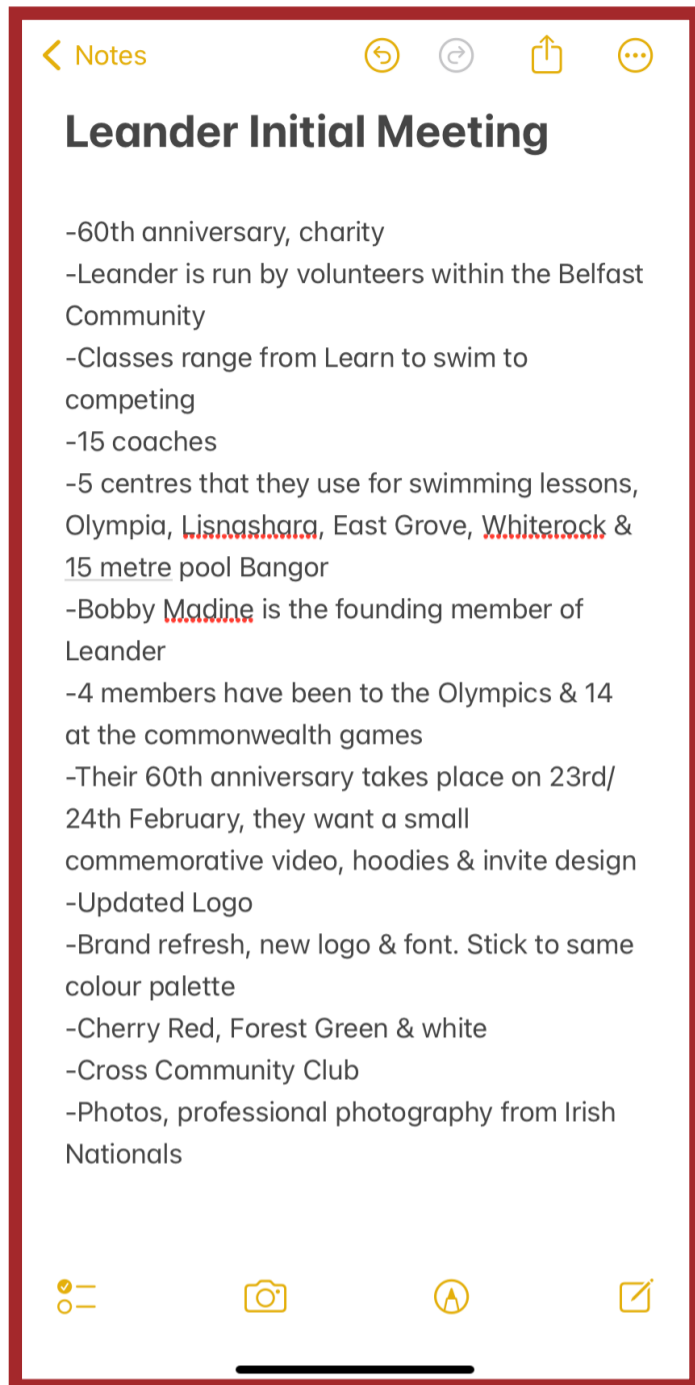
Meeting Helen gave us a great insight into what she needed from us, and it was great for us to hear from a reliable firsthand source about Leander Swimming Club.

Initial Meeting

During the initial meeting with Helen, we all took our own notes about what Leander Swimming Club wanted. We also came up with questions that we wanted to pose to Helen about what type of work that Leander Swimming Club wanted us to produce. Additionally, we wanted to gain insight into the type of club that Leander Swimming Club was too.

1. How would you describe Leander Swimming Club, what are your main club values?
2. Who are your target audience, are they club members, is it community based?
3. Is this project mainly for a celebration of the clubs achievements or to advertise the club?
4. Do you have any archival footage that we would be able to use for documenting the clubs achievements?
5. What graphics would you like for your club? Would you like a new stylised logo, would it include the lion and colours of green red and white? Would it include a new typeface too?
6. What do you have in mind for the gif logo? Would you like it to be animated, an updated version of your existing logo?
7. What photography would you like us to take, celebrations, facilities being used?, club members? Will this be used for social media too?
8. What type of social media templates would you like? Instagram, Facebook, X (Twitter), TikTok. Give you a brand guidelines to stick with like font, colours etc.
9. Who would you like us to interview for your club videos? Will this be at the clubs swimming pools or somewhere else?
10. Any events that you recommend us to attend for filming purposes?
11. When would you want this project finalised? When is the celebration?
12. For the video what would you like the message to convey to your target audience, will it be a family based video?
13. Would we have access to any trophies or anything of value related to the club for filming purposes.
14. Would you like any motion graphic pieces for the club?

From these questions, and notes below, it was clear to see that Leander Swimming Club wanted a brand refresh, social media guidelines, schedule, and templates. They also expressed interest in having a 60th anniversary logo for their brand merchandise, as well as a video to commemorate their 60th anniversary.



Also during our meeting, we had discussed with Helen about conducting interviews, gathering video footage and also photography of Leander Swimming Club. Unfortunately due to Belfast City Council rules, we were unable to do so.

Please see the excerpt from document below for the rules outlining photography and videography under the Belfast City Council:

Filming and Photography Policy

The Filming and Photography Policy provides guidance for Swim Ireland members taking and using images. This policy is not about preventing images being taken, but to ensure that only those who have a right to take images do so. Promoting the safeguards in place minimises the risk of inappropriate taking and use of images.

Definitions – specific to this policy

Event: may include competition, training session, social function or any activity organised at any level of Swim Ireland

Image: refers to all photographic and film/video footage.

Permission to take images

Permission must be sought by the club, region and Swim Ireland to ensure that young people and parents are aware of when and how their images may be used. Permission can be obtained through:

- Individual permission where permission is sought for a single or specific event and has not been sought generally through membership/competition entry/other contract means – an individual permission form is provided
- General permission granted through completion of membership/competition entry/other contract where permission is included as part of the form. The wording used on the individual form should be included.

For third party photographers, film/videographers or other organisations employed to take images each person must complete the Swim Ireland Self-Declaration Disclosure Form for Service Providers (see Recruitment). For any other person wishing to use photographic devices at events they must first register their device with the organiser. Each person registering a device will be required to produce photographic identification as proof of identity. A template Registration Form is provided.

Announcement at events regarding taking and the use of images

The club/region/Swim Ireland should ensure the following announcement is read out at the start and during an event to ensure everyone is clearly aware of the need to register:

“All persons wishing to take photographs or film footage at this event must first register their device(s) with (name of organiser). Please note photographic identification will be required as proof of identity.”

If a company/person has been authorised by completing the Swim Ireland Self-Declaration Disclosure Form for Service Providers, the following should be included in the announcement:

“(Name of company) has been authorised to take photographs of individuals in accordance with Swim Ireland policy.”

Taking images in certain environments

Swim Ireland members and third-party photographers, film/videographers or other organisations shall ensure that images are not taken in such environments considered inappropriate irrespective of any permission sought. In certain cases, it may be an offence to take such images.

Using any type of equipment to take images is banned in areas where people are changing or would normally expect their privacy to be recognised. Examples of such areas would include:

- Changing rooms
- Open changing areas such as ‘villages’,
- Individual changing/private cubicles provided for personal use
- Toilets
- Medical/physio treatment rooms

Flash photography is prohibited in an environment where any performance may be affected or there is the potential for its use to cause harm to the young person.

Brief Development

Together me and my team developed our brief for Leander. This was so we could highlight a few examples of best practice for our benchmarking process for Leander.

Aside from benchmarking, our brief also covered:

- The community partner
- The project/aims
- Target Audience
- The Deliverables
- Tone, message & style
- Budget
- Time Frame
- Meet the Team

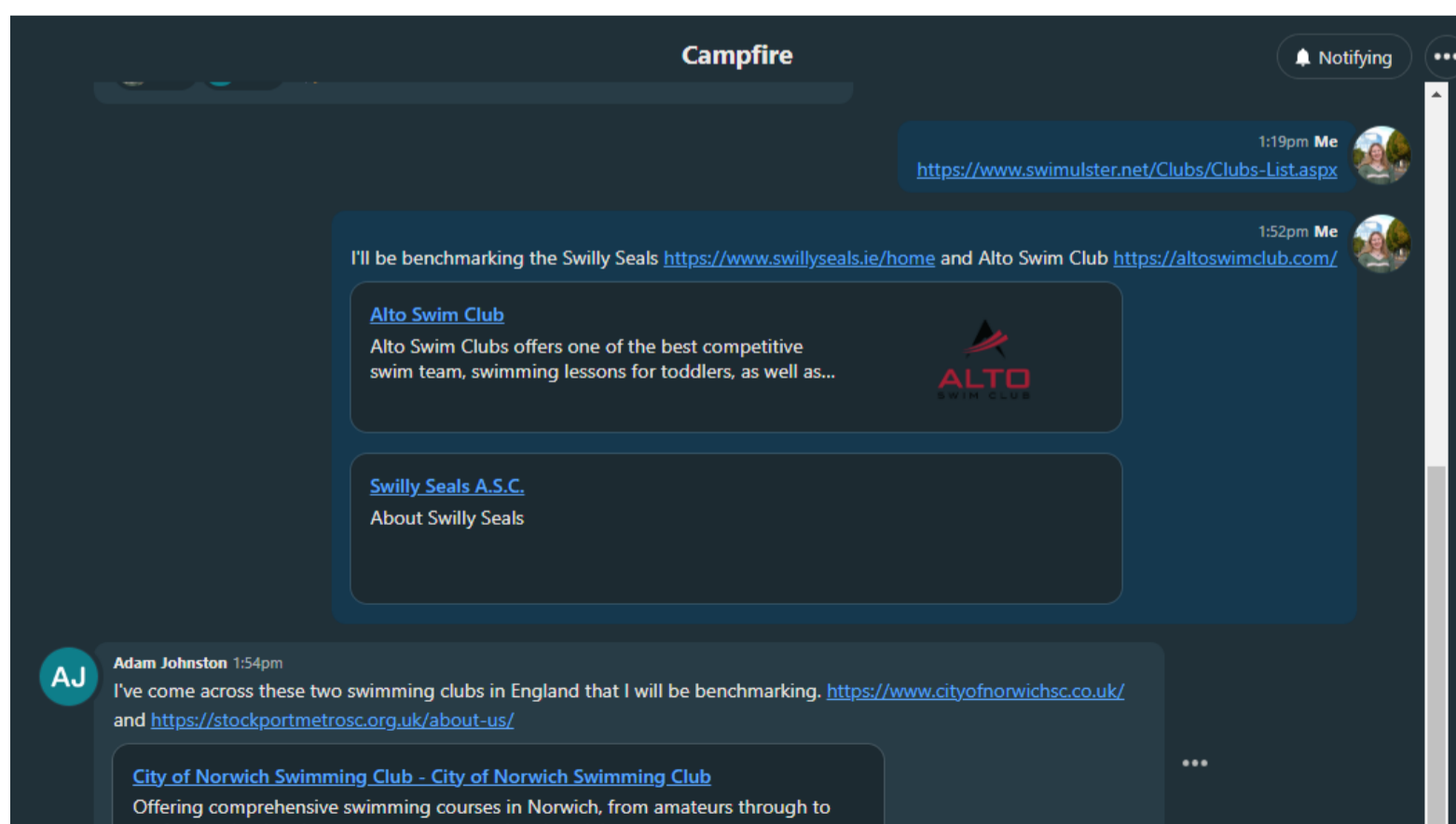
The brief was written by all of us within a collaborative word document, where we all assigned ourselves different roles. I wrote the areas about the projects/aims, the benchmarking process & also meet the team. The Brief was then designed by the whole team.

Leander Swimming Club Brief



Benchmarking

For our benchmarking process, it was important that we looked at other competitive swimming clubs that had social media accounts and use of graphics, photography, and video within their accounts. We all chose clubs each to benchmark with and sent this through to Basecamp. I did my benchmarking on Alto Swim Club and Swilly Seals A.S.C.



After gathering all of our results, we then designed the benchmarking table, as seen below. We then narrowed down our findings for the brief to one team each, so that we were left with three teams to present our benchmarking on.

Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club	Stockport Metro Swimming Club	Alto Swim Club	Swilly Seals	Leander Swimming Club
First impressions	Aesthetics of social presence	Community Focused	High standards	Community Focused	High Quality and professional	Feels very family orientated	Community Focused
	Identifiable target audience	10/11 and 8 years and older	All age groups	Ages 7 +	Target audience is 5+	Target audience 8+ more so for children	No
	Identifiable 'about' description	Yes	Yes	Yes	Yes	No	Yes
Use of social media	Updated regularly	Yes	Yes	Yes	Yes	Yes	Yes
	Popular social media	Good social media interaction	Good interaction but not as much as you would think on their scale	Yes (1k+ on each)	Strong Social Media presence, yes	No	No
	Social Media Platforms	Website, Facebook	Website, Facebook and Instagram	X, Instagram & Facebook	Instagram & Facebook	Facebook	X & Facebook
Use of advanced editing and filming techniques	Transitions	No	Yes	Yes	Yes	No	Yes
	Lighting adjustment (shading, vignette etc.)	No	Yes	Yes	No	No	No
	Motion graphics	No	No	Yes	No	No	Yes
	Tripod/gimbal usage	No	Yes	Yes	No	No	No
	Output quality (4K, HD, 720p etc.)	No	HD (1080p)	HD (1080p)	1080p	None	No
	Rule of thirds	No	Yes	Yes	No	No	No
	B roll	No	Yes	Yes	Yes	No	No
	Intro	No	No	No	Yes	No	No
	Outro	No	Yes	Yes	No	No	No
	Interview/commentary	No	Yes	No	No	No	No

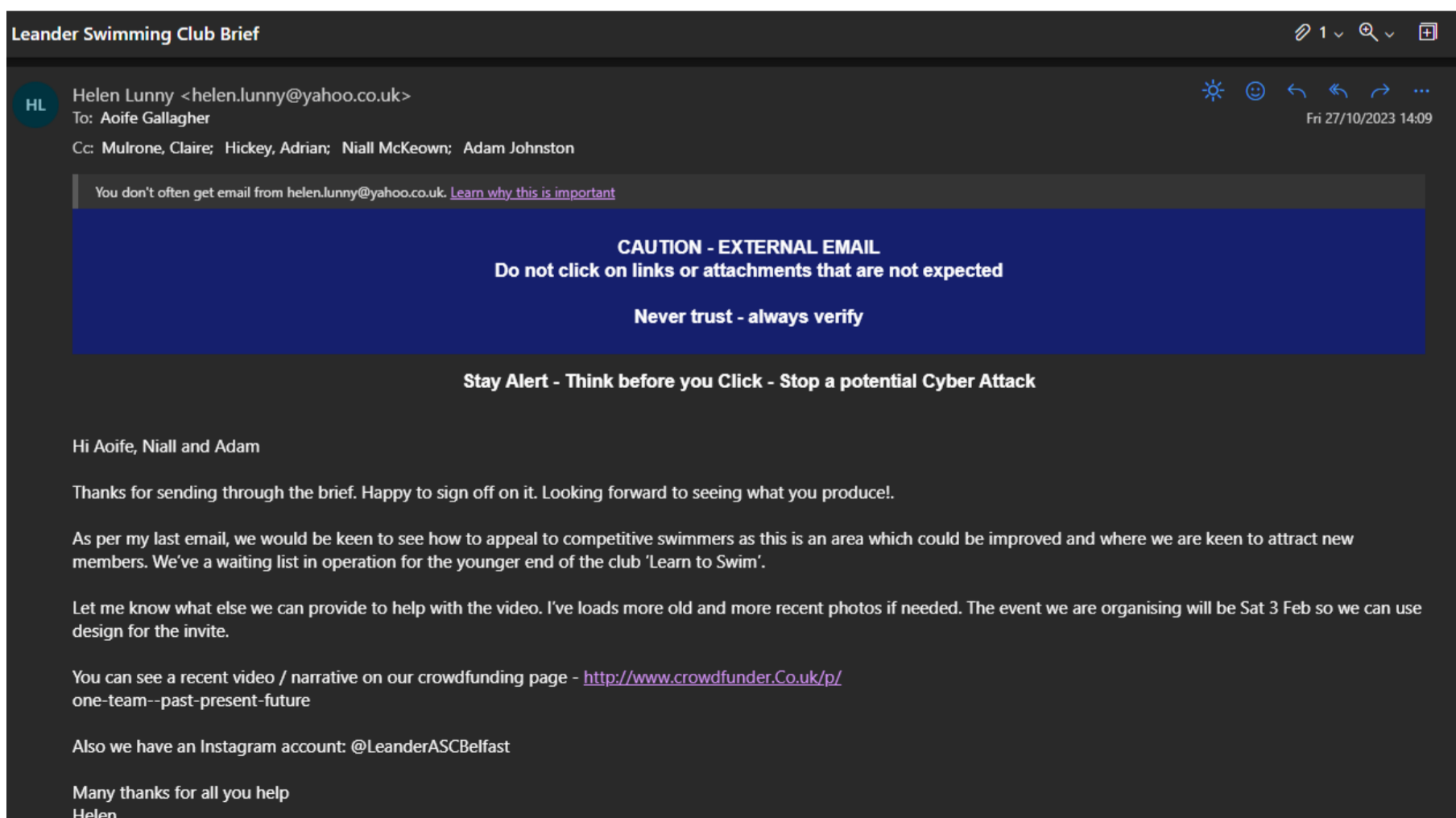
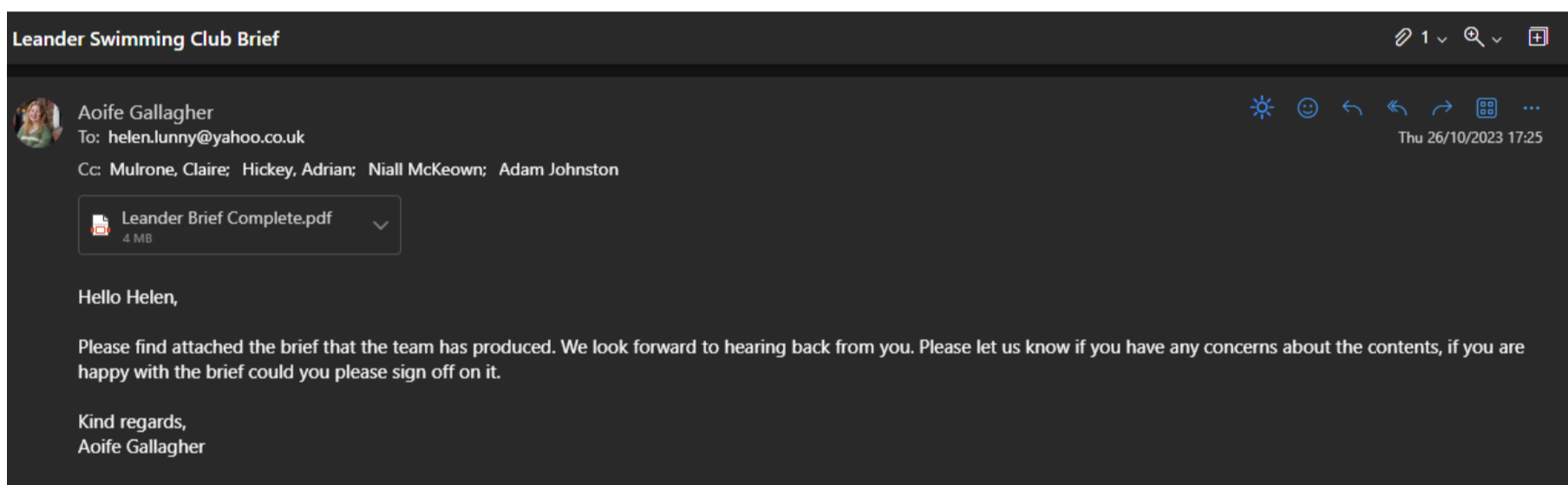
Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club	Stockport Metro Swimming Club	Alto Swim Club	Swilly Seals	Leander Swimming Club
Use of audio formats	Background Music	No	Yes	Yes	Yes	No	Yes
	Audio Extract from another source	No	No	No	Yes	No	No
	Usage of raw audio recording	No	Yes	No	Yes	No	No
Accessibility	Subtitles	No	No	No	No	No	No
	Platform of video content	No video content	Youtube and website	Youtube and website	Instagram & Facebook	None	Facebook
Use of graphics, typography, logo and colour	High Quality Logo	Low quality image	Yes	No	Yes	Yes	No
	Have a typeface that fits their content	No consistent typeface	Yes	Yes	Yes	No	No
	Have a colour palette they stick with	Yes (White, yellow and blue)	Yes (Teal, White and Black)	Yes (Teal, White and Grey)	Yes	Yes	Yes (Cherry Red, Kelly Green & White)
Use of Photography	Photos of the facilities	Yes	Yes	No	Yes	No	No
	Photos of people that attend the club	Yes	Yes	Yes	Yes	Yes	Yes
	High quality photos	Yes	Yes	No	Yes	No	No
	Photos of celebrations/ awards	Yes	Yes	No	Yes	No	Yes
	Photos of committee members	No	Yes	No	Yes	Yes	Yes
Total		38%	86%	66%	75%	27%	41%

Our Findings

The similar organisations that we compared to Leander Swimming Club were Cookstown Swimming Club, Melbourne Swimming Club and Stockport Swimming Club. Through this we found out that Leander needed more consistency with their social media posts and in how they maintain their brand identity. We also discovered that Leander, needed more consistent video content that would help draw in potential new swimmers to their club, as they wanted to be branded as a more competitive club. What we took from this process is that we should focus on giving Leander strong social media guidelines that can be used on all social media platforms and video content that presents them in a professional and family oriented light.

The Brief

After making final changes to our brief document. I then emailed Helen Lunny, the community partner for Leander Swimming Club and we then quickly got our brief approved so that we could move onto the development of the pitch.



Designs - The Pitch

For my designs, I found it hard to begin designing a logo. It was Niall who designed a lion logo in Adobe Illustrator, so I based my logos on that. Leander had made it clear that they wanted to stick to the same colour palette. With this in mind, I wanted to brighten up their colour palette and also potentially incorporate a new colour into their brand that was neutral. I made three versions of this logo, each with their own different font and colour.

Original:



Version 1:



Version 2:



Version 3:



I presented these designs within the pitch. Unfortunately, Helen explained that Leander did not want a complete overhaul of their logo. She did express enthusiasm over the new colour scheme and commented that the children would love the red. Again, though the red was too much for the design.

Storyboard - The Pitch

For the storyboard, I wanted to produce a montage video for Leander that would celebrate their history and achievements over the 60 years. This included a small delve into Leander's founders, their achievements over the years, (the Olympics, commonwealth games etc.) The community and family bond that their community holds and of course, the celebrations of the club such as winning events. The end credits with the new logo would roll saying 'Celebrating 60 years of Leander.' Helen loved my facts for facts ideas when I pitched the storyboard.

Leander Swim Club
Celebrates their 60th
anniversary



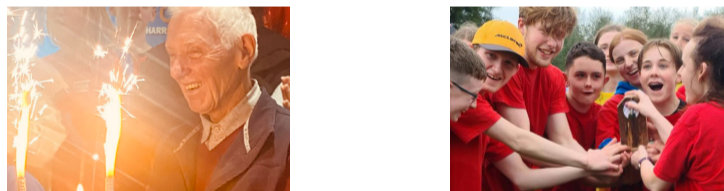
A small delve into Leander's
founders.



Their achievements over the
years.



Their community and family
bond.



The celebrations of the club.



End credits, featuring logo.
(Celebrating 60 years of
Leander.)



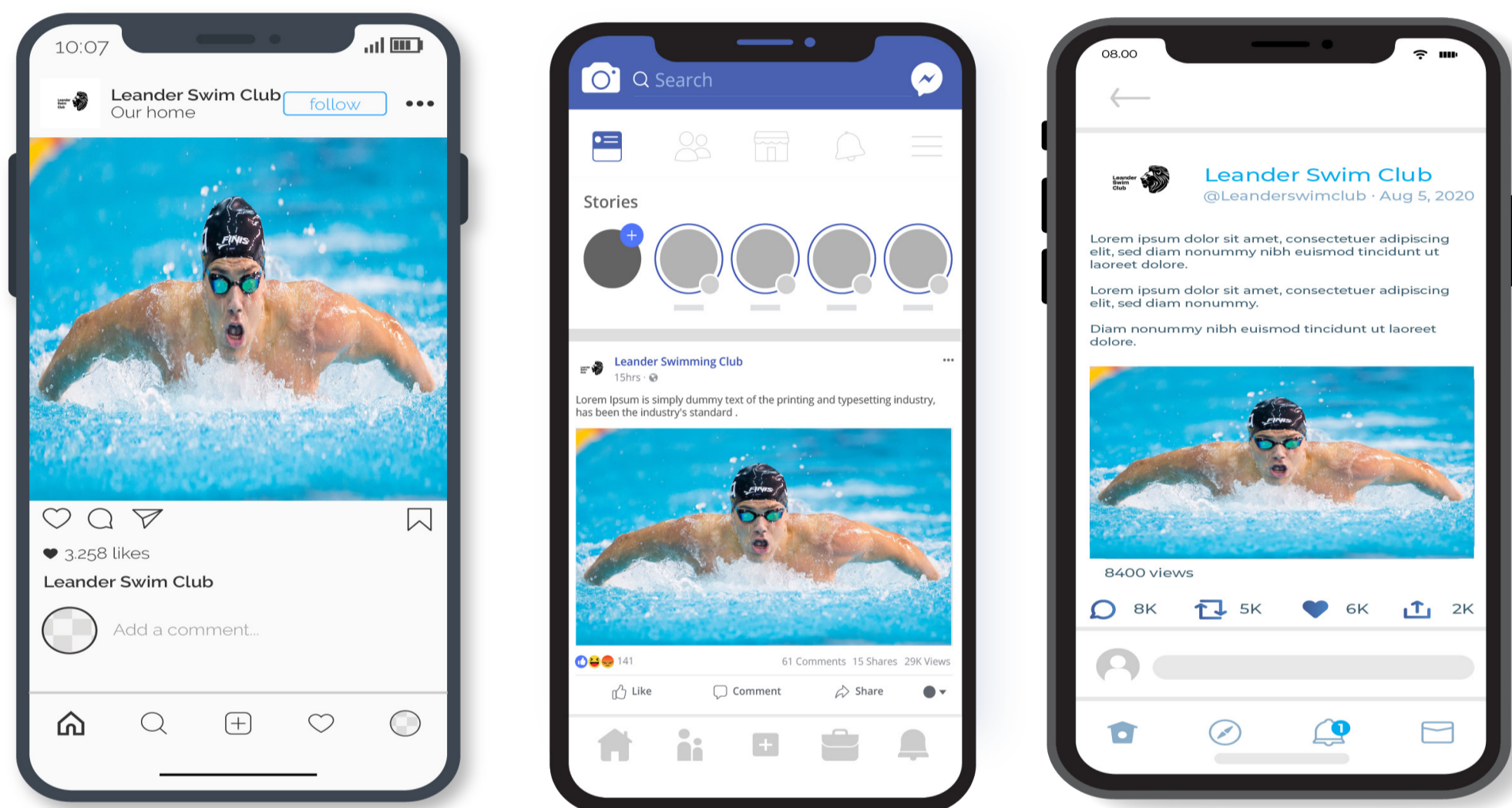
Merchandise Mockups

For the merchandise, I wanted to include what Leander's potential new logo could look like on merchandise. The mockup includes, a towel, water bottle, hoodie and a t-shirt. The mockups include each variation of the logos which include different fonts. The mockups are related to merchandise that members of the club might buy.



Device Mockups

For the device mockups, I wanted to incorporate Leander's potential new logos. I also wanted to explain to Helen that posting more competitive action shot photos might be a way to further advance Leander's social media presence. Of course, we were not able to take the photos due to Belfast Council's rules. These mockups were to give me a chance to better explain the plan for Leander's social media.



Within the pitch, using these graphics, I explained to Helen about Leander's need for a stronger social media presence. If they wanted to appear more competitive they would have to change the type of content that they were posting. I suggested that Leander needed a set of social media guidelines, due to Helen expressing concerns over not knowing how to do certain tasks within the social media platforms, such as, not being able to upload reels or stories. It became clear that she needed some guidance into Instagram, Facebook & X (Formally Twitter).

I also suggested to Helen, that along with a video to celebrate Leander's history, that a few Instagram reels to post would be a nice way to also celebrate their 60th anniversary. I also explained that both Instagram and Facebook support reels so that she would be able to cover a wide audience who would be able to view the video. During the pitch she liked this idea.

Pitch Outcomes

The pitch went very well, and Helen was very pleased with the results. The outcome was that Helen wanted to use Adam's new logo in general and for the merchandise. Helen also expressed great interest in using my facts for facts idea that I brought up within the pitch to celebrate Leander's success throughout the years and Niall's idea of a montage for the video. Helen asked that social media guidelines be made that include advice on how to use the app and for a social media schedule too.

Great pitch team, Helen was really impressed and grateful for your advice and vision. Heres a copy of the notes I took regarding the agreed media outputs.

Use Adams updated original logo

Spell out ASC

Include 'Celebrating Sixty Years' at the bottom on the inside of the circle

Design an invite and a save the date flyer

On merchandise please use a smaller placement of the logo on the left.

Explore the graphic on the back of the sweat shirts, provide new options for Helen to reveiw.

Please get the logo back to Helen once it's been signed off by Adrian for the purchase of hoodies in the works at the moment.

Use Niall's idea of a montage idea for the celebration with Aoife's facts for facts with the common wealth and other competition stats. Use the throw back Thursday posts. Helen has more old photos to send too.

Helen to collate headline facts that could be used, including venues, members, families, lessons etc

The celebratory event will happen on 3rd February 2024.

Devise a month long social media campaign for February using clips of the montage and historic facts and new updates to be used across all of the platforms.

Create in Canva, three standard templates for social media posts.

Create three celebratory templates for the social media campaign.

Develop a set of brand guidelines for the logo.

develop a guide on how best to develop posts for social media, include advice on the creation of reels and photography. advice on how to present the volunteer coaches photos on social media and the website.

These were Claire's notes taken from the Pitch that she had uploaded to our Basecamp. As you can see, all our goals for Leander that were mentioned in the pitch are here on Basecamp for us to see.

Final Pitch Outcomes

Leander ASC Pitch Outcomes:



60th Anniversary Logo:



60th Anniversary Hoodies:

Front (Above logo on chest)



Back (font - **Coolvetica Bold**)



60th Anniversary Hoodies:

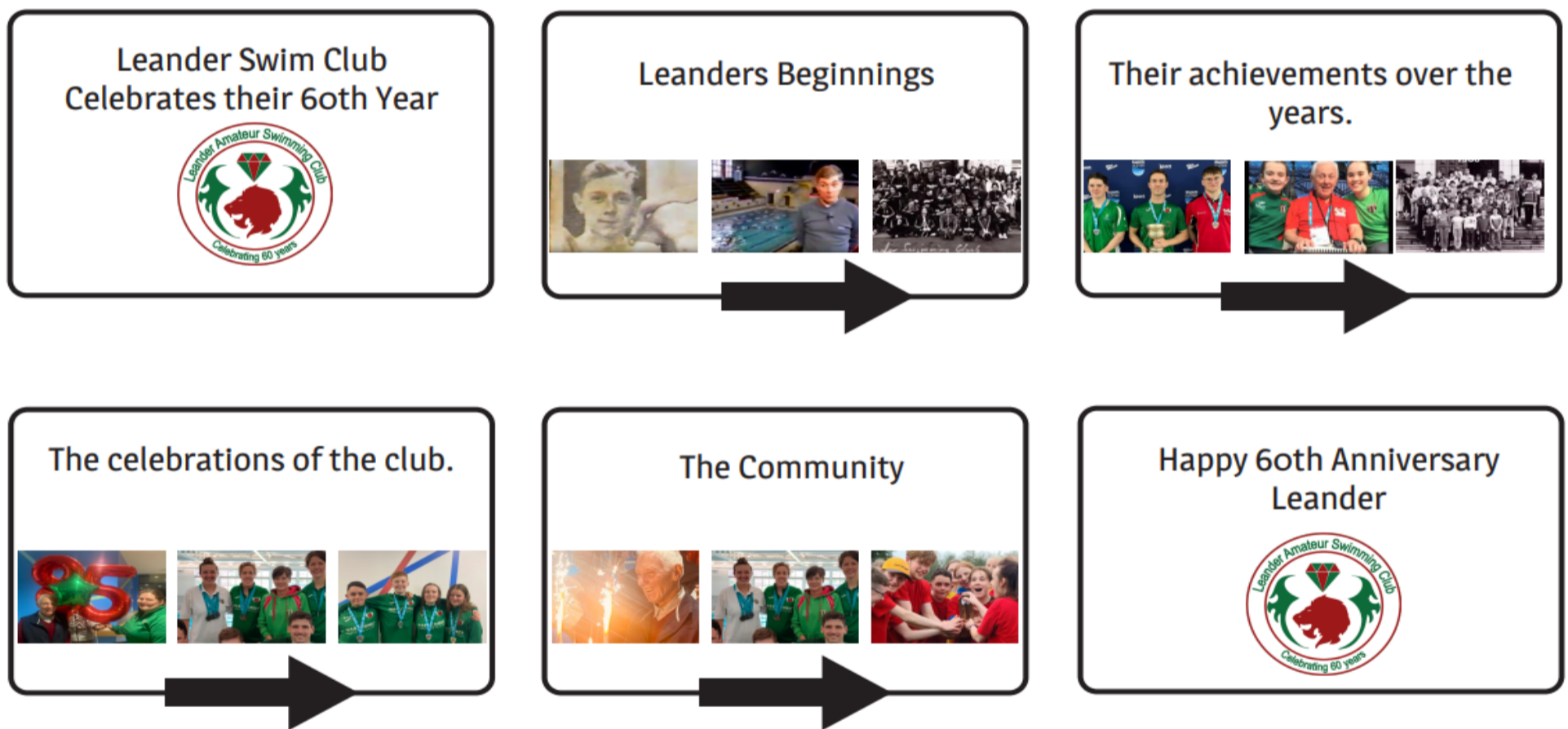
Front (Above logo on chest)



Back (font - **Coolvetica Bold**)

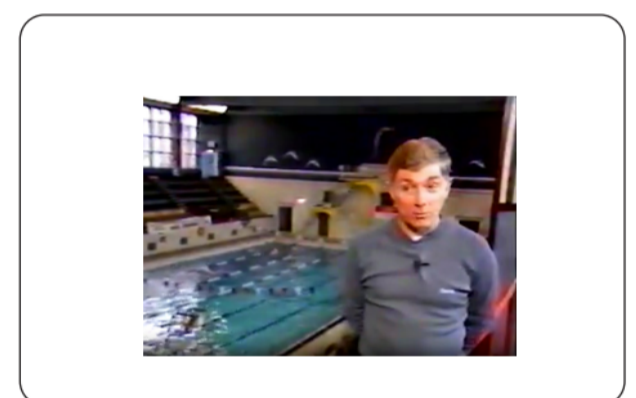
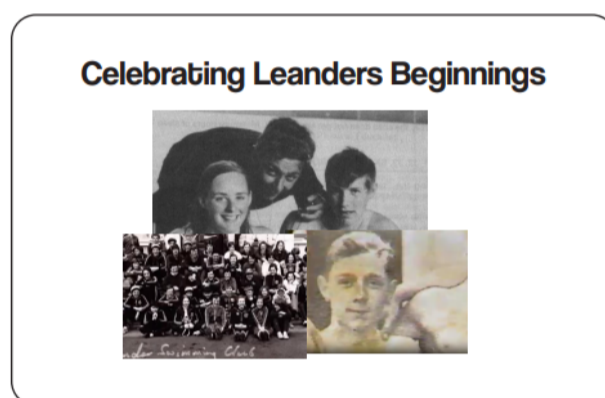
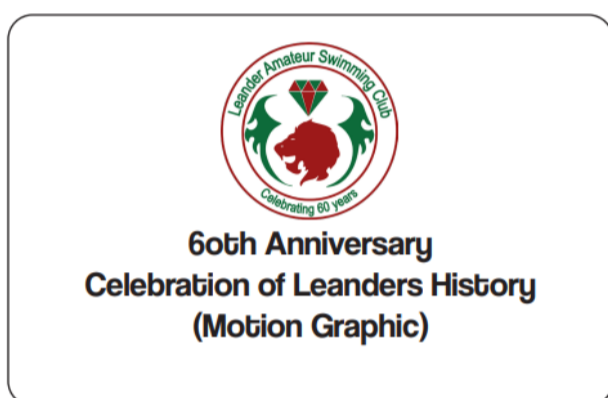


Leander Swimming Club: Storyboard

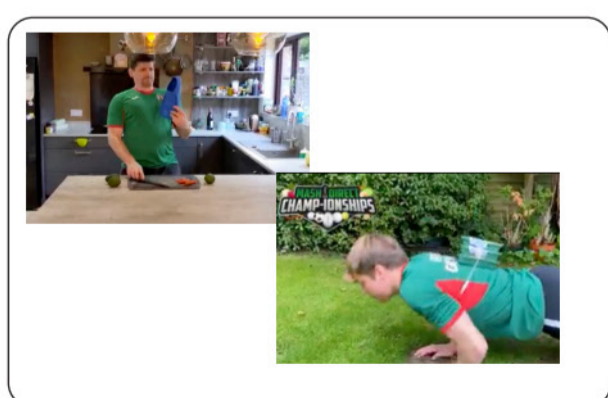
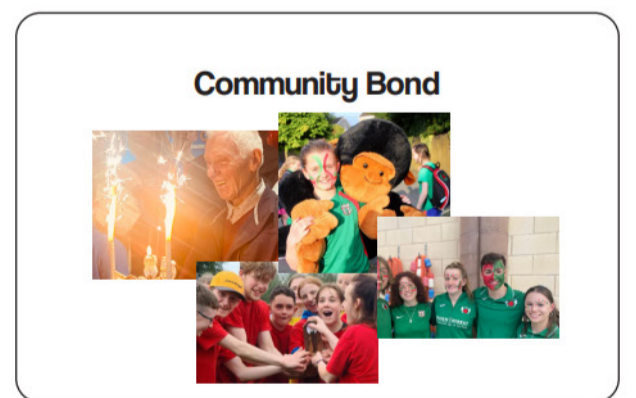
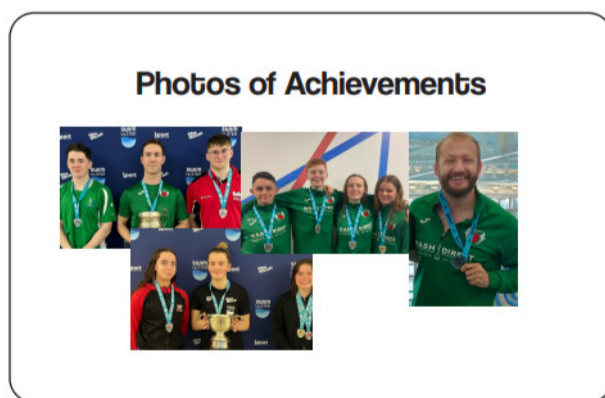
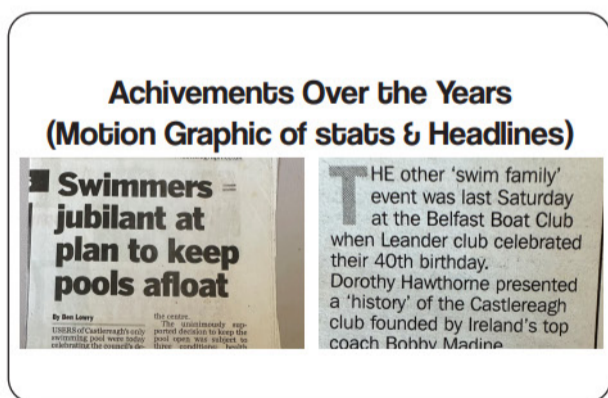
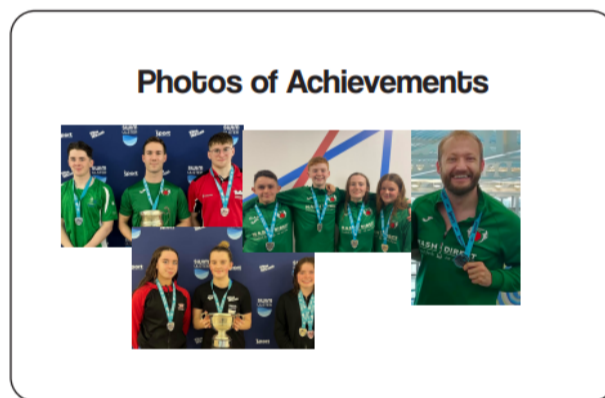


Storyboard

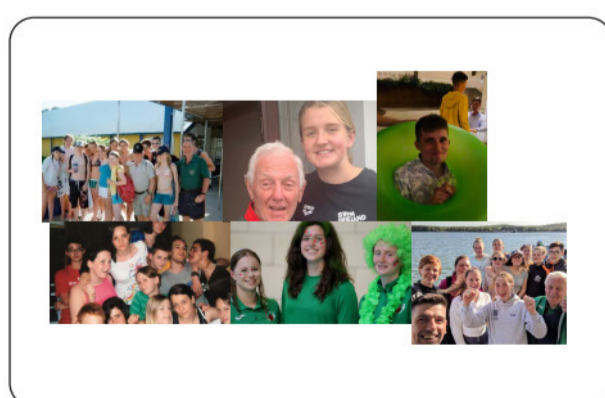
In the creation of the storyboard, Niall was the main driving force behind it. For the storyboard draft, I collaborated with Niall and helped with the development of the storyboard whilst he designed it. I gave creative feedback and helped pick out photos for the storyboard that should be used in the video, along with the taglines. Adrian gave us constructive feedback in class not to make the video like a PowerPoint presentation, at this point I had begun working on the Social Media guidelines for Helen, so Niall took full control over the creative direction for the video, but always communicated with me about the video and what direction it was going in, he would ask for my opinion and advice on whether or not the storyboard was going well and if anything else needed added. Below is the first draft of the storyboard which I helped work on.



Archival Video on Bobby



Video on Mash Champ & Flipper video



Mini Montage of photos from members of the club



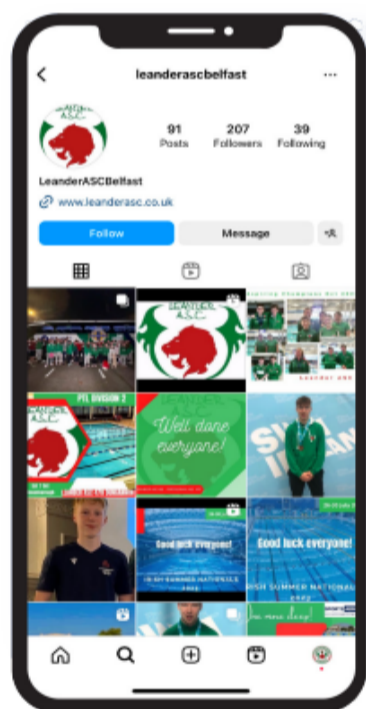
End Outro Motion Graphic with the anniversary logo

Social Media Guidelines

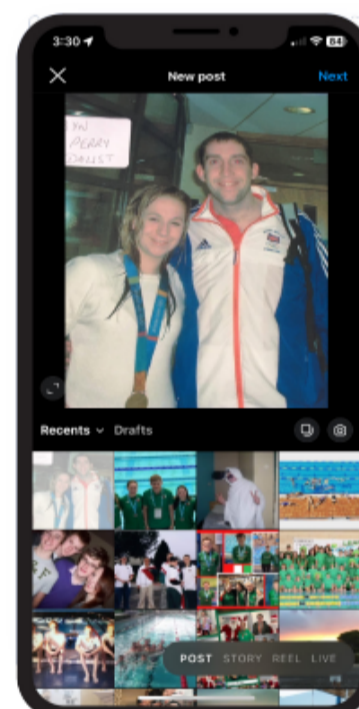
For the social media guidelines, it was important to create a document that was simple enough for a beginner to understand. This guide covers basic functions, such as how to upload posts, reels, and videos. I have explained all the shortcuts of how to upload onto the different social media platforms. I made this document on InDesign and then combined Adam's social media planner onto the end of the document.

Guide to Instagram:

Instagram is mainly for a younger demographic, so it is important to make sure that your posts/stories and reels are being uploaded onto this social media platform, it is important to keep consistency on your platforms. Below is a guide on how to upload stories, reels and posts onto Leander's Instagram account.



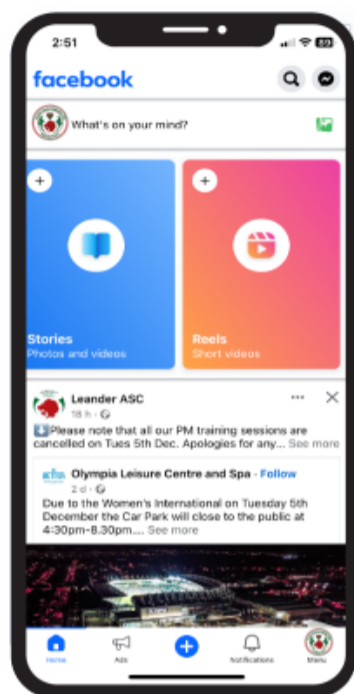
For uploading posts, stories & reels to Instagram, see above the plus sign on the bottom centre of the screen. By tapping on this button you will then be directed to this next page ->



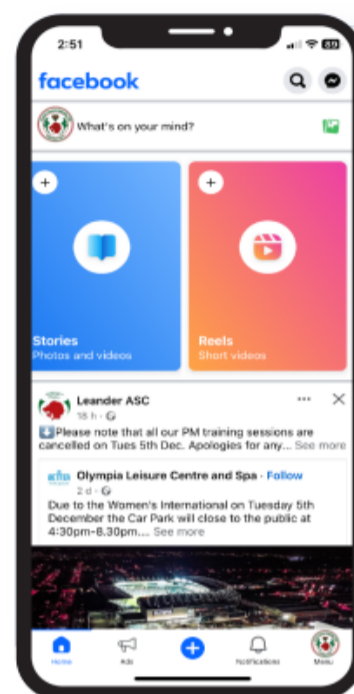
On this page, as you can see below you have the option of whether you want to upload a post, story or a reel. Tapping on any of these choices will direct you to where you need to go.

Guide to Facebook:

Facebook is mainly for a middle aged demographic, so it is important to make sure that your posts/stories and reels are being uploaded onto this social media platform, to keep it consistent across all your platforms. Below is a guide on how to upload stories, reels and posts onto Leander's Facebook account.



For uploading stories and reels, as shown above there is a section called 'Stories' and a section called 'Reels.' As you can see both of these sections have plus signs beside them. By tapping on the plus signs for stories or reels, you are then able to add a story or reel to your Facebook page.



Additionally, by tapping on the blue plus sign as found on the centre bottom of the screen, you are able to upload posts, stories and reels to your Facebook page.

Guide to X (Formally Twitter):

X is mainly a mix of a younger demographic and a middle aged demographic, so it is important to make sure that your posts are being uploaded onto this social media platform, to keep it consistent across all your platforms. Below is a short guide on how to upload posts onto Leander's X (Twitter) account.



To upload a standard tweet or photos with a tweet, simply tap on the blue plus sign. From there you will be able to tweet out a standard status or you will have the option to add photos to this status, which can lead for some creative posts. You are also able to add videos to your tweets as well, which are located where your photos are.

Instagram Posting Schedule



Post #1
 Upload on 25/12/23
 Caption - 'Happy holidays from our family to yours #TeamLeanderASC



Post #2
 Upload on 28/12/23
 Caption - We are excited to announce we will be using a special edition logo to celebrate our anniversary. #TeamLeanderASC



Post #3
 Upload on 01/01/24
 Caption - We hope you all had a safe and happy night. Happy New years from all of us at Leander A.S.C. #TeamLeanderASC

Swim Class Weekly Schedule

	Learn To Swim	Fundamentals	Junior Development	Post Primary Recreational	Masters	Performance
Monday	Lisnasharragh 18:30 - 19:00	Lisnasharragh 18:00 - 19:00	Lisnasharragh 18:00 - 19:00 (SABA)	Lisnasharragh 19:00 - 20:00	Lisnasharragh 19:00 - 20:00	Olympia 06:00 - 08:00 Lisnasharragh 19:00 - 20:00
Tuesday		Olympia 18:00 - 19:00	Olympia 18:00 - 20:00		Olympia 20:00 - 21:00	Lisnasharragh 09:00 - 09:30
Wednesday		Olympia 18:30 - 19:00 19:00 - 19:30 19:30 - 20:00				Olympia 09:00 - 09:30
Thursday						Olympia 09:00 - 09:30
Friday			Templemore Baths 18:00 - 20:00			Lisnasharragh 09:00 - 09:30
Saturday				Whitebeck 08:00 - 10:00		Whitebeck 08:00 - 10:00 Anna 15:30 - 17:30
Sunday	Grove 08:45 - 09:45 09:45 - 10:45 10:45 - 11:45	Grove 09:15 - 10:15 10:15 - 11:15	Grove 09:15 - 11:15			

Post #4
 Upload on 08/01/24
 Caption - If you have ever wondered where and when we train, check out our weekly schedule and get in touch. #TeamLeanderASC

Instagram Posting Schedule



Post #5
 Upload on 15/01/24
 Caption - Introducing our new 60th Anniversary logo! What do you think of it? #TeamLeanderASC



Post #6
 Upload on 22/01/24
 Caption - Meet our world class coaches. #TeamLeanderASC



Post #7
 Upload on 29/01/24
 Caption - We are close to the big 60. Here are some photos from past to present. #TeamLeanderASC



Post #8
 Upload on 03/02/24
 Caption - We turn 60 today. Just want to say a big thank you to everyone who has supported us. #TeamLeanderASC

Reels

In the pitch Helen mentioned that she would like to have a few reels made, that were to be posted onto Leander's social media platforms. I took charge of doing this project and made them within Adobe Premiere Pro. At the same time as making the reels, I was also helping Niall with the main video and helping decide what images should be used. I was emailing Helen back and forth to secure extra photos of key Leander members, the dates of the events and what the names of the members were. Since this was at the late stages of the project, Niall couldn't include all of the photos within the video, so I took them and made them into little throwback reels for Leander, as I noticed on their Facebook page that they like to show off little throwbacks for the club.



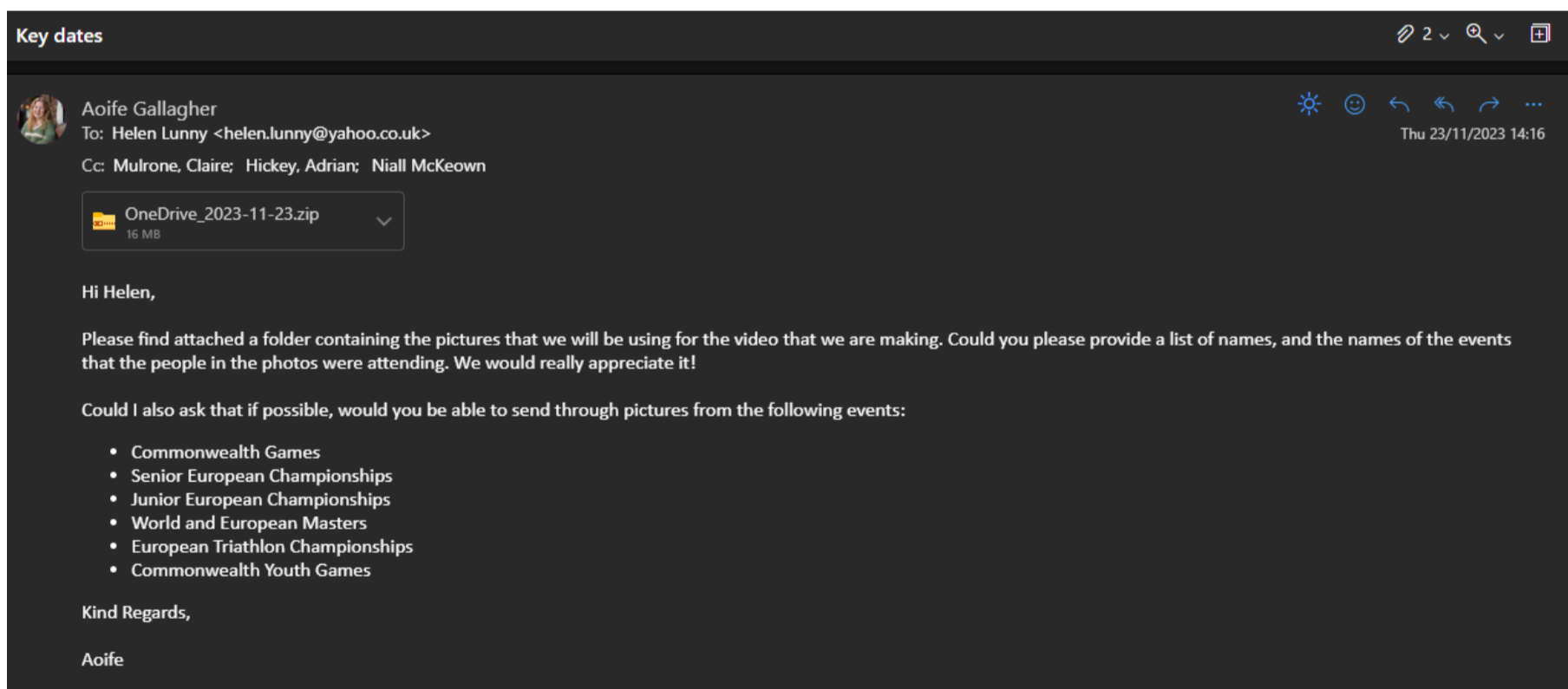
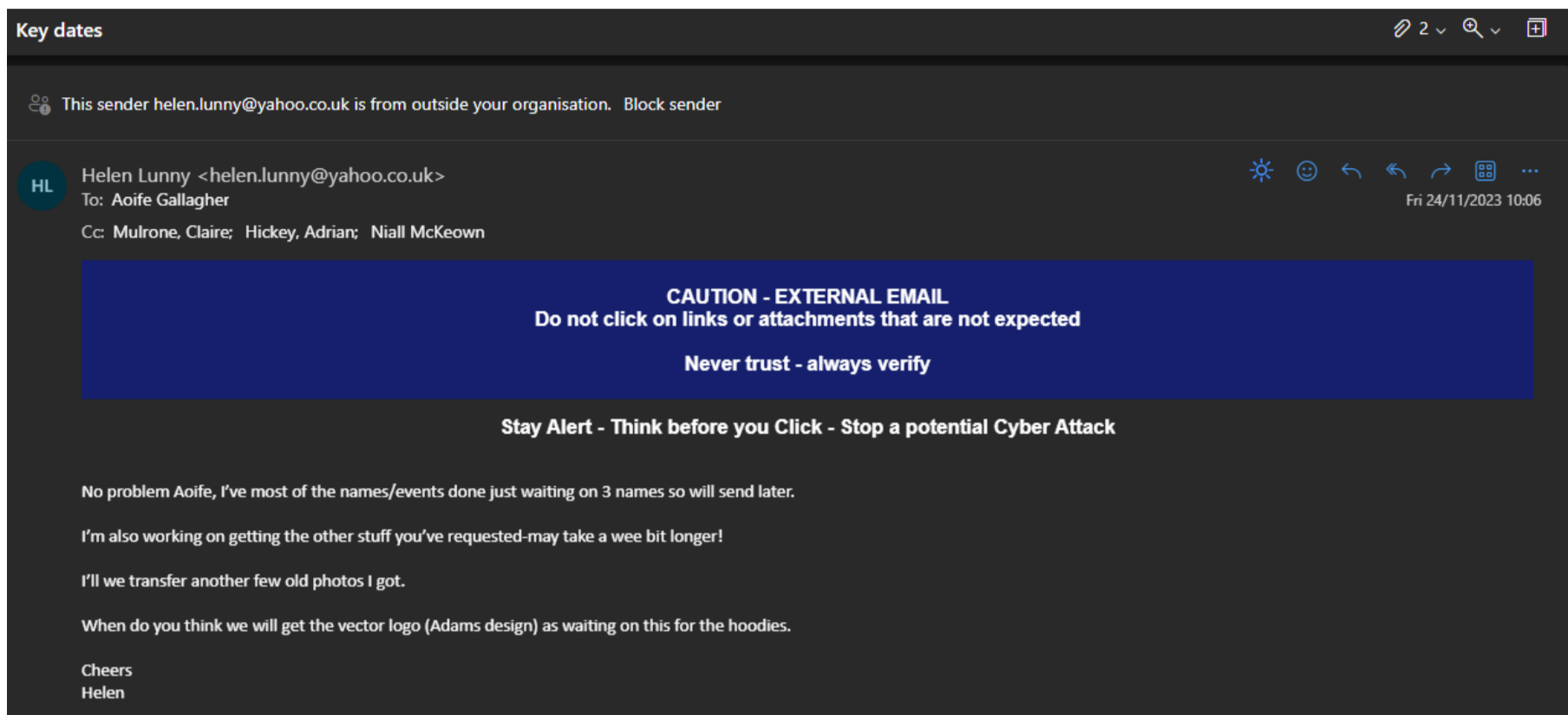
I used the gif of the updated logo that Niall made to open both sequences of the two reels.



I then used the photos that Niall was unable to include in the main video. I used cross dissolve to transition between photos.

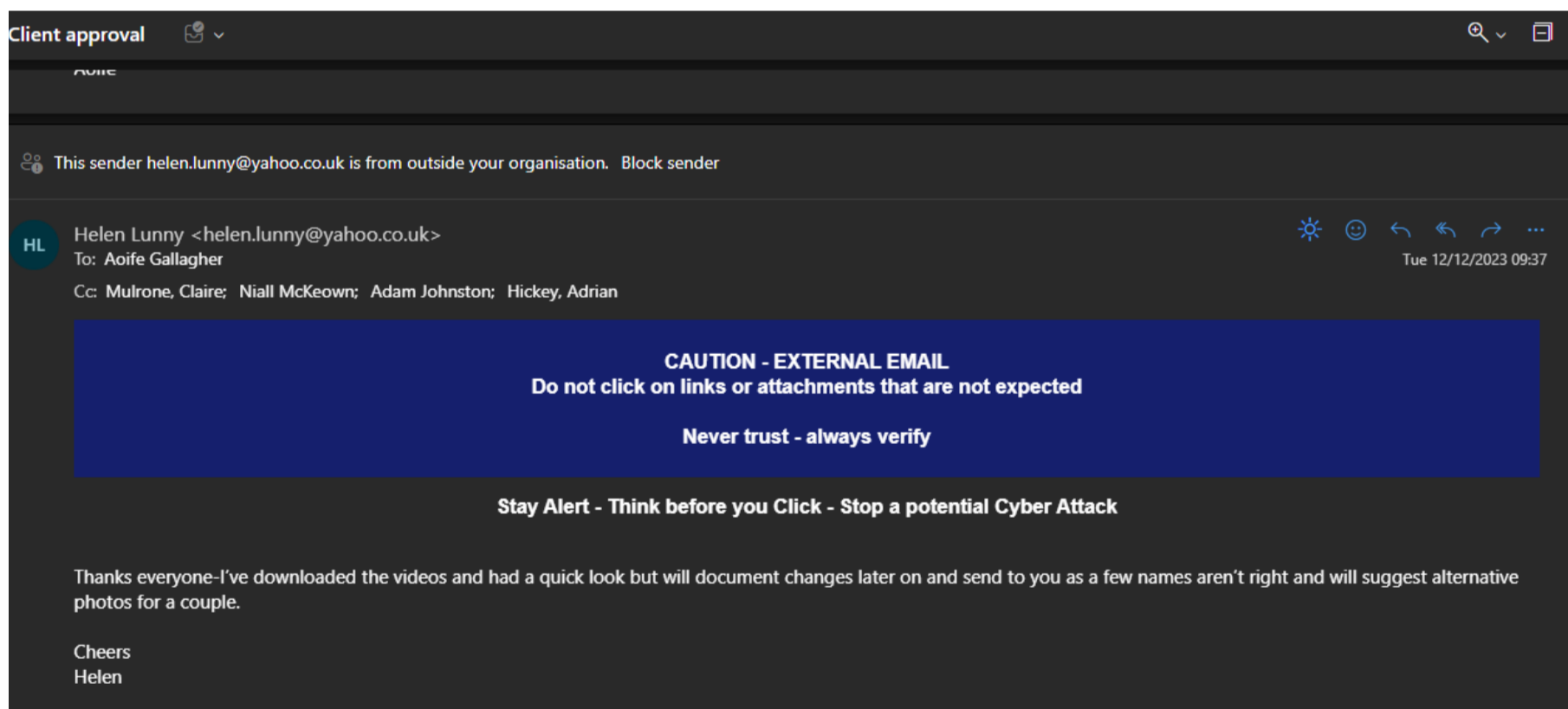
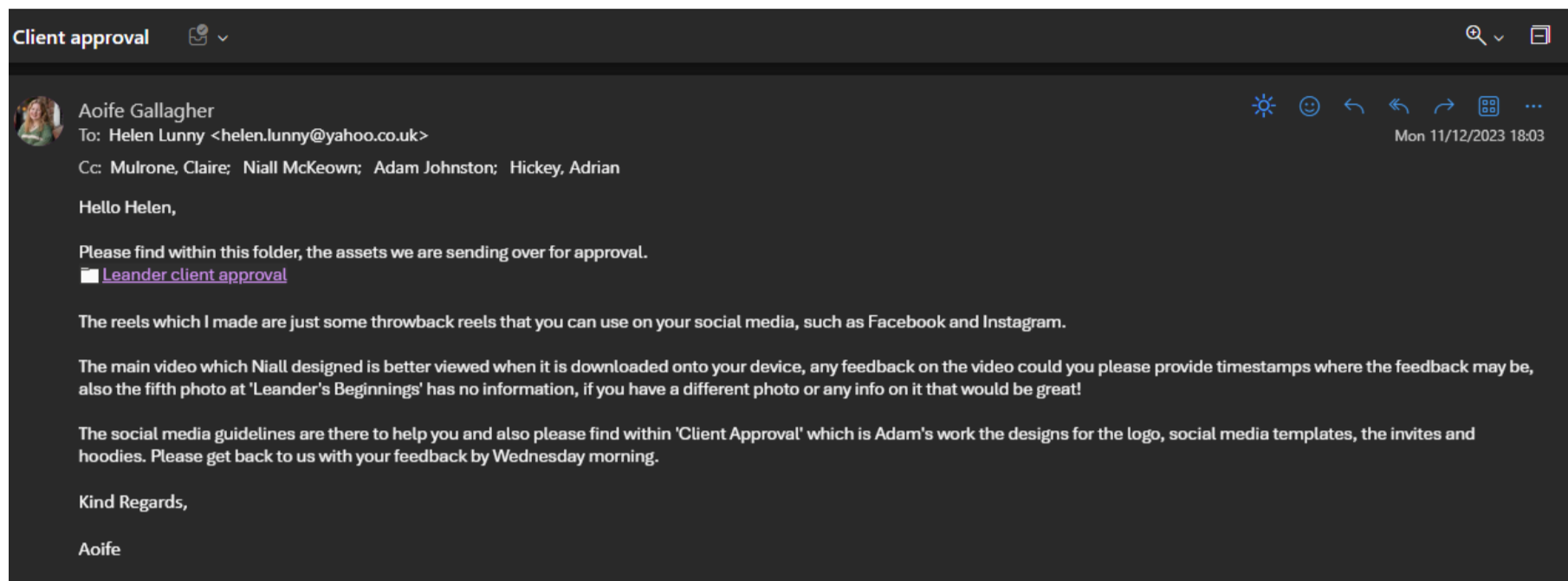


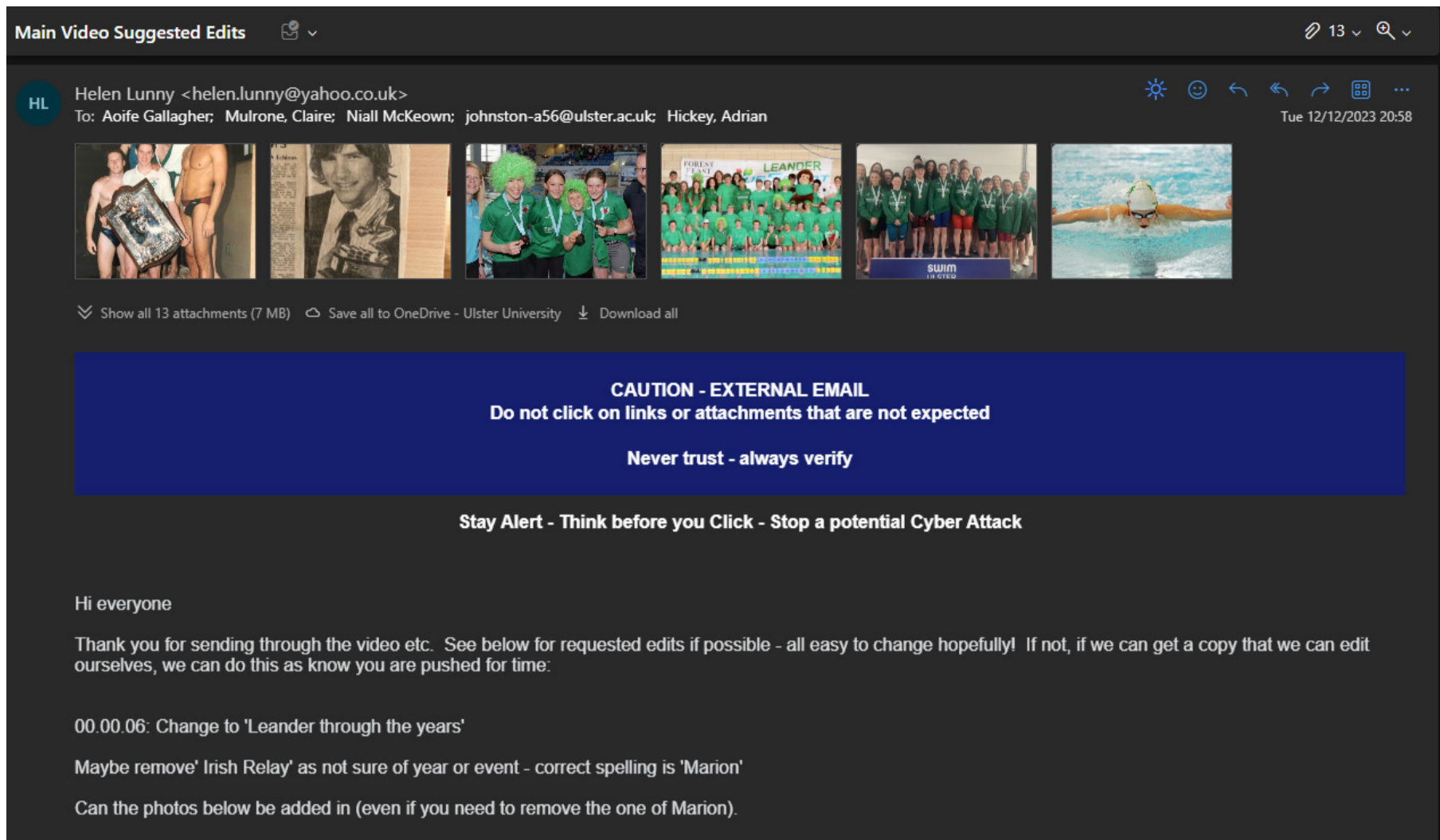
As shown below, emails between Helen and I regarding extra photos, key dates and names of all the swimmers featured within the photographs. This was one of the minor challenges that we faced, emailing to gather extra information and extra material that could be used within the main video and the reels.



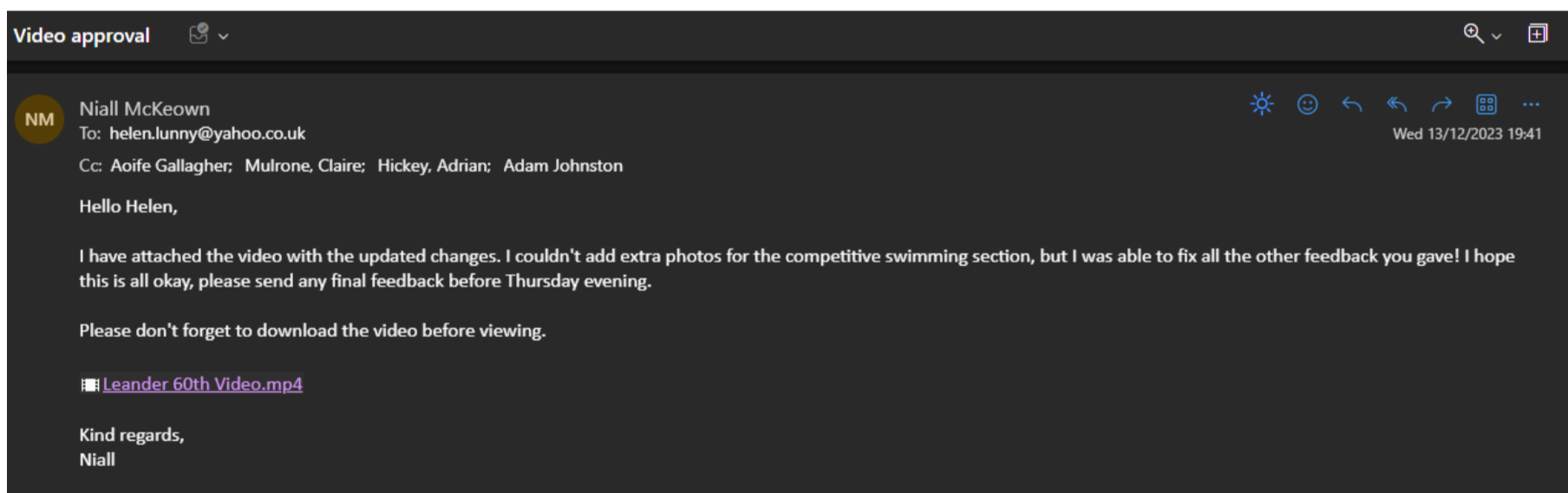
Final Feedback

Before submitting any work to Basecamp, we first thought it was best to get final feedback from Helen about our work. I sent an email to Helen, with all our work within the folder. Helen mainly focused on the main video and the changes to be made to it. She mentioned nothing so far about me or Adam's work. Below are the emails that were sent and recieved.

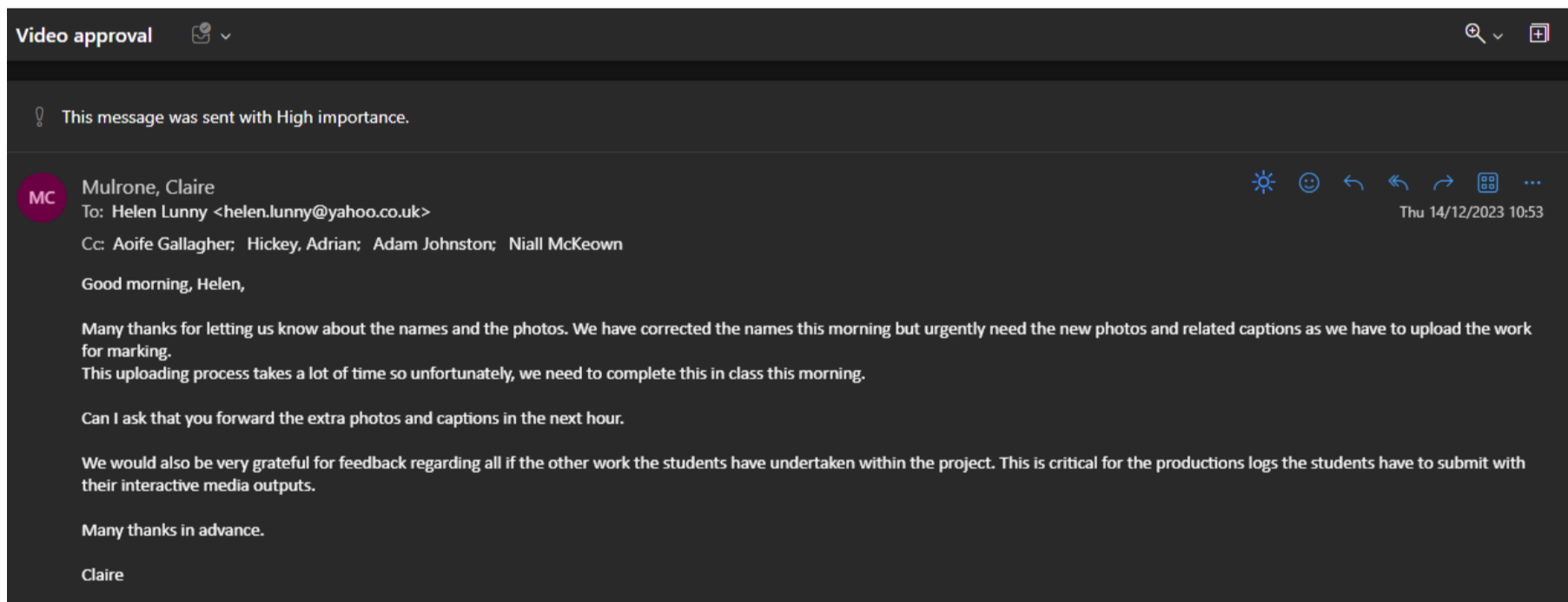
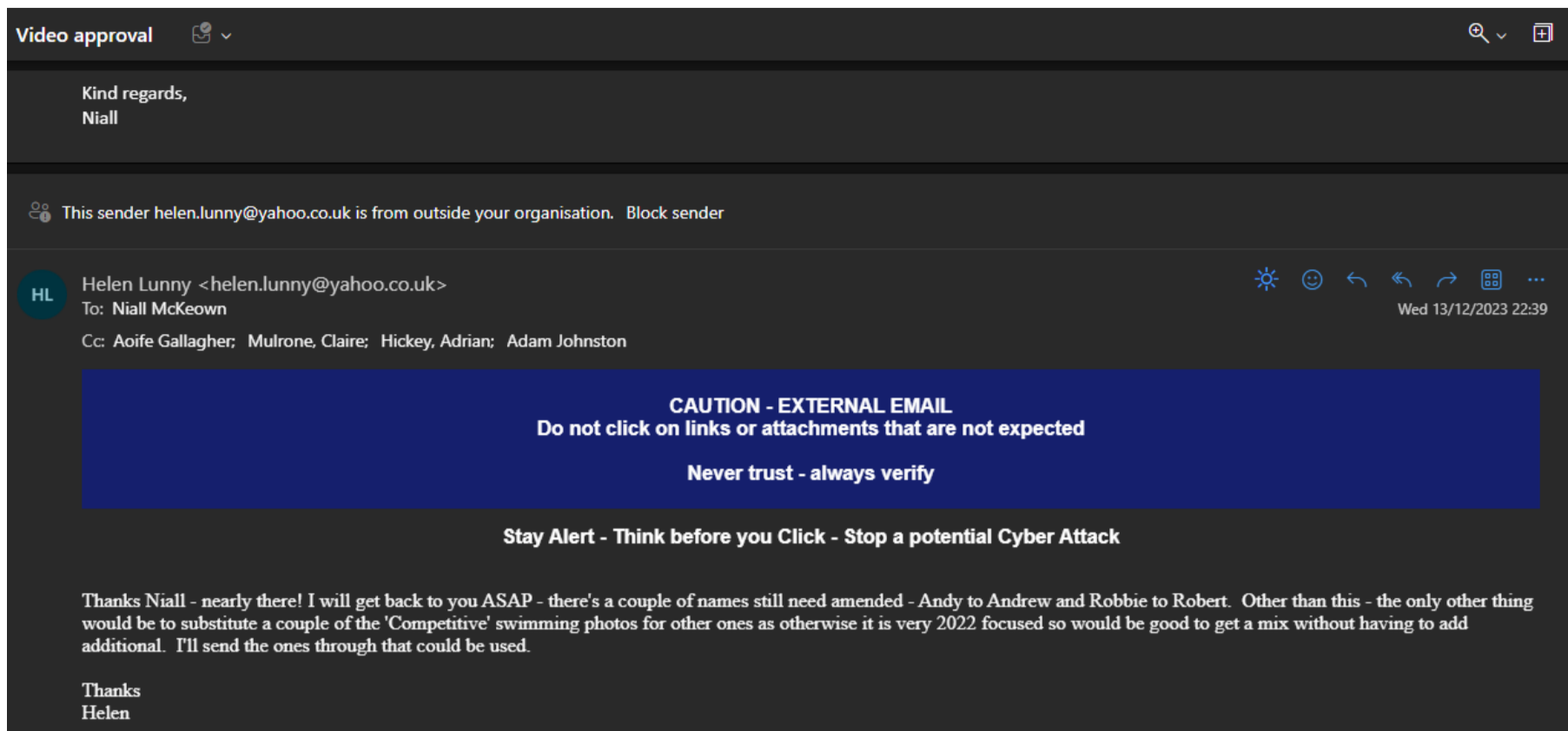




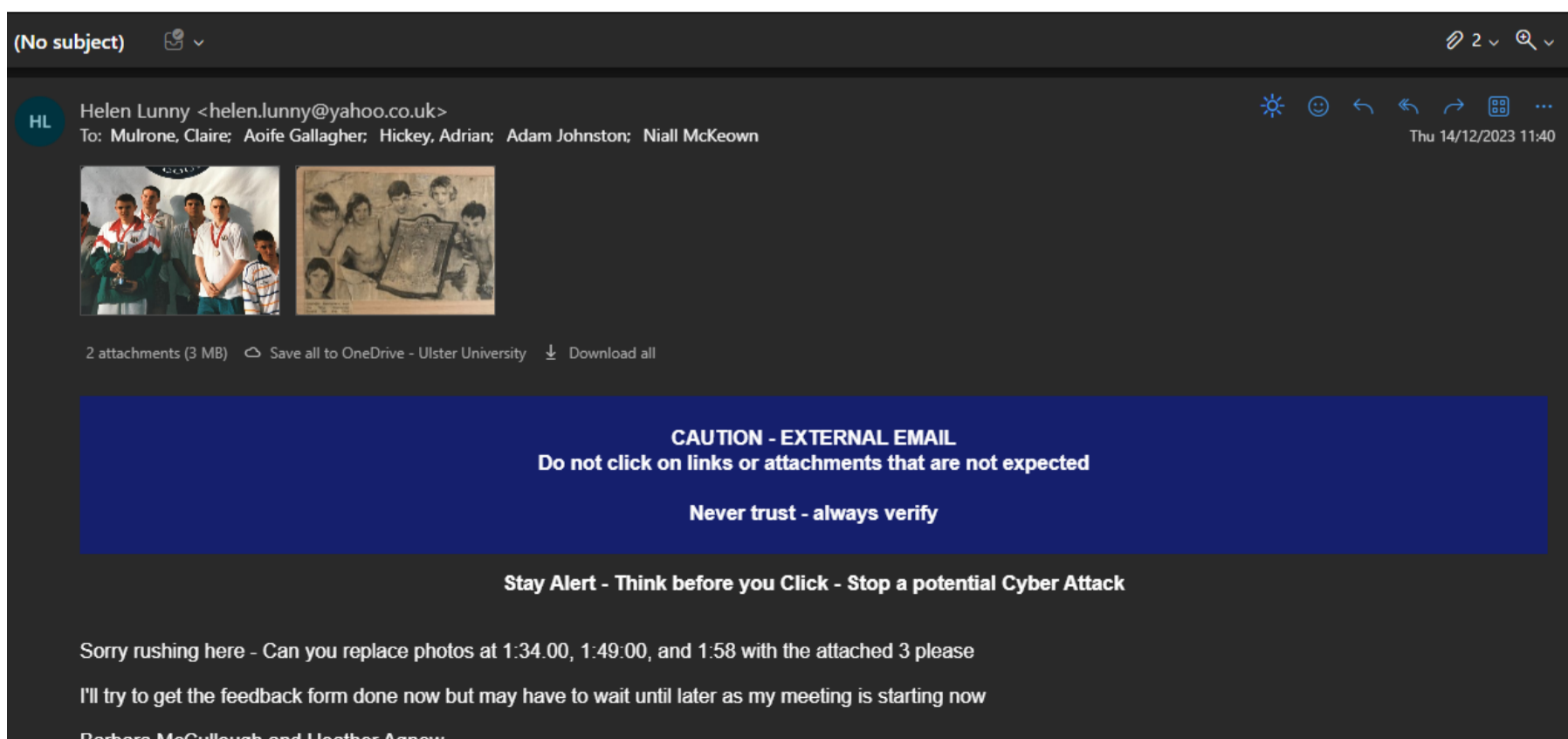
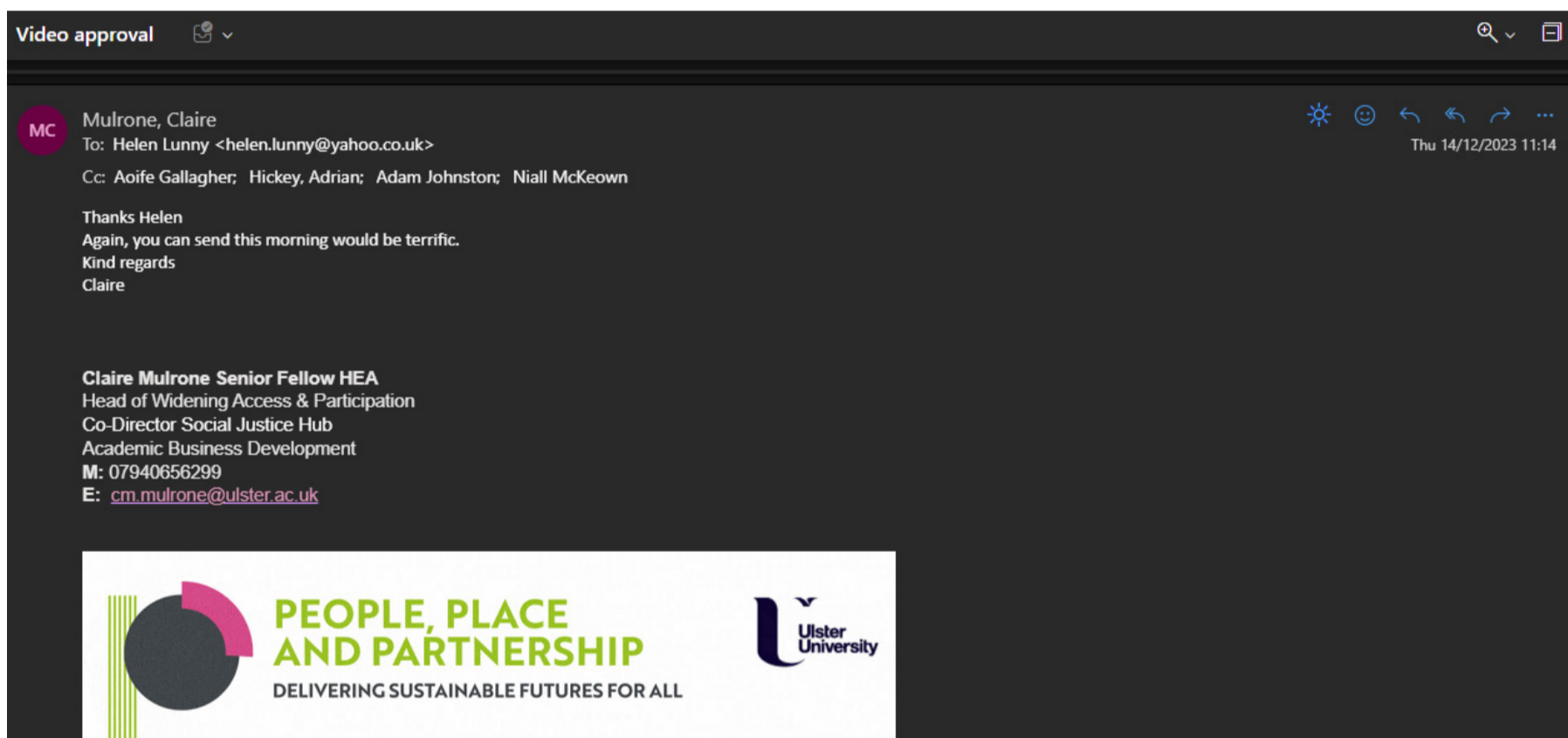
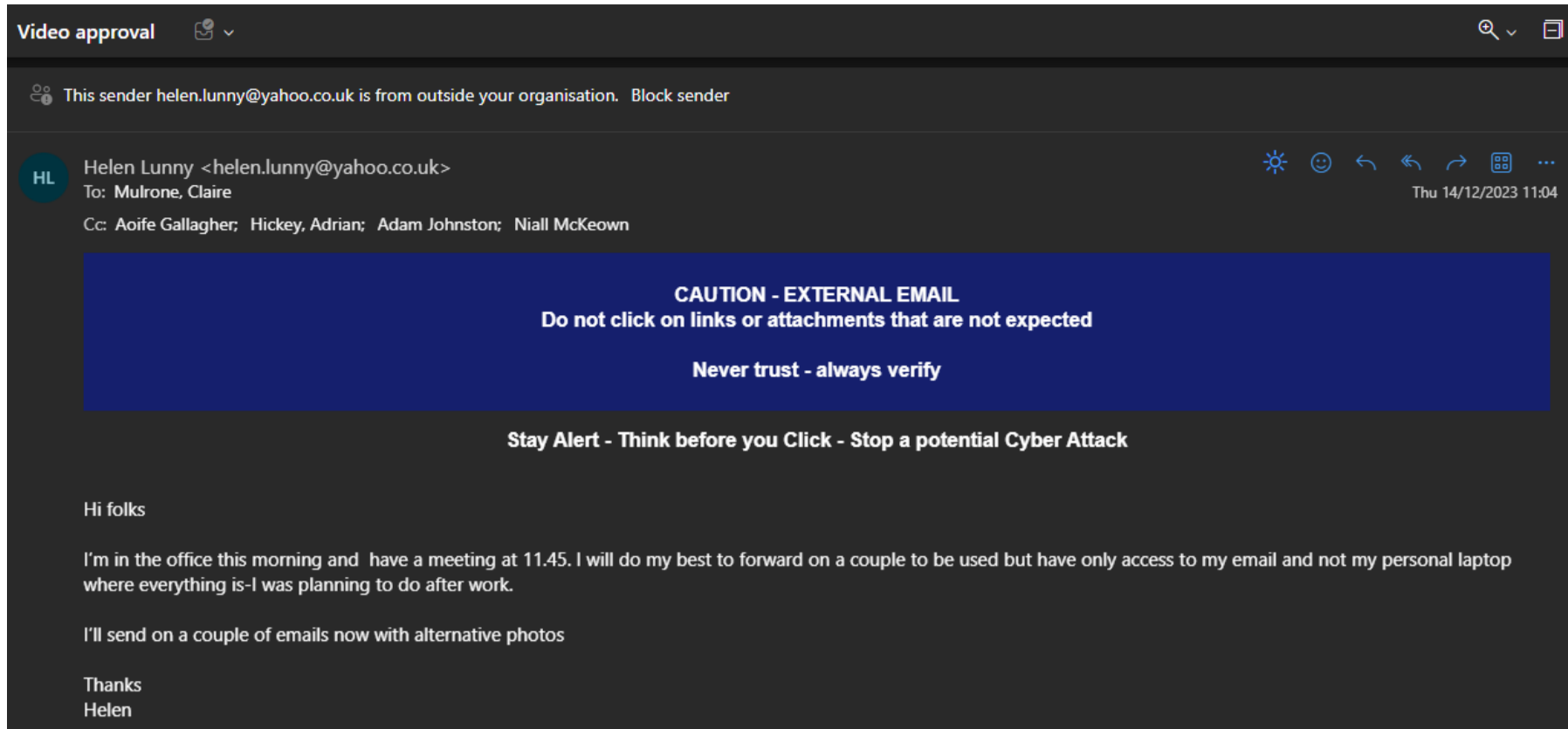
As you can see, Helen did not comment on Adam or I's work, but instead provided feedback and photos for the main video.



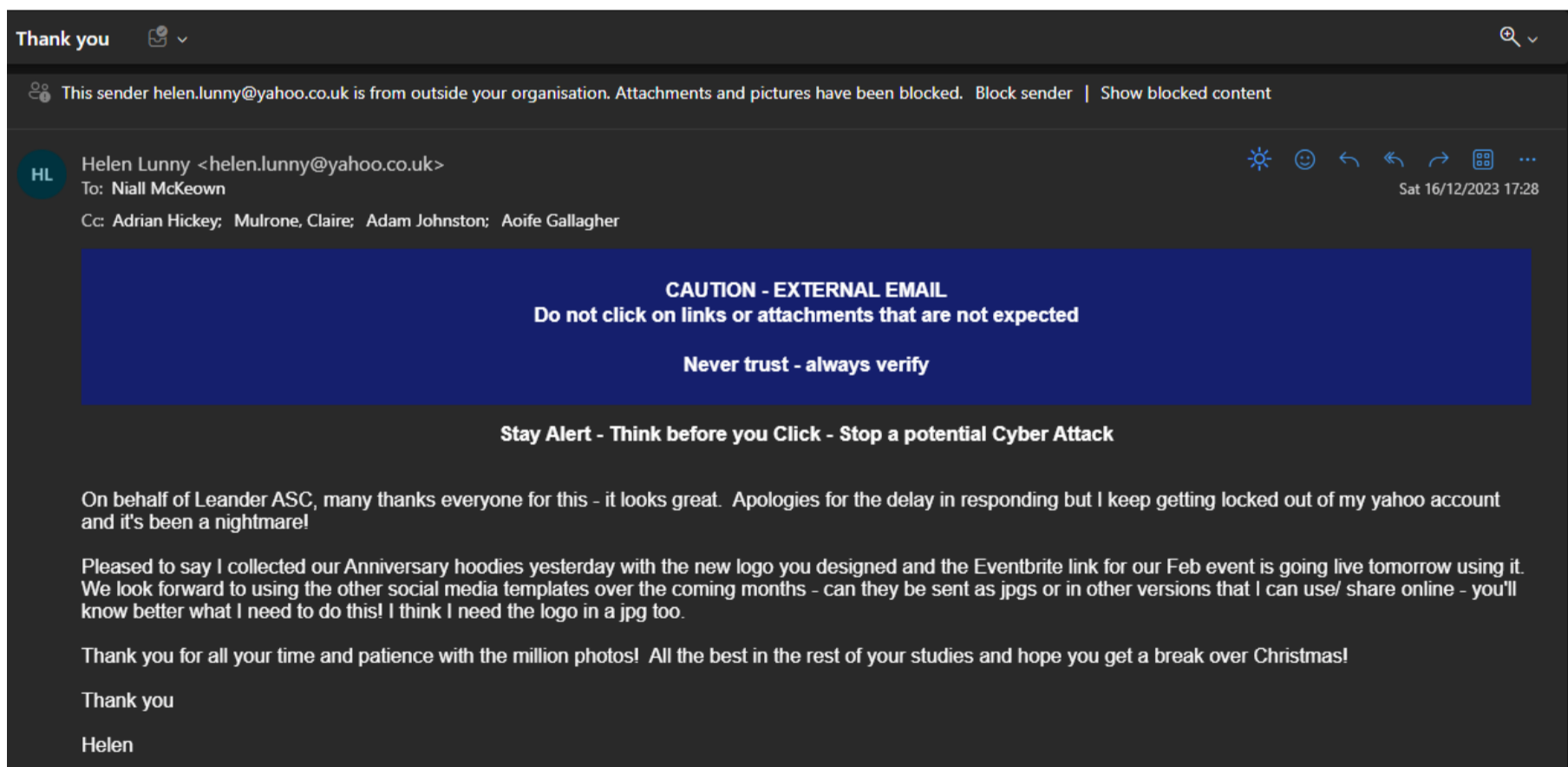
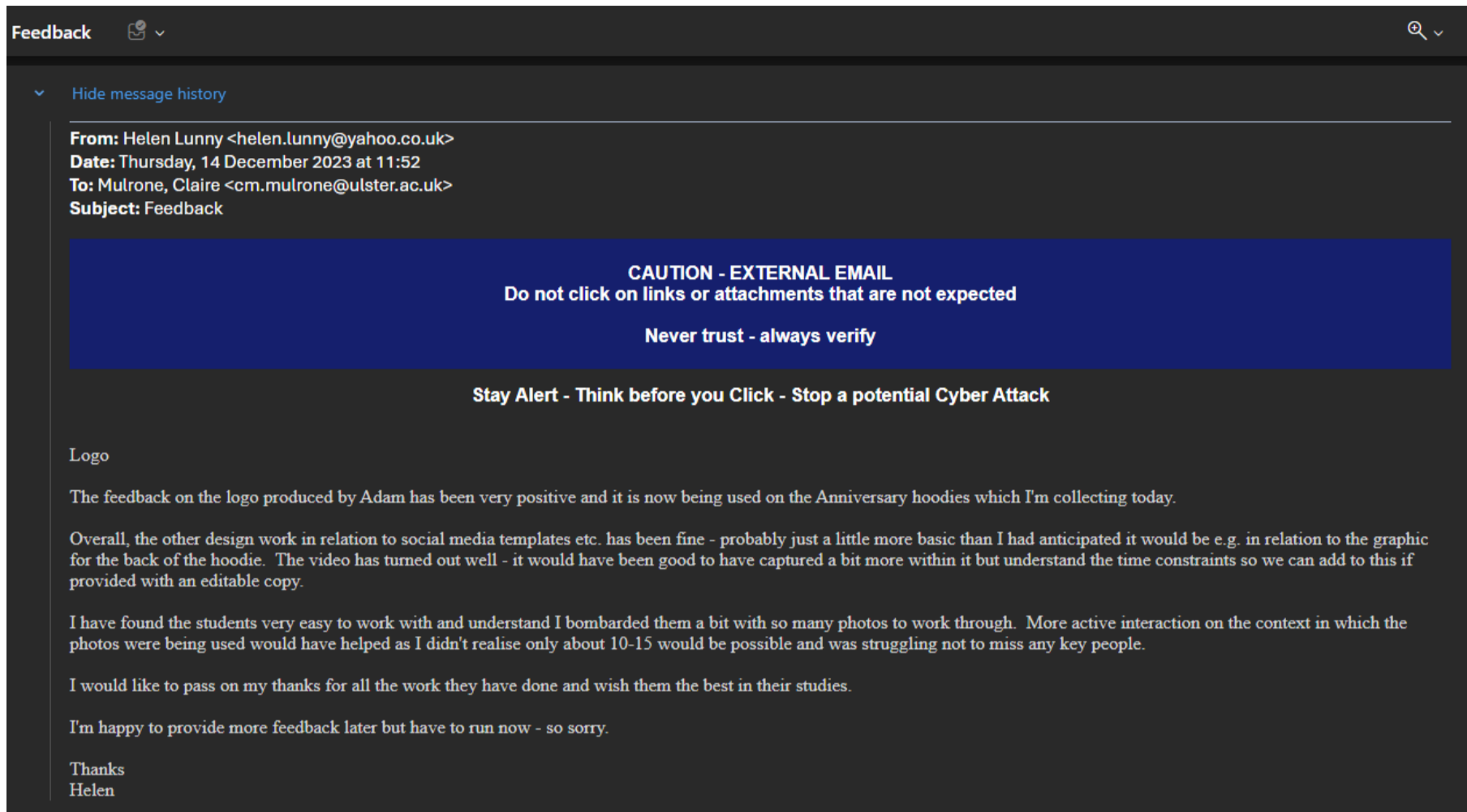
After sending the initial email about final feedback and receiving feedback on just the main video. Niall and I composed an email and sent it to Helen about the changes made in the main video. This is when we began to experience a lack of response from Helen, we understand that outside of Leander that she has a very busy work schedule. Considering this, we consulted Claire, and she sent an email through on our behalf.



Thankfully, after Claire followed up on our behalf, Helen emailed us back with some final changes relatively quickly. We then recieved final feedback for all of our work.



After receiving one last email about changes for the final video. Helen sent through her final feedback to Claire. I believe that her final feedback did not cover all the work that was done. However, it was great to finally receive feedback from Helen on behalf of Leander Swim Club. Below is the emails detailing two instances of feedback.



Finally, after receiving the final feedback, we were able to upload all of our work onto Basecamp. It was great to get this amount of praise from Helen on behalf of Leander Swimming Club.

Final Deliverables:

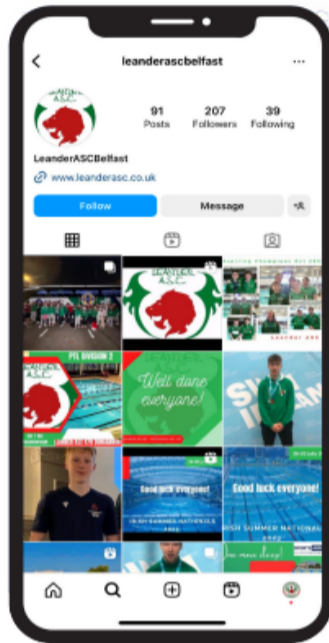
Updated Logo



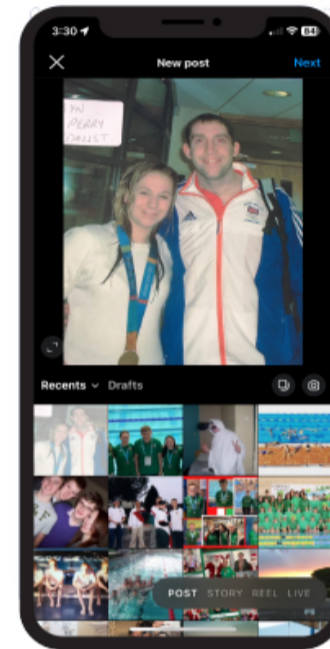
Social Media Assets

Guide to Instagram:

Instagram is mainly for a younger demographic, so it is important to make sure that your posts/stories and reels are being uploaded onto this social media platform, it is important to keep consistency on your platforms. Below is a guide on how to upload stories, reels and posts onto Leander's Instagram account.



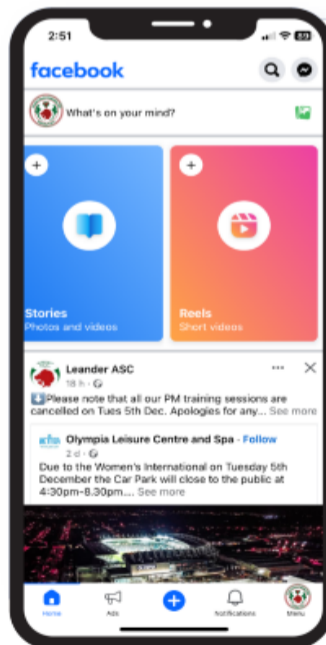
For uploading posts, stories & reels to Instagram, see above the plus sign on the bottom centre of the screen. By tapping on this button you will then be directed to this next page ->



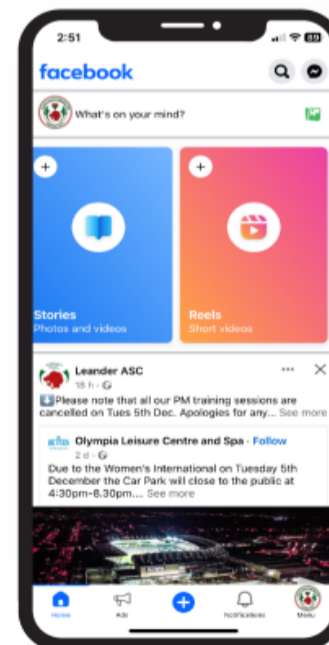
On this page, as you can see below you have the option of whether you want to upload a post, story or a reel. Tapping on any of these choices will direct you to where you need to go.

Guide to Facebook:

Facebook is mainly for a middle aged demographic, so it is important to make sure that your posts/stories and reels are being uploaded onto this social media platform, to keep it consistent across all your platforms. Below is a guide on how to upload stories, reels and posts onto Leander's Facebook account.



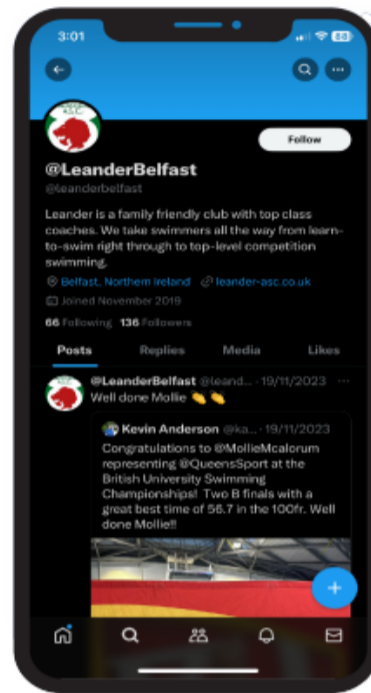
For uploading stories and reels, as shown above there is a section called 'Stories' and a section called 'Reels.' As you can see both of these sections have plus signs beside them. By tapping on the plus signs for stories or reels, you are then able to add a story or reel to your Facebook page.



Additionally, by tapping on the blue plus sign as found on the centre bottom of the screen, you are able to upload posts, stories and reels to your Facebook page.

Guide to X (Formally Twitter):

X is mainly a mix of a younger demographic and a middle aged demographic, so it is important to make sure that your posts are being uploaded onto this social media platform, to keep it consistent across all your platforms. Below is a short guide on how to upload posts onto Leander's X (Twitter) account.



To upload a standard tweet or photos with a tweet, simply tap on the blue plus sign. From there you will be able to tweet out a standard status or you will have the option to add photos to this status, which can lead for some creative posts. You are also able to add videos to your tweets as well, which are located where your photos are.

Instagram Posting Schedule



Post #5
 Upload on 15/01/24
 Caption - Introducing our new 60th Anniversary logo! What do you think of it?
 #TeamLeanderASC



Post #6
 Upload on 22/01/24
 Caption - Meet our world class coaches.
 #TeamLeanderASC



Post #7
 Upload on 29/01/24
 Caption - We are close to the big 60. Here are some photos from past to present. #TeamLeanderASC



Post #8
 Upload on 03/02/24
 Caption - We turn 60 today. Just want to say a big thank you to everyone who has supported us.
 #TeamLeanderASC

Instagram
Posting Schedule



Post #1
Upload on 25/12/23
Caption - 'Happy holidays from our family to yours #TeamLeanderASC



Post #2
Upload on 28/12/23
Caption - We are excited to announce we will be using a special edition logo to celebrate our anniversary. #TeamLeanderASC



Post #3
Upload on 01/01/24
Caption - We hope you all had a safe and happy night. Happy New years from all of us at Leander A.S.C. #TeamLeanderASC

Swim Class Weekly Schedule

	Learn To Swim	Fundamentals	Junior Development	Post Primary Recreational	Masters	Performance
Monday	Linscharragh 18:30 - 19:00	Linscharragh 18:00 - 19:00	Linscharragh 18:00 - 19:00 (SABA)	Linscharragh 19:00 - 20:00	Linscharragh 19:00 - 20:00	Olympia 06:00 - 08:00 Linscharragh 19:00 - 20:00
Tuesday		Olympia 18:00 - 19:00	Olympia 18:00 - 20:00		Olympia 20:00 - 21:00	Linscharragh 09:00 - 09:30
Wednesday		Olympia 18:30 - 19:00 19:00 - 19:30 19:30 - 20:00				Olympia 08:00 - 08:30
Thursday						Olympia 09:00 - 09:30
Friday			Templemore Baths 18:00 - 20:00			Linscharragh 09:00 - 09:30
Saturday				Watercock 08:00 - 10:00		Watercock 08:00 - 10:00 Ardara 15:30 - 17:30
Sunday	Grove 08:45 - 09:45 09:45 - 10:45 10:45 - 11:45	Grove 09:25 - 10:25 10:25 - 11:25	Grove 09:15 - 11:15			

Post #4
Upload on 08/01/24
Caption - If you have ever wondered where and when we train, check out our weekly schedule and get in touch. #TeamLeanderASC



Merchandise

Merchandise (Hoodies)

Design with logo over chest (Left)

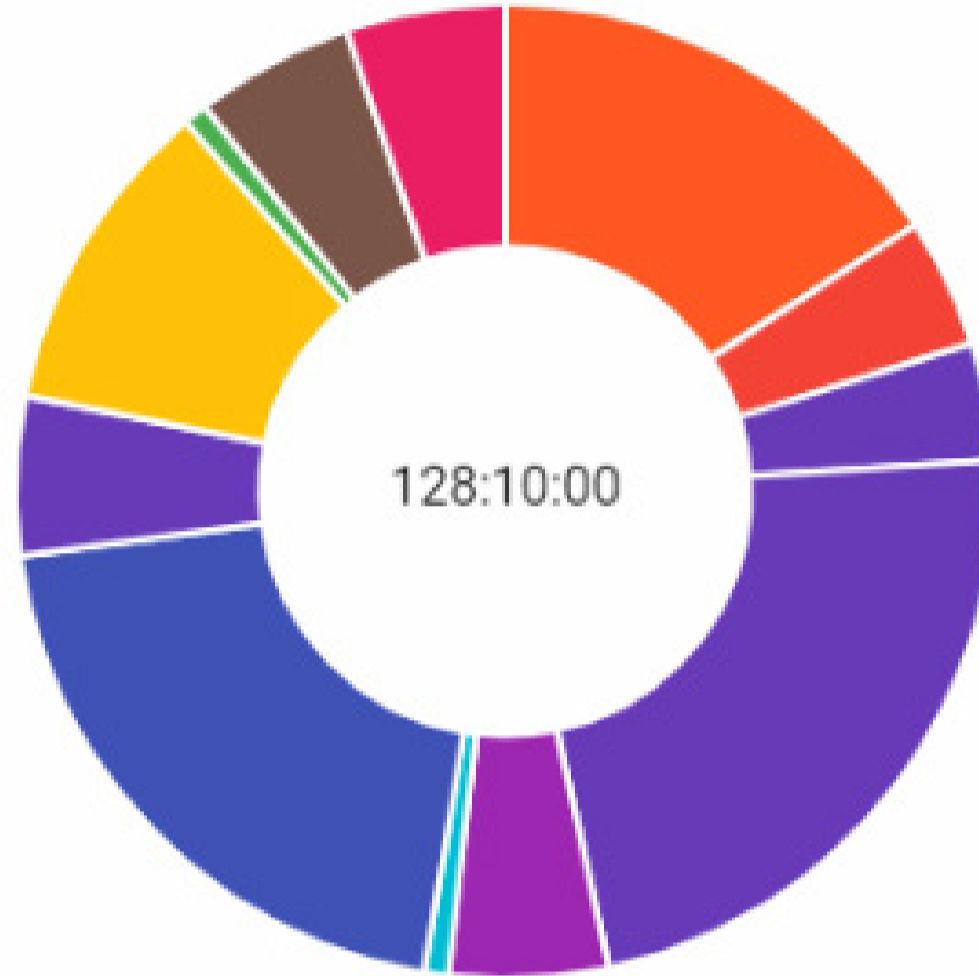


Back design with text on back (Middle)



Clockify:

Clockify was the main way that I tracked the hours that I spread out all of my work for Leander. Below shows the time I tracked for my work:



TITLE ↕	DURATION ↕	AMOUNT ↕
1 • Class - Leander Swim Club	20:15:00	0,00 USD
1 • Completing the Brief - Leander Swim Club	05:30:00	0,00 USD
1 • Creating the Pitch - Leander Swim Club	05:00:00	0,00 USD
1 • Finishing production log - Leander Swim Club	29:00:00	0,00 USD
1 • First Storyboard - Leander Swim Club	06:45:00	0,00 USD
1 • Initial Meeting - Leander Swim Club	01:00:00	0,00 USD
1 • Production Log - Leander Swim Club	25:55:00	0,00 USD
1 • Reels - Leander Swim Club	06:45:00	0,00 USD
1 • Social Media Guidelines - Leander Swim Club	13:30:00	0,00 USD
1 • The Pitch Meeting - Leander Swim Club	01:00:00	0,00 USD
1 • Uploading & final touches to work - Leander Swim Club	06:45:00	0,00 USD
1 • Writing the Brief - Leander Swim Club	06:45:00	0,00 USD

Reflection

Working with a team:

It was my first time working in a team with Adam, whereas me and Niall have worked within a team before. Communication from all three members was great and I feel like we all worked and supported each other quite well. We were all very enthusiastic about working for Leander Swim Club. We all had a great mix of skills that we each brought to this module, and I feel as if we all applied them to the best of our abilities.

Working with a client:

I found working with Helen was pleasant. She responded to my emails in a fast manner and was a great client to work with and very understanding of our time constraints. It was great to be working with a real-life client again since placement. Helen provided us with very insightful feedback and was a very helpful person to ask questions about Leander to. She also was a very keen client who supported us at every step that she possibly could of.

Conclusion:

In conclusion, working on this project was an enjoyable experience and I learnt quite a lot about myself. I feel as though my creative and design skills began to flourish more and I gained a bit of confidence in that area that I always struggled in. I also gained more experience in the world of professional work, deadlines and working with clients.

I found working with a team to be very enjoyable, it was great to have weekly deadlines and be working for a real-life client! My only issue is that I wish I had been less hesitant and more confident within my work, as I found myself taking a more helping role when it came to the video and storyboard, as I mainly gave advice and creative direction for Niall. In hindsight I would have taken on a more leading role when it comes to editing, as during my placement I was frequently editing videos, I was however pleased that I was able to improve on my designing skills whenever it came to making the Social Media Guidelines. I was also very happy with taking on a more leadership role whenever it came to communicating with the client. This experience has been very eye opening for me!



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