

For the promotional aspects of project 3, there is quite a bit that must go in to the overall picture to get the intended efficiency of advertisement done. The audience I am intending to reach includes generally teenagers and some young adults who have either been touched in some way by mental disorders and illness or who have an interest in the matter as well. To reach that audience, I have created three different social media accounts to promote my flash fiction stories which includes a Twitter, an Instagram, and a Snapchat. With a multitude of posts to each of those social media accounts, a greater amount of people should see and have access to my flash fiction narrative "It's All Mental."

From what I have learned, a larger amount of posts to my social media accounts will be far more effective in promotion efficiency. Often people 'unfollow' the social media accounts they follow because of a lack of updating and posting. With a large amount of posts and variety throughout those posts, the followers of my promotional accounts will not only continue to follow, but they will also be exposed to more and more content involving the flash fiction series. As far as the types of art that I will use on these accounts, there will have to be a great differentiation to keep the accounts interesting. Obviously direct promotion of the narrative will be included, most likely involving digital artwork so the the information attracts the eye of the reader. I will also include some informational posts on Antisocial Personality Disorder which will have links to the narrative. I will also include quotes of major films and well-known individuals on the idea of mental illness which could attract the attention of people scrolling through the timeline. I plan on posting every hour or so from around 10:00A.M. to 8:00P.M. so I can reach my audience during most hours they will be awake and social media 'surfing' while also getting promotions and advertisements out around ten times a day.