

How She Writes

By Isabelle Justice

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Introduction

For the past two years, I studied journalism at BYU-Idaho. While I have always been an avid writer, this academic path has created many new opportunities in my life. I learned so much from my professors, and I started my professional writing career. With my experience working with other students, I wanted to share what I know about the world of written communication combined with my eye for design.

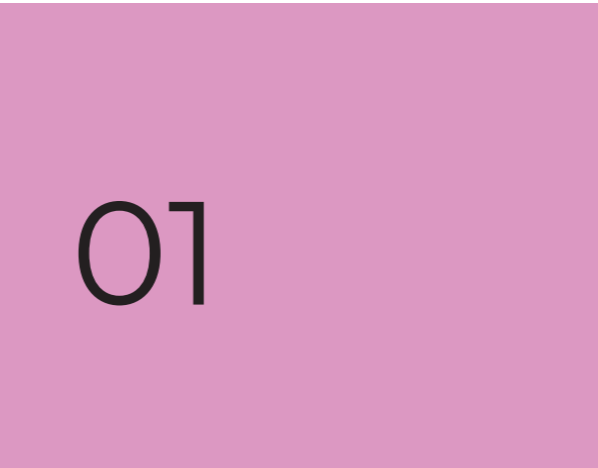
Thus, How She Writes was born.



@howshe.writes is on Instagram



Executive Summary



Purpose

The purpose of my brand was to provide three things: inspiration on how to be creative, provide writing tips and share the best writing resources.



Goals

My goal with this account was to give creative writers a place to find inspiration on Instagram, or provide a place for those who are trying to improve their writing with an easy-to-understand platform.



Outcomes

With this project, I improved my social media design and found what trends worked best with my audience. I learned how to interact with my audience and what kinds of content are most effective to follow trends.

Content Strategy

My content strategy was to create as original content as possible while using the same font style, similar color pallet and similar photography. I developed this because while I wanted to show that I can stay within a style guide, and share how writing, creativity and design can blend together seamlessly with my account.



Why did I do it?

I have taught others how to write for 2 years in a school setting, and I realized that when you simply take the time to sit down with someone, read their work aloud, and go through their peice step-by-step, anyone can write! I wanted to do this account in a way that was fun and intriguing.



What was the strategy?

My strategy focused on building content that empowered women to be creative and find space in their life to write. My audience was broad, not just focusing on avid writers, because I wanted my account to also teach women proper writing techniques in a creative and artistic way.

How did I execute it?

I executed my brand by using my styleguide colors and Adobe programs like Photoshop and Illustrator. I took all photo and video on my iPhone, made sure to engage with other writing accounts and replied to comments when they interacted with my account.

Was there competition?

While there are other writing accounts that inspired my brand, like:

- @schoolofplot
- @writeordiemag
- @bossycopy.coach

I did not find any other accounts that focused on a female audience like I did.

The Work

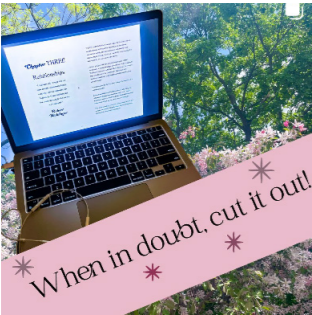
Week 1

In my first 3 posts, I took the time to introduce my account, myself and my writing background to give credibility to the content I would be sharing.

Post 1 - 6 likes, 73 accounts reached, 6 engaged

Post 2 - 7 likes, 77 accounts reached, 7 engaged

Post 3 - 7 likes, 71 accounts, 9 engaged, 2 comments



#4



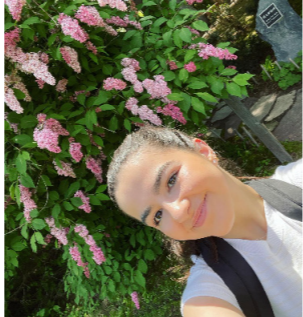
#5



#6



#1



#2



#3

Week 2

In the following week, I began sharing purely writing tips to set the tone of my account.

Post 4 - 7 likes, 33 accounts reached, 8 engaged

Post 5 - 9 likes, 77 accounts reached, 7 engaged, 2 comments, 1 sent

Post 6 - 5 likes, 25 accounts reached, 5 engaged

Week 3

This week, I dove into the creative aspects of writing, such as film and quotes. I also shared my biggest tip — be specific when you write.

Post 7 - 2 likes, 23 accounts reached, 3 engaged, 1 comment

Post 8 - 4 likes, 26 accounts reached, 6 engaged, 3 comments

Post 9 - 2 likes, 18 accounts, 2 engaged



#10



#11



#12



#7



#8



#9

Week 4

In week 4, I shared content that aligns with one of the goals of my account, which is to provide writing resources. This week, I also shared a video post.

Post 10 - VIDEO POST, SEE PAGE 12

Post 11 - 4 likes, 21 accounts reached, 4 engaged

Post 12 - 3 likes, 23 accounts reached, 3 engaged

Week 5

This week, I focused on content for writing-lovers and for those who are trying to learn. This was to expand my audience.

Post 13 - 2 likes, 23 accounts reached, 3 engaged, Song used: Upside Down by Jack Johnson

Post 14 - 3 likes, 21 accounts reached, 4 engaged

Post 15 - 3 likes, 24 accounts reached, 3 engaged



#16



#17



#18

Because I saw that my likes were low, I tried a new strategy. Instead of focusing on design-based content, I tried using photography instead. Here were the results.

Post 16 - 2 likes, 40 accounts reached, 3 engaged, 1 sent, Song used: Everyone I've Never Met by Leith Ross

Post 17 - 29 likes, 89 accounts reached, 30 engaged, 1 sent, Song used: Walking On A Dream by Empire Of The Sun

Post 18 - 3 likes, 34 accounts reached, 3 engaged



#13



#14



#15

Week 6

Week 7

These three posts are inspired from my Blog Post that I created on my website. **SEE PAGE 11 FOR DETAILS.**

Post 19 - 4 likes, 35 accounts reached, 1 engaged, 1 share, Song used: My Love Mine All Mine by Mitski

Post 20 - 4 likes, 31 accounts reached, 4 engaged, Song used: In The Light by The Lumineers

Post 21 - 7 likes, 71 accounts, 9 engaged, 2 comments, Song used: Just like Heaven by The Cure



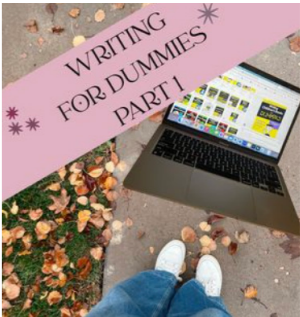
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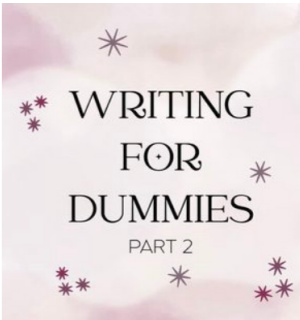
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#21

Week 8

Here, I tried to do a similar strategy in Week 6 because it was successful. I also wanted to see which content performed best.

Post 22 - 14 likes, 43 accounts reached, 16 engaged, 3 comments

Post 23 - 5 likes, 30 accounts reached, 6 engaged, 1 share

Post 24 - 4 likes, 32 accounts reached, 4 engaged, Song used: Good People by Jack Johnson

Week 8

In this last week, I tried the same strategy I did in Week 7, which was a creative post (#25), an informative design post (#26) and a personal post with a photo of me (#27).

Post 25 - 6 likes, 73 accounts reached, 6 engaged

Post 26 - 7 likes, 77 accounts reached, 7 engaged

Post 27 - 18 likes, 45 accounts reached, 20 engaged, 2 shared



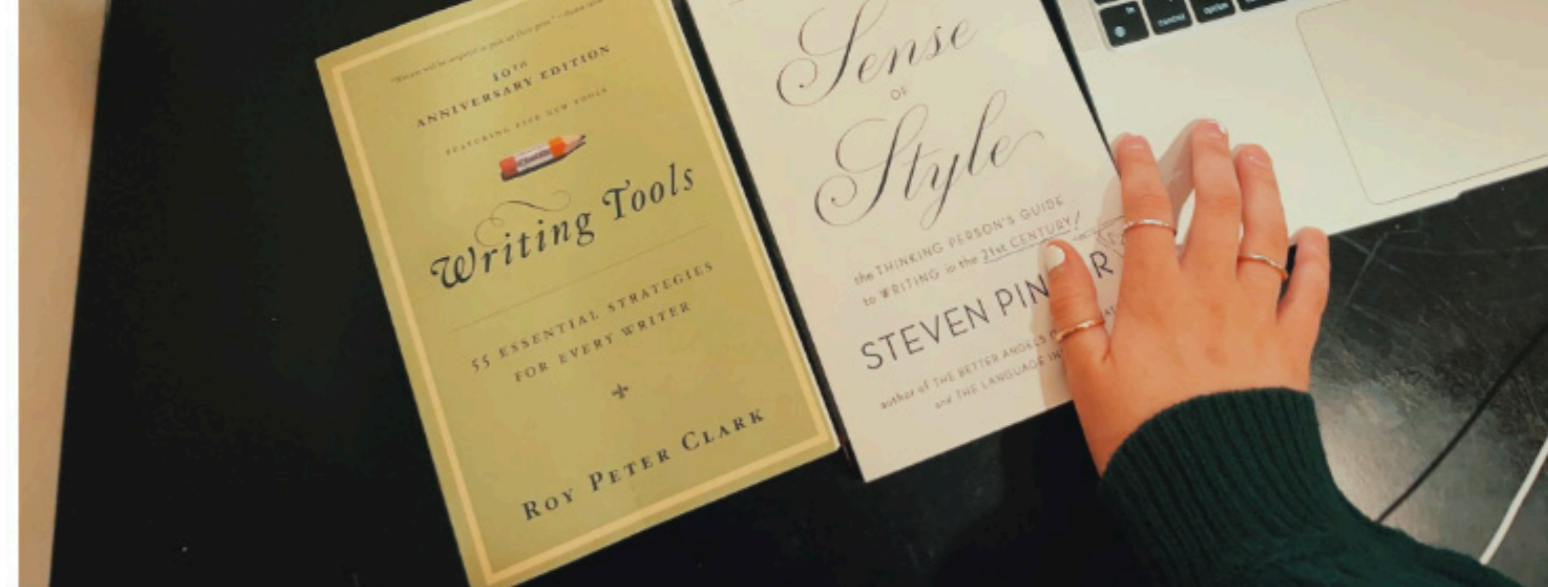
#25



#26



#27



6 WAYS TO WRITE WELL (FOR BEGINNERS)

Posted on November 21, 2023



SCAN ME

Writing is a craft, and being a good writer is not something that you are born with. Whether you've an avid creative writer or you only write to finish an assignment, there are still ways to improve your work, and I'm here to help.

Long-form Content: Blog Post

In Week 7, I created a blog post on my website "isabellejustice.com," and tried through my social media posts to direct viewers back to my website. Here, I practiced repurposing long-form content into multiple social media posts. To see what I designed for this content, go to page 9.

Blog Post Statistics: 63 views, 1 like

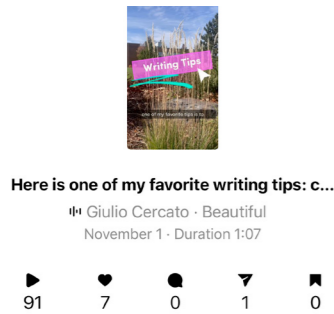
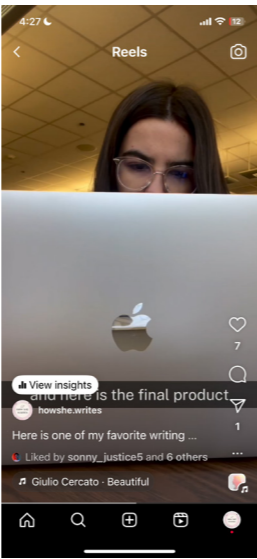
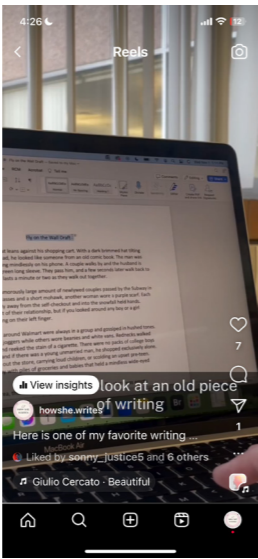
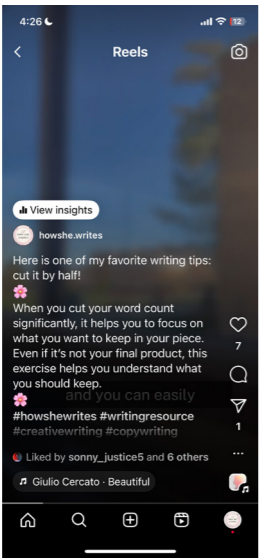
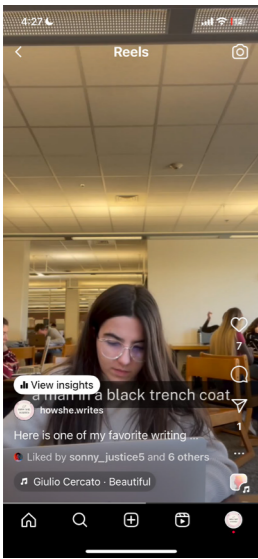
Scan the QR code to see the blog post!

Case Study Booklet | 11

Video Content: Cutting your word count

For my video content, I created a video describing one of my favorite editing techniques — cut your word count in half. I used Cap Cut to edit this video, and the video is 1 minute and 7 seconds long. I used a trending Lo-Fi audio for this video, and I really enjoyed being creative with this!

Video Statistics: 7 likes, 79 accounts reached, 8 reel interactions, 1 share



Scan the QR Code to watch the video!



Top 5 Posts (Based On Likes)

#1 - 29 likes (Post 17)



#2 - 18 likes (Post 27)



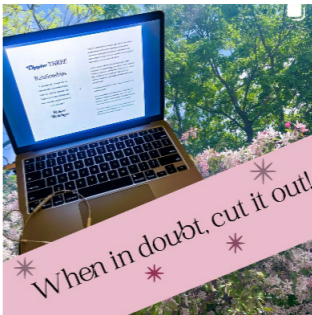
#3 - 14 likes (Post 22)



#4 - 9 likes (Post 5)



#5 - 7 likes (Post 4)

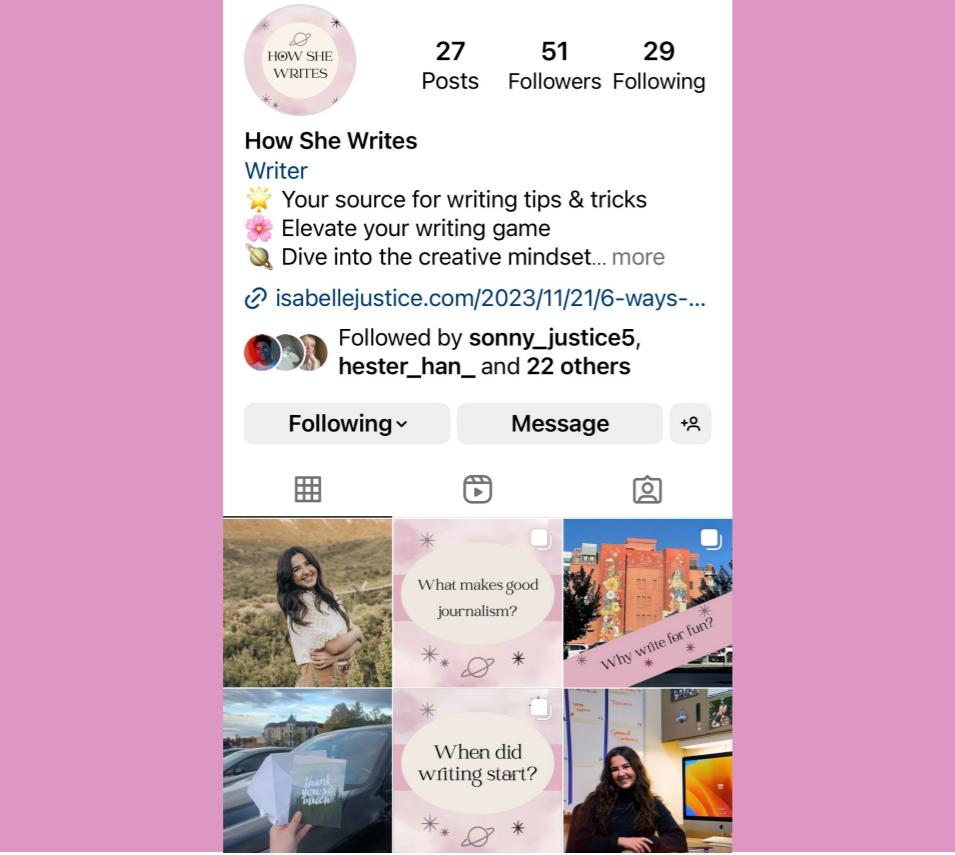
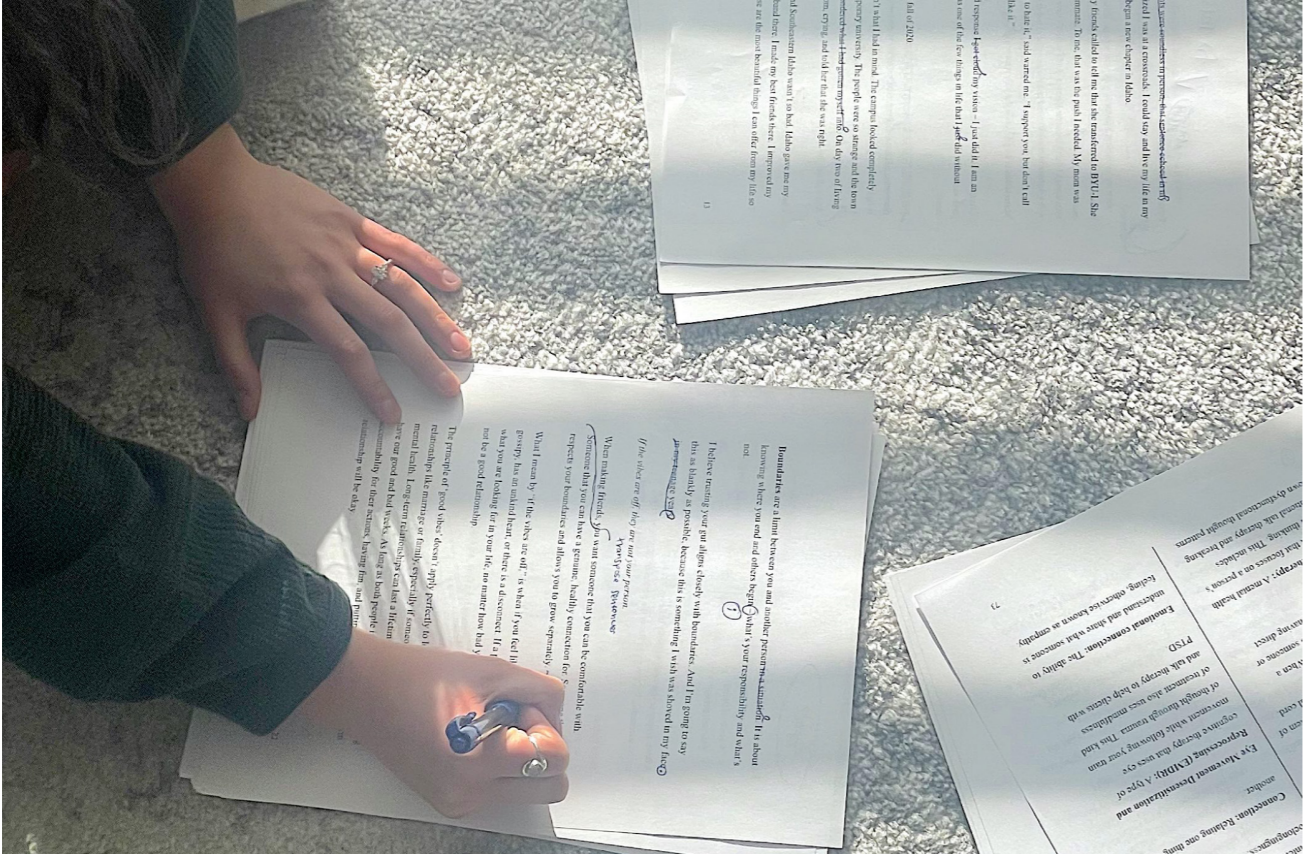


Evaluation & Conclusion

With this account, I learned so much about my design and social media skills. I was able to gain **51 followers** and my **highest liked photo was 29 likes**.

This was the first time I was able to apply my content creation skills for a specific brand, and I believe that my design and content was successful. I stayed within the brand guidelines while still voicing my creativity. I saw what worked, what didn't work, and adjusted my content strategy accordingly.

Next time, I would like to create more Instagram Reels that followed a trend. That will help rank in followers and likes, and then, I could expand on educational content once I built my audience.



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