Cassidy Lego

Dr. Harker

STCM 315

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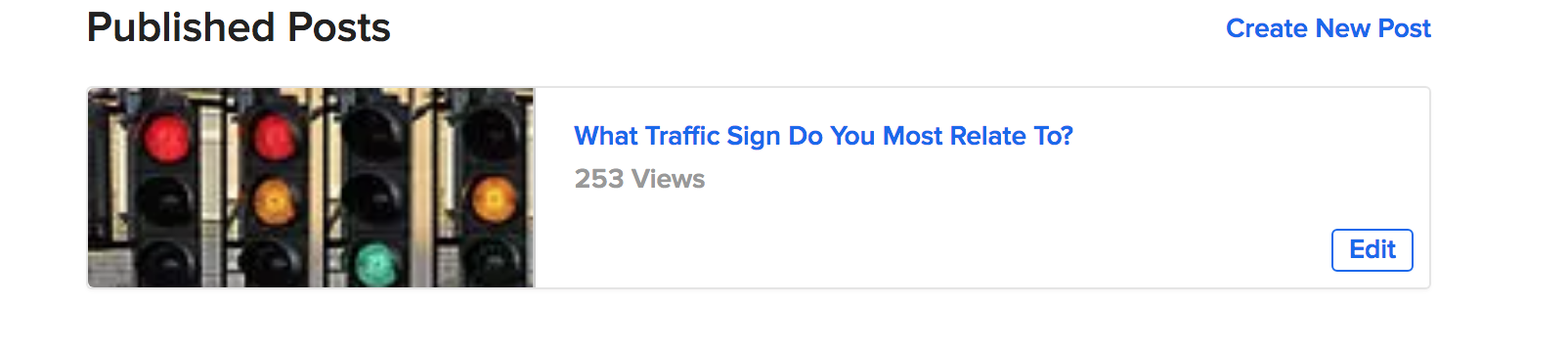
BuzzFeed Blog Results Report

From the stand point of what went well throughout this process, I’d have to say that those who I personally know that took my quiz had a lot of fun with it, and claimed their results were extremely accurate. As far as what did work out so well for me would be the fact that I am not exactly proactive when it comes to my social media. Especially my Facebook as I had just created my account about two years ago. So, using my own social media as my primary source of promotion was not an effective method to gain views. Once I recruited friends and family members to assist me in posting the quiz, my views substantially grew from there.

A negative aspect of this experience that I did not expect would be the technical issues I encountered while using BuzzFeed. My main concern was the technical issues holding back the opportunity for my quiz to gain views, however I took advantage of available resources to solve the issue. One positive thing I did not expect was the amount of people who told me their results were extremely accurate. I suppose this could be a negative aspect as well, as some people’s results were more negative than others, they still claimed for it to be spot-on.

Although I had fallen a bit behind through-out the process of creating and promoting my quiz, I can definitely see how this relates to our work with our clients. For example, this past weekend my sister’s dog had ran away from home. With the use of social media, especially Facebook, I sought out a certain target audience that would be the most beneficial to the situation – resulting in approximately 1,000 shares on Facebook and my dog being found. This blog assignment has essentially taught me that finding the right target audience, that would be interested enough to view your content, is important when promoting pieces. This all relates to our clients as personally for the Pedestrian Safety Board, it’s important for my group and I to understand our target audience and how to effectively reach them in large numbers. I believe my quiz in particular is a good fit for my client’s target audience since many young adults, such as myself, enjoy taking silly quizzes such as mine.

My overall experience writing for BuzzFeed could be summed up as irritating. A combination of technical issues and my lack of computer skills resulted in an abundance of frustration throughout this process. However, I did genuinely enjoy myself while I created a quiz similar to some I take myself. The assignment was generally a fun thing to do, just the website itself and its technical problems was a negative aspect to the BuzzFeed experience.



https://www.buzzfeed.com/calego/take-this-personality-quiz-and-well-tell-you-what-3nd12