DAYTON
CARS +
COFFEE

Dayton Cars + Coffee Case Study
Madison Hosier

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Project Timeline

Dayton Cars and Coffee's season runs from April through October. The goal for the re-brand and website was that they would be ready to launch at the beginning of the 2020 season towards the end of April or beginning of May. Because of the Covid-19 pandemic the beginning of the 2020 season was delayed, but our deadline did not change and we still finished the project on time virtually from our homes.

December

Both the branding class and UI/UX classes were introduced to the project and client.. The branding class started initial logo sketches and concepted a brand identity while the UI/UX class helped brainstorm.

January

Each classmate turned their sketches into vector logos, final concepts were narrowed down, and a brand identity was chosen by the client. The UI/UX class conduct research, audits, presented recommendations.

February

The UI/UX class conduct research, audits, presented recommendations, made a sitemap and wireframes.
Each UI/UX student then designed their own initial homepage comp.

March

The individual design comps were then narrowed down to the top three and the class was divided into three groups of two to make the designs even better while also designing an interior page. These three comps were presented to the client and he chose a design direction.

April

The rest of the pages were divided between classmates and designed to match the chosen comp. We finished all pages and sent them to developers while also creating a social plan for in-season, out-of-season, Covid-19, and the brand launch.

Overviews + Takeaways

Dayton Cars and Coffee needed to be re-branded so that their identity could accurately represent the wide variety of people that make up the DCC community. Dayton Cars and Coffee is a not only a car show, they are a community of car enthusiasts that hold their relationships with one another close to their hearts. It was very important that this re-brand reflects this connection and passion. All elements of this re-brand included a new logo, merchandise, event signage, social media planning, content development, and a website redesign.

Project Process

Branding Class

I was a student in the branding class that was assigned
to give Dayton Cars and Coffee a new identity. All students came into class with sketches for the logo. After evaluating all sketches we were split into groups to expand on the three best designs. From there we narrowed the designs down to two solid designs. My design was one of the two picked to be presented to the client. After my design was selected we split the class into two groups and expanded our logos into a full brand identity and prepared a presentation to show our client.

UI/UX Class

I was also a student in the UI/UX class that was assigned to design a new website for Dayton Cars and Coffee. We worked closely with the branding class to create a new identity for DCC. After the branding was selected all UI/UX students dove into deep research. We completed a heuristic audit, competitive audit, content audit, social audit, seo recommendations, personas, and explored different web hosting platforms.

After we collected all of our research and gathered our findings and recommendations we created a sitemap and wireframes. We presented the finding and recommendations, sitemap, and wireframes to the client.

After that all students created their own design comps of the home page and presented them to each other. We then narrowed our individual design comp down to three comps. Each team had two designers that were supposed to work together to extend the home page design further and start a design for another internal page. Each team was to design these pages by pulling design strengths from each of their own individual comps they presented to the class. We worked in our groups to extend the home page as well as design an interior page and present them to the client. This entire process followed the discover, define, design, and deliver process.

My Roles

Art Director (Branding)

There were two design comps that were chosen to be presented to the client as a re-brand proposal and my design was one of them. I became an art director of a group of classmates so that we could work together to extend the brand.

Project Manager

As Project manager, my role consisted of controlling the pace of the project, keeping the project moving on time and communicating progress with the creative director and client.

I also compiled all notes from each meeting and was the central go-to person for project status, meeting kick-offs and client requests.

Art Director (UI/UX)

The comp that was chosen by the client was a design that I co-designed with another student. Both of us became the art directors for the project after our design comp was chosen.

In this role I lead the overall production of the selected creative direction. I also worked closely with the designers and creative director to keep the newly introduced brand and the digital extension consistent.

UI/UX Class Roles

Creative Director

The creative director was our instructor, Leah. She oversaw the creative process and gave all of the other creatives guidance throughout the process of re-branding DCC and creating the website.

Copywriter

The copywriter helped create the voice for the brand and made sure all content was consistent. He helped lead the sitemap and navigation revisions with the UX designers. He also lead copy additions, and had final approval on all presentations.

UX Researcher

The UX researcher lead the research and wireframing phases and lead the findings and recommendations presentation with the client.

UX Designer

The designer helped the researcher with the wireframing phase and compiled the information and applied the findings and recommendations to the designs. She also was the leader in creating the sitemap.

Copywriter

The copywriter helped create the voice for the brand and made sure all content was consistent. She helped lead the sitemap and navigation revisions with the UX designers. She also lead copy additions, and had final approval on all presentations.

Lead Designer

The lead designer extend all design elements into the final digital work. She was the one to make last minute touches to the design direction and make all final revisions while working with the creative and art directors.

Social Specialist

The social specialist lead the overall social audit, helped create the social plans, and helped curate content.

Logo Sketches

Individuals' Sketches Separated by Boxes
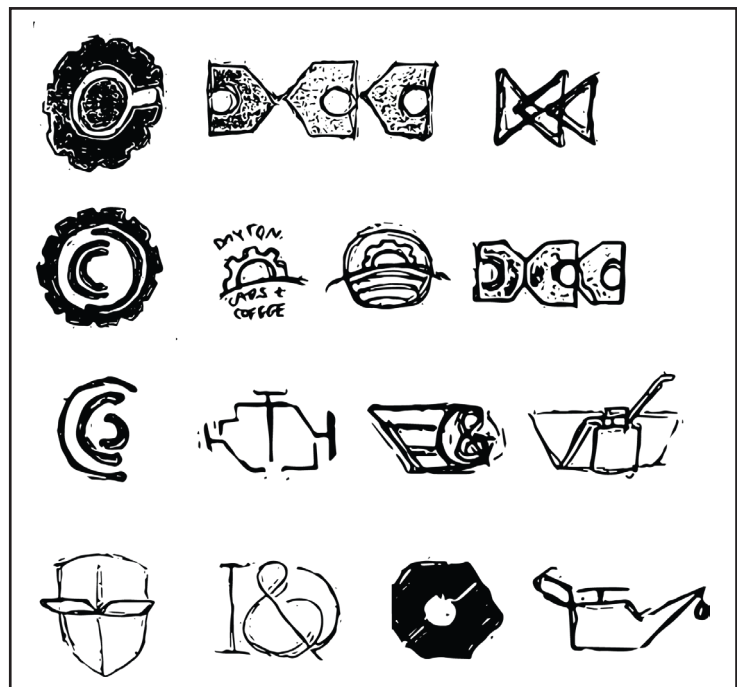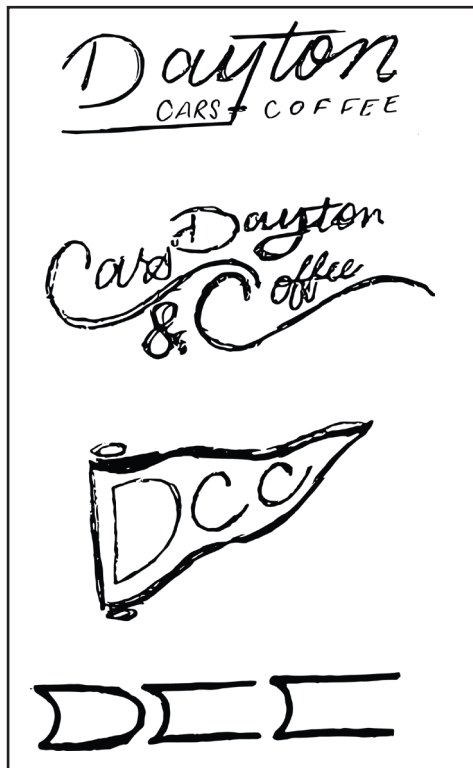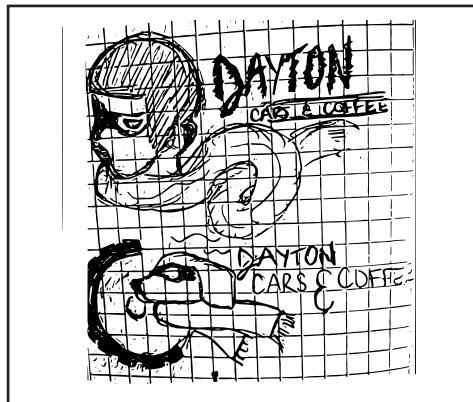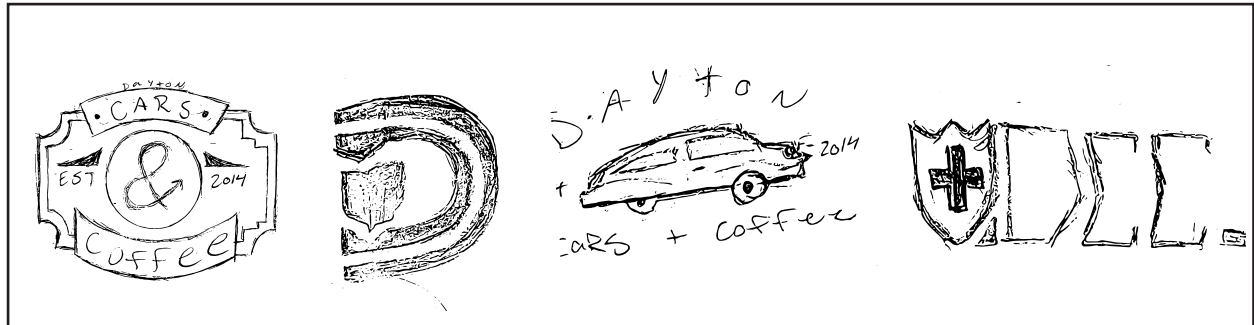
Presented Logos

The two identity directions presented to the client

Round 1

Script Logo

I was the art director of this team.

This logo was created to represent the most important part of Dayton Cars and Coffee – the community. This logo type was hand lettered to emphasize the one-of-a-kind organization DCC is. The script was inspired by chrome script on vintage cars. The mixture of the script and the sans serif font within the logo were meant to represent the variety of cars that make up the DCC community – vintage and modern.

The imagery that is used within this identity is mainly focused around the people. The key difference between Dayton Cars and Coffee and other cars shows is the relationships that are made here. Dayton Cars and Coffee is not only a car show, its a community.

The color palette chosen consists of the basic colors white, black, grey, and yellow. We wanted to stay away from the color red as it is typically used with cars. We believed that yellow would be inviting and resonate with people of all ages. Because yellow is typically seen as warm and engaging color we though it would be a great transition within their identity for the brand considering how important community and connection are to the brand.

The icons that we created are detailed but balanced with thin line weight. These icons were created to represent the fun, spunky personalities that make up DCC. We wanted these icons to resonate with the people that would be interacting with them.

The typography that we used Roboto Condensed. We wanted a font that was easily to read and flexible for use on multiple platforms. Roboto Condensed is a heavy weight sans serif that brings balance to other detailed items of the brand identity.

HEADLINE

SUBHEADING

Dayton Cars + Coffee meets every other Saturday from May to October . Our meets are held at Austin Landing and last from 8am - 11am. E veryone is welcome at DCC. Our organization is all about community and connections and we fuel our passions with the best coffee in town!

Button Style

#0000000	#2E2E2E	#E8B40E	#B9B8B3	#F7F6EF

HEADINGS + TITLES — **Roboto Condensed Bold**

Roboto Condensed Regular — SUBHEADINGS + SUB TITLES

BODY COPY + CONTENT —
Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

COMMUNITY
CONNECTION
CARS + COFFEE

2020

Classic
+ Personal

Round 1

Mark Logo

This logo was built with the future of DCC in mind. When creating this logo the intention was to develop a mark that was calculated and mathematically correct much like the construction of cars past and present. Inspiration was pulled from car tred and wheel wells. This rebrand's goal was to create an identity that set the standard for the future off Dayton Cars and Coffee.

The black and white images enhance the sense of community by creating visual equality.

The color palette is made up of black, white, and grey to tie into the images. The orange was used to represent a mixture of characteristics. Orange is an in-between of yellow – energy and excitement, and red – speed and adrenaline. These characteristics are what make DCC unique therefore, color will resonate with the audience.

The icons that were created are directly built from the components of the logo structure. The icons all share the curvature and line weight of the logo.

The typography used is Telegraf. This typeface was used to balance the identity and make it more inviting. Telegraf is a unique sans serif that can be easily read by
the viewer.

Modern
+Sleek

Telegraf regular 64pt

HEADLINE.

Telegraf regular 40pt

SUBHEADLINE.

Telegraf regular 17pt

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BUTTON **BUTTON** **BUTTON**

Color pallet / Textures/ Icons

DAYTON
CARS +
COFFEE

Round 2

Script Logo

For the second Round of presentations we made small adjustments to the identity that were suggested by the client. The logo stayed the same as well as the icons, imagery, and typography. The changes that were made during this round were the color palette and an expansion of the logo to show what it would look like condensed.

The color palette now introduces the same orange color the other group uses. We wanted to keep our yellow to use as an accent, but use the orange as the main color for the brand. The orange used is different from the typical red, but is similar enough so that the brand is recognizable.

The condensed version of the logo is the script "D" inside a badge that is labeled Dayton Cars and Coffee. We created a condensed logo badge so that it can easily fit in many different places if the medium doesn't allow for the full script logo. The badge still holds the same balance between the hand lettered script font and the sans serif font, so that once again the logo represents everyone in the DCC community.

Connection + Community
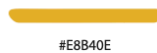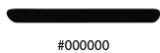
| #EF5939 | #000000 | #D9D6DB | #FFFFFF | #E8B40E |

HEADINGS + TITLES — **ROBOTO CONDENSED BOLD**

ROBOTO CONDENSED REGULAR — SUBHEADINGS + SUBTITLES

BODY COPY + CONTENT — Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

**COMMUNITY
CONNECTION
CARS + COFFEE**

Round 2

Mark Logo

The client was not sure that the first logo would resonate with the older demographic of DCC, and was also concerned that it was too close to another brand he worked closely with. This logo still embodies the original logo, but now has incorporated curves and lines to symbolize grills on cars as well as a diamond for Dayton – the Gem City. The shield was incorporated as a nod to the blue collar workers that helped build the car industry within Dayton.

All other brand components like color palette, imagery, icons and typography stayed the same.

Snarky

+ Diverse

DAYTON
CARS + COFFEE

Telegraf regular 64pt

HEADLINE.

Telegraf regular 40pt

SUBHEADLINE.

Telegraf regular 17pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BUTTON   **BUTTON**   BUTTON

Color pallet / Textures/ Icons
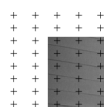
Chosen Identity

Round 1 Mark Logo

After multiple rounds and client discussions the final decision for the re-brand was the other team's first presented identity.

The client chose this identity because he believed this re-brand needed to launch DCC into the future. He felt like this logo not only did that, but it also would represent both vintage and modern makes and models that create the Dayton Cars and Coffee community. The client also saw various merchandise opportunities with this logo which helped drive his decision.

HUNGRY?

ANOTHER BROKEN EGG

BAR 145

BJ'S BREWHOUSE

CHUY'S MEXICAN

ELÉ BISTRO

FRUTTA BOWLS

MIKE'S NASHVILLE HOT

Branding Recap

Step-By-Step Process

Throughout the entire branding experience we went through the stages of logo sketching, individual vector comps, top three comps picked by students, top two comps picked by instructors, and then two presentation rounds with the client. From all of that one final identity was chosen .

Presentation Rounds

The first round of presentations allowed both teams to showcase their take on the new brand identity. After the client had time to take in everything he offered feedback so that we could further reach his expectations for the brand. We then did the second and final presentations with the added suggestions to each identity. This round gave each team the opportunity to further extend the brand and explore different avenues we hadn't reached yet.

Chosen Design

After both rounds of presentations and some time to think the client ended up choosing the first version of the other team's design. Although he was unsure of it the first time, after giving it a lot of thought and seeing it transformed into a shield he realized the first logo fully embraced what DCC stands for.

UI/UX Begins

Discover

The class begins with research and findings to fully understand what already works well and what could be improved. This process involved heuristic, content, keyword/SEO and social audits,

Define

After all of our research we presented our recommendations to the client. After this we began creating structure for DCC which included a brand voice, a sitemap and wireframes.

Design

Once our structure for the brand and website was set we began individual designs for the website. These designs were narrowed down to the top three which was then presented to the client. The client chose a direction and all interior pages were designed base off of the selected design.

Deliver

After all of the objectives were met and the design was completed we delivered all items to the client and the website developer.

Research + Findings

Heuristic Audit

We looked at the overall usability, efficiency, and effectiveness of the current website's interface. The results that we found were:

• Unclear navigation

• Templated yet inconsistent page layouts

• Inconsistent use of color

• Missing legal information

• Irregular social presence

• Lack of community-focused photography

• Scattered use of brand voice

• Inconsistent link/CTA styles

Content Audit

We studied the existing DCC digital content in order to understand the written presentation of the DCC brand. The results that we found were:

• Content flow is confusing

• Existing descriptive content can be utilized

• Missing contact, event, and legal information

• Last blog update was almost a year old

Keyword/SEO Audit

We examined the current use of keywords on the DCC site in order to understand how users are currently getting to the site and what they expect to see. The results that we found were:

The most relevant and converting keywords are variations of

• Name: "Cars and Coffee"

• Location: "Dayton" or "Austin Landing"

• Goal: "car meet"

Social Audit

We looked into the best performing and out-of-season DCC social posts and events to understand what resonated with this thriving online community as well as what worked well within the cars and coffee landscape. The results that we found were:

• Relevant local news, season preview video, eye-catching cars, cars from meets with owners tagged performed best when in-season

• Shared industry/related posts or community updates on those within the DCC family performed best when out-of-season

• Interactions after the event on social platforms

•Collaborations caught extra attention

Recommendations

Our recommendations are based off of proven digital best practices to create the best user experience while making improvement to the website's content and visuals

Talk Like Your User

Use relevant and engaging content that your target audience can relate to across channels. Use consistent keywords that are relevant to the content. We recommended that DCC is more socially engaged by posting consistently and commenting on other posts as well. Lastly, we believe that providing relatable content on influencers and sponsors as well as collaborating with them will further engage the users.

Keep Brand Consistency

Ensure that your voice, visual style, and structure is consistent and recognizable. Create a strong brand tone and use it through written content. Use the logo, colors and typography across all platforms. Use consistent layouts with type hierarchy and links to internal content.

Present the Right Content

Provide useful and correct information that guides the user throughout the experience. We recommended to remind the user of where they are on the website while using descriptive words. We also recommended to provide content that the user needs and would be looking for. Along with that content we also recommend accurate information like contact, legal, and event information. Lastly, we wanted to implement blog and merchandise information that allows the user to filter through content and with an easy transition between sections of the website.

Voice
+ Content

Voice

The voice that this re-brand creates is very welcoming, a little snarky, and a middle ground between a modern and classic car enthusiast. The voice of the brand sounds like another one the guys that regularly comes to DCC meets and is passionate about automotive and people. It is confident, yet empowering. The voice is made up of the many voices within DCC's community.

Content

The Content created for the website and social media will be relatively similar, therefore it will establish a brand voice. The main problem with the current content was that is was inconsistent. Our goal was to establish a brand voice and replicate that through consistent, informational, conversational, and inviting content. By doing this DCC will establish a friendly and personal digital and social presence which will encourage more people to follow and participate within the community.

Personas

The Four Personalities of DCC
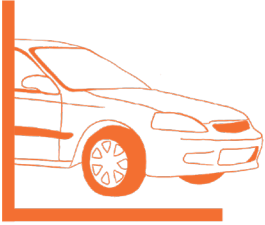
Nick Bartel
Part- time Student

"I spend most days with my dog, Louie; he loves to go to work with me and on drives in my beamer."

Also likes: snowboarding, skateboarding, spray painting, Dunkin' Donuts, and music.

Traci Howe
Manufacturing Director

"There's nothing more I enjoy than spending time with family and having a couple of drinks."

Also likes: NASCAR, fishing, margaritas, Speedway coffee, and music.
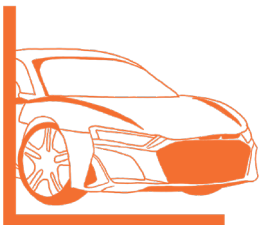
Jimmy Sharp
High-Level Professional

"My vehicle reflects my dedication to success. I keep it in the garage."

Also likes: golf, sushi, Starbucks, and working out.

Allen Wright
Retired Veteran

"I'm prideful for what the past has given me and through cars I have found a way to reflect and preserve where I come from."

Also likes: football, old country music, and spending time with grandkids.

Sitemap
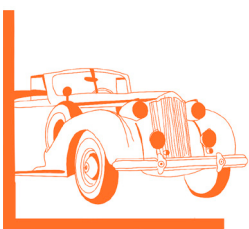
The original sitemap was composed of home, events, food, about/contact, blog, and contact again. All of the information that should have been divided between the different pages were put on the home page, leaving the other pages short and lacking content.

Our goal for our sitemap was to input information on pages where the user would expect it to be so that we can limit confusion and provide information as quick as possible. While doing this we also placed information in an order that would keep the user engaged so that they would stay on the site longer.

We presented the client with two sitemaps, one that was simple and minimal while the other one was more in depth and storytelling. The client chose the storytelling approach and suggested we expand the storytelling even further for the final sitemap.

Final Sitemap

Minimal Sitemap

HOME
- Season Video
- Next Event
- Presenting Sponsors
- Instagram Feed

EVENTS
- Season Events
- Upcoming Events
- Past Season Gallery
- Hospitality
- Food

DCC STORY
- History/Timeline
- Mission
- Who We Are
- Who We Aren't

SPONSORS
- Presenting Sponsors
- Official Sponsors
- Coffee Sponsor
- Supporting Sponsors

BLOG
- Search
- Tags
- Featured Story
- DCC News

SHOP FAT

PODCASTS

Footer:Copyright,Address, Logo, Newsletter, and Required Legal Information/Links
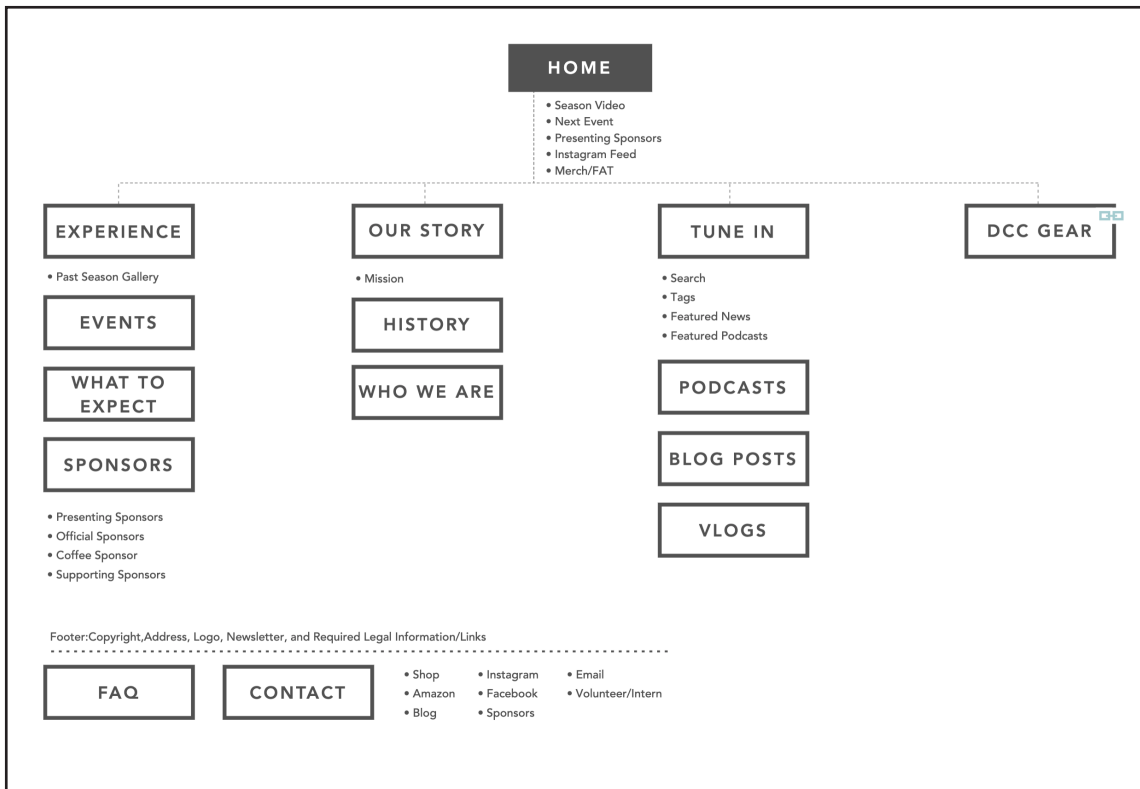
FAQ

CONTACT

- Shop
- Amazon
- Blog
- Instagram
- Facebook
- Sponsors
- Email
- Volunteer/Intern

Storytelling Sitemap

HOME
- Season Video
- Next Event
- Presenting Sponsors
- Instagram Feed
- Merch/FAT

EXPERIENCE
- Past Season Gallery

EVENTS

WHAT TO EXPECT

SPONSORS
- Presenting Sponsors
- Official Sponsors
- Coffee Sponsor
- Supporting Sponsors

OUR STORY
- Mission

HISTORY

WHO WE ARE

TUNE IN
- Search
- Tags
- Featured News
- Featured Podcasts

PODCASTS

BLOG POSTS

VLOGS

DCC GEAR

Footer:Copyright,Address, Logo, Newsletter, and Required Legal Information/Links

FAQ

CONTACT

- Shop
- Amazon
- Blog
- Instagram
- Facebook
- Sponsors
- Email
- Volunteer/Intern

Website Sketches

Individuals' Sketches Separated by Boxes

When we began our website sketches we made sure to pay close attention to content hierarchy considering this was the main problem with the current website. As a class we decided that the main reason for the user to come to the website would be to find the next event's date, time and location or any information about events in general. This content hierarchy crafted the way we designed our home and experience pages.

Wireframes

As the class began compiling sketches and transforming them into our wireframes we again made sure to keep content heirachy top of mind.

Each page has a consistent type hierarchy with relevant and engaging titles. The wireframes gave the class structure on importance of information while also granting us freedom to explore with our individual designs.
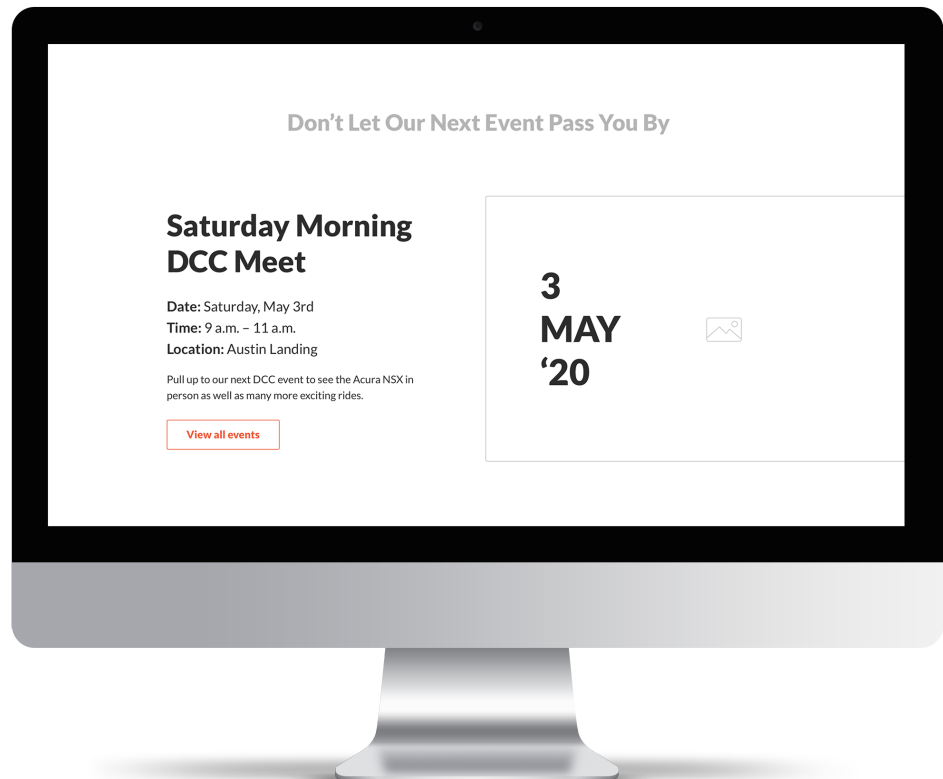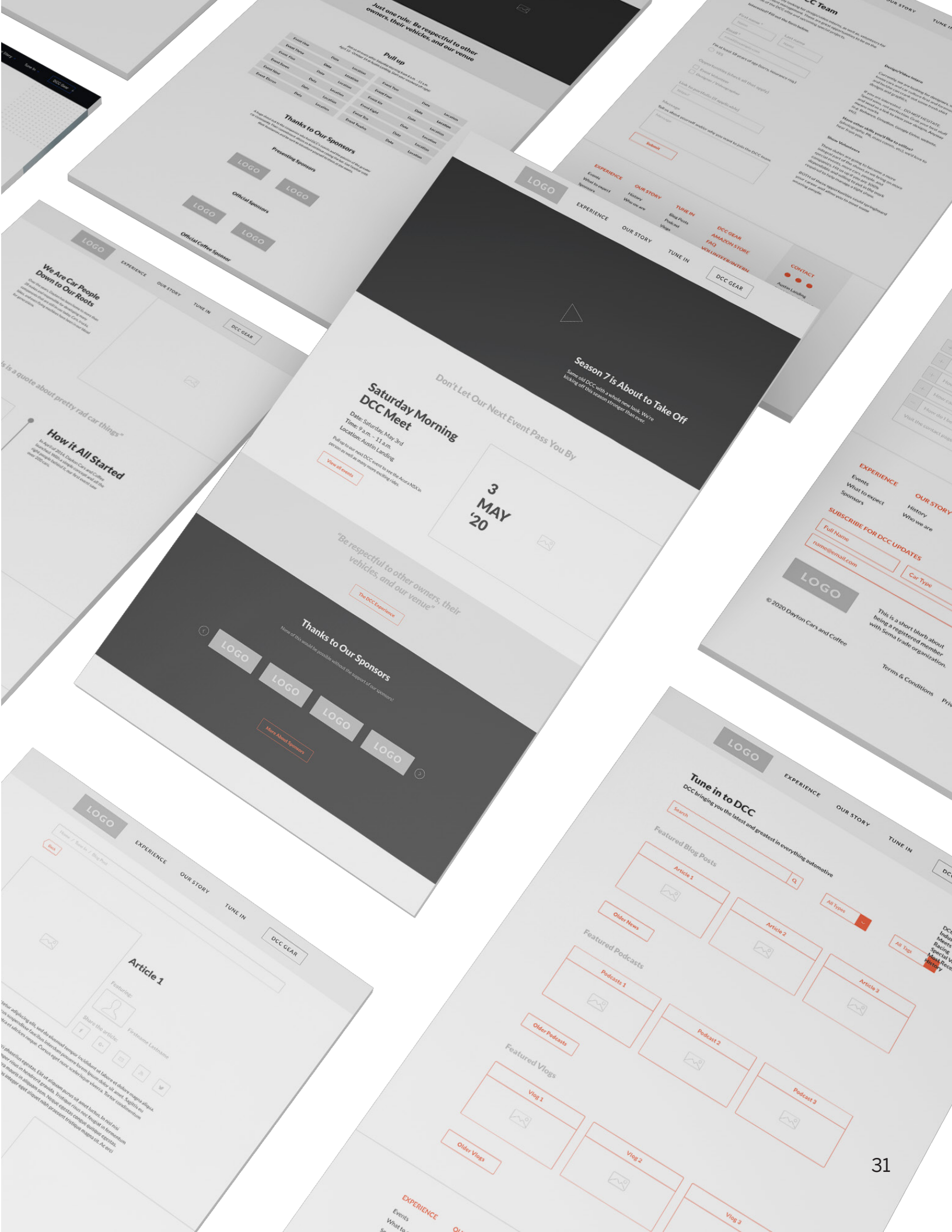
My Initial Design

Home Page

My design comp features the season video as the first visual so that the first thing the user sees is what to expect from an event. The orange line is used throughout the site to guide the user on where to go next.

The next section highlights the upcoming event. I used the logo mark as a texture and paid close attention to the type hierarchy to emphasize valued information.

The sponsor section displays the sponsors in order from presenting sponsors to official sponsors and then partners. They are all shown ontop of an image of an event as a way to give thanks for making it happen.

The merchandise section displays a few available merchandise items and informs the user about how to purchase them. The merchandise is arranged in the form of a collage which portrays the DCC community – individually unique, but united. The plus sign from the logo is also used as a texture in this section and other parts of this page.

The next section informs the user about the first rule of DCC – respect. At Dayton Cars and Coffee all attendees are expected to respect other owners, cars, and the venue. The images in this section all represent those things.

Above the footer, there is an Instagram highlight would show featured posts.

The footer includes all useful information like contact, FAQ, the address, email updates, and social media links. The missing legal information was also added to this footer.
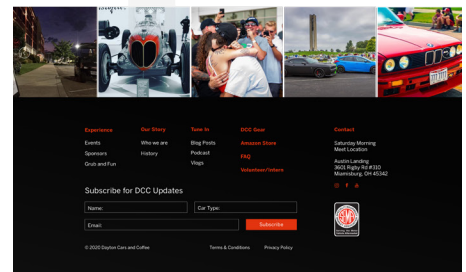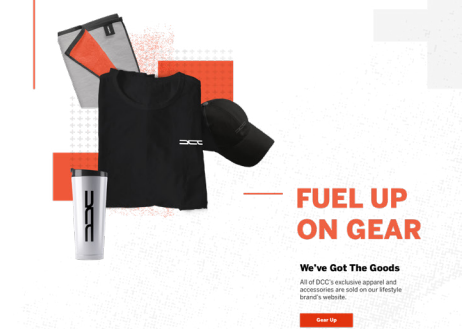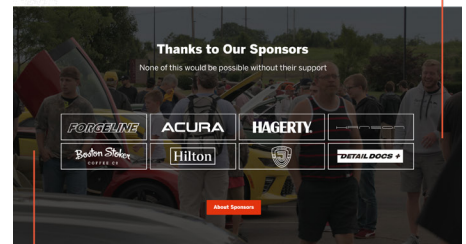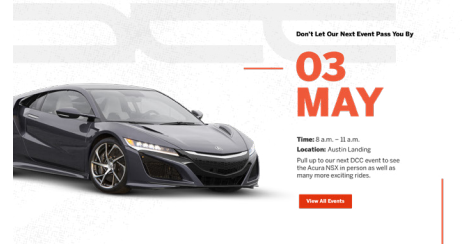
My Group Design

Home Page

This design comp was created by myself and another classmate.

The page also starts with the season video that shows the user what they can expect at a Dayton Cars and Coffee event.

The next section is dedicated to the next event. The logo is used as a background texture and the plus sign from the logo type is being used as a pattern. Two blog posts are also being called out in this section. The plus sign lines are used here and throughout the rest of the page to guide the user to the next section.

The sponsors are represented in their own section. The presenting sponsors are larger and on the top line while the official sponsors are slightly smaller underneath them.

We paid close attention to our type hierarchy and used large, light opacity words to highlight specific sections or content on the page. For the mission we used two words that the client used to describe the purpose of DCC – connect and preserve.

The merchandise is shown in a structured grid so that the user can easily identify and browse through each item. The Fuel and Tires logo is represented to help the user understand where the merchandise is sold.

The "Rule #1" section highlights how important it is to respect other owners, vehicles, and the venue of DCC. This section also has featured images from DCC's Instagram.

The footer includes all useful information like contact, FAQ, the address, email updates, and social media links. The missing legal information was also added to this footer.

DAYTON CARS + COFFEE

Season 7

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Check Out Our Next Event

Next Dayton Cars and Coffee Event

03 MAY

Saturday Morning DCC Meetup

Time: 8 a.m. – 11 a.m.
Location: Austin Landing
Admission: Free

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides from the Dayton community.

View Season Events

Thanks to Our Sponsors

None of this would be possible without their support

Read More About Sponsors

FORGELINE

ACURA

Baden Slater

HAGERTY

Our Mission

Connect + Preserve

At Dayton Cars and Coffee our mission is to connect car enthusiasts while preserving Dayton's Rich History

Hear Our Story

FUEL UP

Fuel and Tires is an automotive lifestyle brand from DCC's founder driven by camaraderie, creativity, and community.

Gear Up
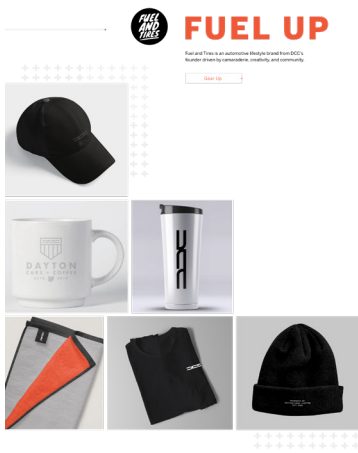
Rule #1

Respect

Be respectful to other owners, vehicles, and our venue

Experience Dayton Cars and Coffee

DAYTON CARS + COFFEE

Season 7

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Check Out Our Next Event

Other Group Designs

Home Pages

The first design to left was created to be fun and welcoming. This group took an illustrated approach and introduced a DCC dog character. They felt that this design really made the experience feel personal.

The second group design took an extended approach to the identity by adding a blue color to the palette and honing in on the modern feel. They felt like the website design should match the modern look of the logo and that introducing the color blue would help round out the design to capture the entire audience.
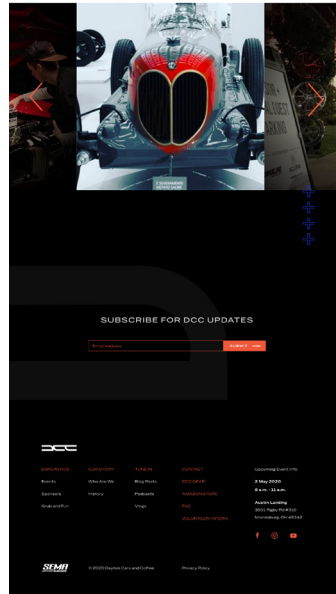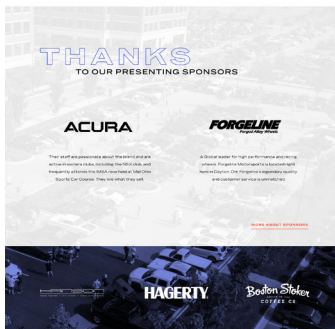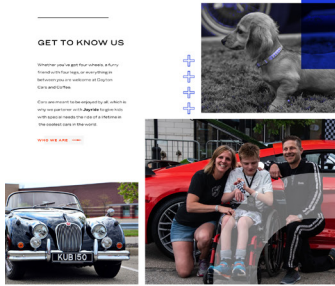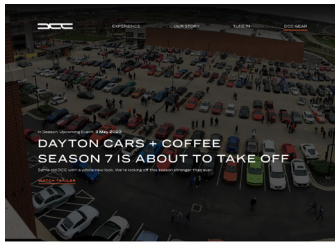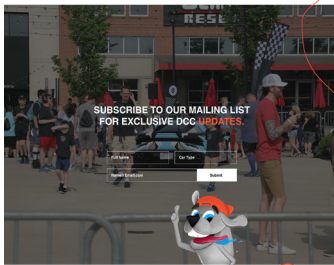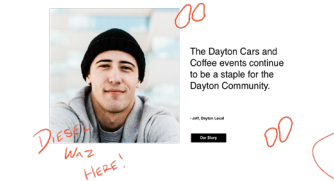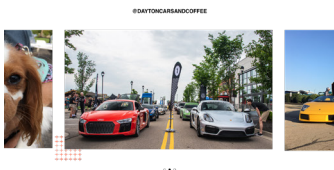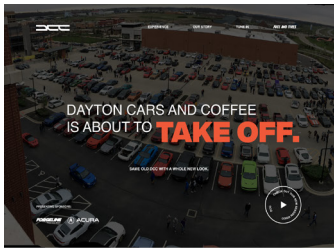
Design Comp Chosen

All Pages

The Design comp that was chosen was my team's comp from round two. There were additional edits that were made to this page after it was selected.
Besides the small edits the structure and order of the page remained the same.

The play button on the top season video did become a rotating play button to grab the viewers attention and further encourage them to hit play.

The color blue was introduced for all clickable items to add more diversity to the website design and help clarify where the user should click.

The large, light opacity words, plus sign patters, and plus sign line will be used throughout the rest of the design pages.

The footer does include all of the same information although it did gain an image to add to the website's design.

The DCC Story

1985

Kenny Brightman was raised a car guy

The Carillon Historical Park

The Dayton Raceway

Home to the ARCA Community

Home to Engineers like Charles Kettering

CAR PEOPLE
Down to Our Roots

Who We Are

DCC
DAYTON CARS + COFFEE

Season 7
Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Check Out Our Next Event

Experience · Our Story · Tune In · DCC Gear

Presenting Sponsors: ACURA FORGELINE

Pike's Peak NSX at DCC
May 2018

Read This Post

Next Dayton Cars and Coffee Event

03 MAY

Saturday Morning DCC Meetup
Time: 8 a.m. – 11 a.m.
Location: Austin Landing
Admission: Free

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides from the Dayton community.

View Season Events

Thanks to Our Sponsors
None of this would be possible without their support

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ACURA

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DCC
DAYTON CARS COFFEE

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Our Story
Who we are
History

Tune In
Blog Posts
Podcast
Vlogs

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DRIVING COMMUNITY
the Dayton Automotive

SEASON 7 EVENTS

May
June
July
August
September
October

April

View All Events

Event 01 / Saturday Morning DCC Meetup

03 April 2020

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides from the Dayton community. All matter your vehicle!

RSVP on Facebook

Time: 8 a.m. – 11 a.m.
Location: Austin Landing
Admission: Free

Event 02 /

Join the Dayton Cars + Coffee Team

We are actively looking for design/video interns and on-site event volunteers. Interested? Fill out the form below.

Full Name
First Last

Email Address
name@email.com

Tell Us About Yourself

Opportunity
Internship

Your Portfolio
www.website.com

Your Resume
www.website.com

I certify that I am at least 16 years of age

Submit   Upload Files

Design + Video Intern

Event Volunteers

Experience · Our Story · Tune In · DCC Gear

Social Plan

Brand Relaunch Plan

It is important that the audience is top of mind when relaunching a brand, especially when the audience is vastly diverse like the DCC community. In order to successfully introduce the new look we decided to introduce the new identity in a similar structure to the pre-existing social structure. This eases the audience into the transition while getting them excited to hear more.

In-Season Social Plan

The In-season social plan that we created has engaging content regularly scheduled for specific days and times to consistently approach our audience. These posts will be reminders for upcoming events, recaps of past events, and post that require audience interaction.

Out-Of-Season Social Plan

The Out-Of-season social plan that we created also has a consistent post schedule, but it allows for more distance between posts. The content of the posts will still be focused on DCC events, they will just reference events from the last season. This social plan will also highlight DCC blog posts and podcasts.

Covid-19 Social Plan

We felt that it was important to socially address the global pandemic so that the DCC community has a sense of hope in an uncertain time. It is also important to talk about how the 2020 season will run so that everyone is on the same page. We suggested that DCC posts a video talking about the situation and their plans for the next few months while following up with a few social posts to encourage those of the community.