

Creative Communications Designer Recommendation

Bottom Line Upfront

Based on the entire interview process, core competencies, current and aspirational goals of the District, I am recommending **CANDIDATE A** for the Creative Communications Designer position.

Introduction

The table below highlights observed traits, experience, and skills by two finalists that are beneficial to this position. The goal of this exercise is to document the decision-making factors that led to my recommendation.

The content reviewed in this process included the application packet (resume, cover letter, references, portfolio), interviews (1st round virtual and 2nd round in-person), two at-home assignments, and a final project as illustrated in the Interview Process Timeline on page 2.

Shared and Individual Skills and Experience

	CANDIDATE A	CANDIDATE B
Shared Skills and Experience	They are both bilingual: CANDIDATE A being proficient in Spanish and CANDIDATE B being a native Portuguese speaker (with basic Spanish as well)	
	They both have social media management experience in addition to content creation	
	At-home assignments featured diverse students	
	Passionate, enthusiastic, eager, motivated	
	They both mapped out their creative process focusing on research and evaluation (Interview 1)	
	They both offered the same answer to the question regarding 'first 3 questions when given a project' (Interview 1)	
	They both asked great, inquisitive questions as part of the round 1 and round 2 interviews	
Individual Skills and Experience	Print Marketing (created branded folders, brochures, mailings)	Video concept and editing (templated tools and concept-to-completion filming, casting, editing)
	Adobe Trained (Photoshop, InDesign, Illustrator, After Effects)	Canva and Adobe After Effects
	Experience with various mediums (email, social, web, print)	Framingham Community Knowledge and Experience
	Corporate marketing experience with different stakeholder groups (colleagues, offices, existing customers, new customers, staff recruitment)	Resourceful (created incredible assets for use in final project)
	Engagement Tactics for Parents (Exhibited in printed portfolio presented in interview round 2)	

	Showcased understanding of best practices and design function (social media, news item, newsletter)	
	Organized and attention to detail (Compilation PDF as part of at-home assignment)	
	Expressed interest and experience in accessibility	
	Had own ideas beyond what is being asked - Flat Stanley, Contests, Challenges, Curriculum (Interview 2)	
	Confidence in presentation skills lend themselves to PD offering for staff (item in the job description)	

The Interview Process and Timeline

- 8/10/21: Creative Communication Designer Position Posted
- 8/24/21: Four candidates shared with initial hiring committee
- 9/1/21: Three additional candidates shared with initial hiring committee
- 9/13/21: Round one interview for three candidates (30 minutes, virtual)
- 9/14/21: Round one interview for two candidates (30 minutes, virtual)
- 9/15/21 and 9/16/21: Round one at-home assignments due from 9/13 and 9/14 respectively
- 9/30/21: Round two interview for three finalists (45 minutes, in-person)
- 10/1/21: Final project brief shared with final candidates
- 10/4/21: Final projects due
- 10/5/21: Final project poll shared with stakeholders
- 10/6/21: Recommendation for hire shared with hiring committee

The Final Project and Poll Results

- On Friday, October 1st two finalists received the detailed creative brief with background to be able to create social media graphics and video to be used on Facebook, Twitter, and Instagram.
- The projects were received and placed in a visual poll with no indication of candidate name or identity.
- The poll was shared with a small-scale stakeholder group representing students, administrators, community members, and also to a group of K12 communications professionals.
- While not members of the Framingham community, K12 Communication Professionals were polled because of their professional experience in this space and because their lens on the creative assets will keep best practices top of mind.

The results can be found below.

OVERALL (67)

Facebook Graphic: **52% voted for CANDIDATE B** / 47% voted for **CANDIDATE A**

Twitter Graphic: 49% voted for **CANDIDATE B** / **51% voted for CANDIDATE A**

Instagram Graphic: **51.5% voted for CANDIDATE B** / 48.4% voted for **CANDIDATE A**

Video: 68% voted for CANDIDATE B / 32% voted for **CANDIDATE A**

STUDENTS (21)

Facebook Graphic: 36% voted for **CANDIDATE B** / 63% voted for CANDIDATE A

Twitter Graphic: 42% voted for **CANDIDATE B** / 58% voted for CANDIDATE A

Instagram Graphic: 33% voted for **CANDIDATE B** / 67% voted for CANDIDATE A

Video: 42% voted for **CANDIDATE B** / 58% voted for CANDIDATE A

COMMUNITY MEMBER (FB ADMIN, PARENT, SCHOOL COMMITTEE - 14)

Facebook Graphic: 45% voted for **CANDIDATE B** / 55% voted for CANDIDATE A

Twitter Graphic: 50% voted for **CANDIDATE B** / 50% voted for **CANDIDATE A**

Instagram Graphic: 30% voted for **CANDIDATE B** / 70% voted for CANDIDATE A

Video: 75% voted for CANDIDATE B / 25% voted for **CANDIDATE A**

FPS ADMIN / SCHOOL LEADERS (22)

Facebook Graphic: 95% voted for CANDIDATE B / 5% voted for **CANDIDATE A**

Twitter Graphic: 89% voted for CANDIDATE B / 11% voted for **CANDIDATE A**

Instagram Graphic: 95% voted for CANDIDATE B / 5% voted for **CANDIDATE A**

Video: 89% voted for CANDIDATE B / 11% voted for **CANDIDATE A**

JOBALIKES (18)

Facebook Graphic: 17% voted for **CANDIDATE B** / 72% voted for CANDIDATE A

Twitter Graphic: 12% voted for **CANDIDATE B** / 88% voted for CANDIDATE A

Instagram Graphic: 35% voted for **CANDIDATE B** / 65% voted for CANDIDATE A

Video: 65% voted for CANDIDATE B / 35% voted for **CANDIDATE A**

Feedback on Final Projects and Recommendation Reasoning

Feedback on **CANDIDATE B**'s Project

- The information presented in the final project was informative and aligned with the creative brief, however the social media graphics do not align with the request to meet best practices.
- **CANDIDATE B** was extremely resourceful in creating a custom video which was trilingual with subtitles, a mix of talking, video snippets, drone footage, and clips of kids saying that testing is easy. **CANDIDATE B** took the initiative to create images/video based on his own idea which was very impressive and well done - especially in such a tight turnaround.
- Despite the impressive effort to create the video and social media graphics, **CANDIDATE B**'s projects did not bring forward an understanding of best practice for social media.
 - Social media visuals should be imagery-focused and complement the Facebook, Twitter, and Instagram copy, including hashtag(s).
 - The graphics provided in this final project would be great if designed as a physical poster - something that a person could scan when they walk by it.
 - For social media these graphics are too text heavy; they include unnecessary links; and they include a QR code which serves no purpose in a social media graphic. For context on this important point, QR Codes need to be scanned by a mobile device and their purpose is to easily bring a person from a physical, tangible place to a digital destination

without the need to type a URL. Given the fact that the majority of people are scrolling social media on their phones, the end user is probably utilizing their device to view the content and therefore cannot scan the QR Code.

- The best part of **CANDIDATE B**'s campaign was the photoshoot with students. If shared alone as the social media graphic, that would have been a better experience.

Feedback on **CANDIDATE A**'s Project

- **CANDIDATE A**'s project utilized the brand colors and focused on showing students in a seemingly 'normal' space in classes, on fields, and on stages as that is the goal of following risk mitigation efforts including COVID Testing which is the point of this campaign.
- **CANDIDATE A** followed best practices for image size and focused on imagery which is the preferred approach.
- The quality of the photos that **CANDIDATE A** admittedly borrowed from public spaces online was less than desirable, but **CANDIDATE A** was upfront about that in the explanation, providing that they would have preferred to "use photos that showcase the real students of FPS...". **CANDIDATE A** also added, "in a real application of this brief I would, of course, have access to better quality photos/more time to cull the best quality options/could always take my own so that the sharpness of the images would be adequate."
- **CANDIDATE A** opted for a Facebook and Instagram story video to match the image campaign. This is a different approach than **CANDIDATE B** took when asked to make a video and although a much smaller level of effort, still has value when creating campaign content.
- **CANDIDATE A** illustrated an understanding of social media best practices and focused on the following:
 - Straight-to-the-point imagery
 - Minimal text while focusing on poignant imagery (this is important to get the main idea across within a short timespan since attention span on social media is short)
 - **CANDIDATE A** created a video for Facebook and Instagram stories for the same reason - shorter and more digestible and therefore more likely to be viewed in its entirety).
 - Being concise is also preferable to something more descriptive when considering a bilingual audience.
- The designer is being hired to give visual life to our content and to simplify language and text. **CANDIDATE A**'s project did that.

Conclusion

The final project was created as an opportunity to compare apples to apples by presenting the same, detailed request of both candidates. **CANDIDATE B**'s access to local community resources allowed **CANDIDATE B** to shine in the video creation process. **CANDIDATE A** opted to pursue something more simple and fleeting by pursuing a brief Facebook and Instagram Story. It is impossible to compare these two pieces and they both add value.

In short, despite the above and beyond effort in **CANDIDATE B**'s project, the recommendation to hire **CANDIDATE A** is based on the fact that **CANDIDATE A** displayed a more varied set of skills, knowledge, and experience, design style, and portfolio with previous marketing and communication material which is required for this position.

Creative Communications Designer - Final Project Brief

Final Project

Thank you again for coming in to meet us and congratulations on making it to the final part of the interview process. You've already done so much to show us your skills, experience, and knowledge and we appreciate your time and effort in this final step.

Please see below for a creative brief outlining a project that will be utilized/pursued if you are hired as the Creative Communications Designer.

Goal

Increase the amount of children signed up for COVID Testing so we can quickly identify positive cases, quarantine them and contact trace to prevent the further spread of COVID-19 in the school community. (Note: we may not reach 100% consent as students who've had COVID in the past 90 days can't participate because they could generate false positives.)

Audience

FPS Parents / Community with a special emphasis on Parents/Guardians of children who have not yet provided consent to participate in Pooled Testing.

Background

Framingham Public Schools serves over 9,000 students in 15 buildings from preschool through grade 12. Our families range in socioeconomic status, speak different languages, and have varying levels of literacy. This information is important to consider when creating content to help us accomplish our goal.

Risk mitigation efforts to reduce the spread of COVID in our schools include vaccination (when of age); wearing masks indoors; frequent handwashing; staying home when sick; proper cleaning, disinfecting, and ventilation; and key for this communication is Routine Testing.

COVID Testing is the goal of COVID-19 in our schools

Testing Objectives schools to remain open safely

- Increase safety in the school community by identifying and isolating infected people who are asymptomatic
- Increase comfort and peace of mind for students and staff in our school building
- Understand the incidence of COVID-19 in Framingham Public Schools to better inform district decision making regarding what model of learning is appropriate
- Testing programs help keep students in the classroom and allow them to take part in the other activities they love

Consent Forms

To participate in in-school testing, a parent/guardian must complete a consent form (All FPS Testing info is available on our website: <https://www.framingham.k12.ma.us/Yes2TestFPS>). Our Consent Form covers three different COVID testing options:

- **Pooled Testing** (Currently happening each week across schools: regular, group testing to narrow down any asymptomatic cases. Now, when a positive pool is identified, further testing is performed to identify the positive student(s). Positive students isolate until cleared by the Board of Health. Close contacts are quarantined, monitor symptoms, and take tests to confirm they stay negative.)
- **Test and Stay Testing** (Starting the Week of October 4, 2021. Following a positive pool, students who have been identified as a close contact of a positive case in the classroom will take daily individual tests to confirm they remain negative. This allows them to test and stay in school as long as they are symptom free.)
- **Diagnostic Testing** (We are not currently offering individual testing in school for students who have symptoms, but the [City of Framingham's website](#) provides places for families to pursue their own COVID Testing. Our form covers this kind of testing in case we have to or want to offer it in the future.)

There is more detailed information on In-School Testing here: [COVID-19 Testing Program School Year 2021-2022](#)

(https://www.framingham.k12.ma.us/cms/lib/MA01907569/Centricity/Domain/3173/FPS%20COVID%20Testing%20Program%20SY21_22.pdf)

Additional Communication Methods

Content created for Robocalls, Emails, Text Messages, Newsletters, the Website, Brazilian Newspaper, and Community Partner communication are documented elsewhere as they are not part of this ask. For purposes of this request, we are focusing solely on Social Media (Facebook, Twitter, Instagram). Social Media content will also be packaged as a toolkit to be shared with schools and community partners for further dissemination.)

Social Post Copy Options:

Facebook

- School spirit is better at school. Regular COVID-19 testing helps keep students on the field and friends and parents in the stands. Support COVID-19 testing at school. Learn more at <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Students make cool things at school. Regular COVID-19 testing helps keep them in the classroom and stop future outbreaks. Support COVID-19 testing at school. Learn more at <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Say YES to the test FPS! A simple swab helps keep our students in the classroom and allows them to take part in the other activities they love. Complete your consent form today: <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Children make lifelong connections at school. Regular #COVID19 testing helps keep schools open and stop future outbreaks.
<https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab

- Sign up for the swab! The more students we test, the sooner we can identify and isolate positive cases. <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Regular COVID testing at school helps protect our students, teachers, and the community from an outbreak before it starts. <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab

Twitter

- Kids learn a lot at school. Regular #COVID19 testing helps keep schools open and stop future outbreaks. Sign your kids up for free testing: <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Regular #COVID19 testing helps keep schools open and safe. Sign your child up for free testing: <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Regular #COVID19 testing helps keep schools open and stop future outbreaks. Make sure to sign your child up for free testing: <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab
- Keep your kids in the classroom, on fields, and on stages. Learn more about in-school COVID testing and complete your consent form today: <https://www.framingham.k12.ma.us/Yes2TestFPS> #Yes2TestFPS #SimpleSwab

Instagram

- Children make lifelong connections at school. Regular #COVID19 testing helps keep schools open and stop future outbreaks. #Yes2TestFPS #SimpleSwab #FraminghamSchools
- Regular #COVID19 testing helps keep schools open and stop future outbreaks. Make sure to sign your child up for free testing. #Yes2TestFPS #SimpleSwab #FraminghamSchools
- Regular #COVID19 testing helps keep students in the classroom and stop future outbreaks. Support COVID-19 testing at school. #Yes2TestFPS #SimpleSwab #FraminghamSchools

Requested Deliverables:

As you can see from the copy options above, there is a variety of social content planned for this campaign. I am asking for one graphic design to be used/scaled across channels and one video to be used across channels. I am not asking for visual content to accompany all of the posts above.

Please submit an original / custom graphic and a video for Facebook, Twitter, and Instagram.

- Based on your experience and best practices, you can decide the specifications and post type per channel
- Post and Video must be original and custom (no Canva/Spark templates)
- Video should be less than a minute
- You can reference the previously provided logos in the google drive folder

Creative Communications Designer Total Poll Results - Participant Names and Emails Redacted

Stakeholder Group	Facebook Graphic (Option 1)	Facebook Graphic (Option 2)	Twitter Graphic (Option 1)	Twitter Graphic (Option 2)	Instagram Graphic (Option 1)	Instagram Graphic (Option 2)	Video	Open-Ended Feedback	Completed	Time spent (HH:MM:SS.SSS)	City
Community Member		Option 2		Option 2		Option 2	Click to vote for Option 1	I like the imagery with less text. It gets right to the point and the hashtag stands out! Too much text and people skip it and won't read. Neither video impressed me. The second one was short but left me wondering what was that about. The first was informative but too long and boring.	2021-10-06T00:26:28.505Z	0:03:25	Framingham
Community Member (Creative Parent)		Option 2		Option 2		Option 2	Click to vote for Option 2	I prefer the first option because of the information that is provided. However, I think - even at under 2 minutes - many people will not watch the video in full. The second video will grab more attention, feels more inclusive of ALL FPS (including all the sports and activities) but does not provide all the info needed.	2021-10-06T12:03:10.961Z	0:06:29	Framingham
Community Member (FB Admin)	Option 1		Option 1		Option 1		Click to vote for Option 1	For the Social Media posts, I much prefer Option 1. Option 2 has WAY too much going on with all the colors, and does not seem nearly as straightforward as Option 1. Option 2 is WAY too busy and would cause me to scroll on by. It also blends in with the FPS logo, which is another issue entirely, and I am happy to give you my opinion on that too. As for the video, I cannot stand Option 2, but I am also not a fan of Option 1. If I have to make a choice, it will be Option 1 because I prefer a person talking to me than watching pictures scroll by. That said, the video as it stands is just not watchable. I tuned out after 30 seconds. The person did not engage me with their eyes, their body language, the message they were delivering, and the setting was just off putting. Overall, the new logo does not do any of the options justice. In fact, it actually detracts from the message at hand. Again, I am happy to speak with someone regarding the new logo and my disappointment in how rushed it was, the inability to give my opinion without having to make a choice, and the fact that it does not represent Framingham in any way.	2021-10-06T00:17:17.847Z	0:10:42	Framingham
Community Member (FB Admin)	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-06T11:10:43.527Z	0:01:39	Framingham
Community Member (FB Admin)	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-06T00:10:36.775Z	0:12:17	Framingham
Community Member (FB Admin)	Option 1		Option 1			Option 2	Click to vote for Option 1	In general, I preferred Option 1 as it served up more information easily which is what we need to do as a district, especially on this topic. Love the colors and visual on 2 in general, but not the over-representation of sports and activities. It might give the impression that opt 1 is only important for those things, especially since the graphic provides little details. I chose it for instagram only because Option 1 just seems too wordy for the Gram. Not sure what went on with Video 2. Misunderstanding or mistake? Again, nice visually, but zero info.	2021-10-05T20:34:14.730Z	0:24:29	Framingham
Community Member (FB Admin)							Click to vote for Option 1	I find option 2 distracting		0:00:06	Framingham
Community Member (FB Admin)		Option 2		Option 2		Option 2	Click to vote for Option 2	I MUCH prefer option one, but fear that you'll get a vocal minority screaming that you're using the children to push an agenda. Particularly given that you have administrative staff pushing the opposite agenda. The faces and details are much better in the video in option one are MUCH better than listening to someone speak, but the graphic is terrible. A new graphic should be developed—I'm a clinical therapist, with a past career in marketing/advertising and community outreach, and there is nothing that would have me sharing that. #yes2lessFPS is a fine hashtag, but the way that it's written in the video is terrible.	2021-10-05T20:12:16.655Z	0:09:32	Unknown
Community Member (FB Admin)										0:00:04	Framingham
Community Member (SC)		Option 2					Click to vote for Option 1	Although the graphics in Option 2 were more creative, there was more information in Option 1 and a more personal approach.		0:00:09	Unknown
Community Member (SC)										0:00:16	Framingham
Community Member (Task Force)	Option 1		Option 1			Option 2	Click to vote for Option 1		2021-10-05T18:45:48.255Z	0:05:12	Framingham
Community Member (Task Force)		Option 2		Option 2		Option 2	Click to vote for Option 1	Social media graphics needs to be simple, visually engaging and lead you to click. Option 2 does that. Option 1 is better as a printed poster. Why use a QR code when the link is embedded? QR code should be on printed handout should be going home with each student. I like the effort taken to get kids involved in the video for option 1 and also the inclusivity of different languages. Option2 is just a video version of graphic campaign. Great for social media but you need both kinds.	2021-10-05T19:10:58.052Z	0:13:49	Boston
Community Member (Task Force)		Option 2		Option 2		Option 2	Click to vote for Option 2	I do not like either one. The first looks like you're using kids for political purposes, holding signs and in commercials, the speaker in the video wasn't looking at the camera and was way too long. The second picture and video were not clear what it was for more did it support the outcome you're looking for.	2021-10-05T21:01:42.635Z	0:09:52	Framingham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1	While I like both options, the first is a little bit cleaner. I like the use of the QR codes as well.	2021-10-05T19:05:30.672Z	0:01:53	Framingham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1	I really love the first video.	2021-10-05T18:25:34.309Z	0:24:01	Dedham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1	Thank you for including me in this process.	2021-10-05T18:53:27.422Z	0:04:38	Dedham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T19:21:24.909Z	1:01:15	Westfield
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:17:49.944Z	0:01:39	Westfield
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:11:56.703Z	0:03:39	Framingham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:15:14.883Z	0:00:57	Dedham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-06T01:16:04.423Z	0:00:31	Framingham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T19:09:59.943Z	0:01:32	Dedham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1	n/a	2021-10-05T18:06:59.732Z	0:02:21	Framingham
FPS Admin	Option 1		Option 1		Option 1		Click to vote for Option 1	I like how option 1 used the different size visuals to format the information differently and add additional text based on the size. I also thought video 1 was more informational and relatable to our community.	2021-10-05T18:42:10.432Z	0:01:06	Dedham
FPS Admin	Option 1			Option 2	Option 1		Click to vote for Option 1		2021-10-05T18:05:33.074Z	0:02:01	Dedham
FPS Admin							Click to vote for Option 2	In general, less text more images and call to action. Make sure there is more contrast in the font on colors for image impaired folks.		0:00:03	Framingham
FPS Admin		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T18:07:00.998Z	0:02:03	Framingham
FPS Admin										0:01:13	Dedham
FPS Admin (School Leader)	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T20:37:08.373Z	0:02:24	Brooklyn
FPS Admin (School Leader)	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:41:08.279Z	0:05:07	Framingham
FPS Admin (School Leader)	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:08:06.571Z	0:03:28	Dedham

Creative Communications Designer Total Poll Results - Participant Names and Emails Redacted

FPS Admin (School Leader)	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T19:08:49.564Z	0:04:31	Framingham
FPS Admin (School Leader)	Option 1		Option 1		Option 1					0:00:07	Unknown
FPS Admin (School Leader)							Click to vote for Option 1	Although I do like option 2, I feel the translations on option 1 are important to engage our EL families.		0:00:05	Framingham
FPS Admin (School Leader)										0:00:04	Whitinsville
Jobalike - Communication coordinator	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-06T02:13:14.231Z	0:01:39	Bennington
Jobalike - Communications Coordinator	Option 1			Option 2		Option 2	Click to vote for Option 1		2021-10-06T01:38:24.763Z	0:04:25	Saint Paul
Jobalike - Communications Manager		Option 2		Option 2		Option 2	Click to vote for Option 2	The QR code on a social media post was enough for me to toss out option 1 graphics. QR code's are for print graphics, not digital. People are looking at the graphics on their phones, so they can't scan them!	2021-10-06T02:52:14.528Z	0:03:46	Cerritos
Jobalike - Communications Specialist		Option 2		Option 2		Option 2	Click to vote for Option 2	The social media graphics in option two utilize the colors used to create a movement of the eye that seems to encourage reading the copy. It would be eye-catching while scrolling through social media and I am sure it would increase engagement.	2021-10-06T01:49:05.144Z	0:07:18	Webster
Jobalike - Coordinator, Communications and Community Relations	Option 1			Option 2		Option 1	Click to vote for Option 1		2021-10-06T02:21:08.249Z	0:02:22	Unknown
Jobalike - Digital Communications Specialist (soon to be Social Media Manager)		Option 2		Option 2		Option 2	Click to vote for Option 2	Option 2 in all cases seems to know more about how social media works. Quick and eye catching.	2021-10-06T01:47:39.722Z	0:04:05	Alexandria
Jobalike - Director of Comms		Option 2		Option 2		Option 1				0:00:02	Brooklyn
Jobalike - Director of Comms		Option 2		Option 2		Option 2	Click to vote for Option 1		2021-10-06T02:09:33.390Z	0:02:28	Tulsa
Jobalike - Director of Communications		Option 2		Option 2		Option 2	Click to vote for Option 1	I'm actually not a fan of either video. The first video offers all the info you need to know more, but it's long and you'll lose folks. The second one doesn't tell me what it's about or what's important. However, I love the clean designs for option 2 in every other platform. Also from ADA standpoint option 2 gives all the info you need as text and not embedded in image. You don't have to hint for the info in the graphic. It's in the text—I like that. Visually appealing and easily shareable.	2021-10-06T01:56:22.686Z	0:06:56	Pawtucket
Jobalike - Director of Communications		Option 2		Option 2		Option 2	Click to vote for Option 1	#2 had a better eye for graphic design. #1 was more focused on comprehensive information.	2021-10-06T02:19:47.126Z	0:02:41	Hewitt
Jobalike - Director of Communications		Option 2		Option 2		Option 1	Click to vote for Option 2		2021-10-06T14:04:24.544Z	0:01:56	Roland
Jobalike - Director of marketing and communications		Option 2		Option 2		Option 2	Click to vote for Option 1	Option 2 graphic design is more attention grabbing and looks to be more skilled. I was disappointed with their video though. I liked the idea of a stories because you can get a lot of views but it was poorly executed. I liked the option one video better but their social media graphics were very lack luster. I would base it off personality and who you had a better connection with.	2021-10-06T12:13:03.023Z	0:05:48	Waukesha
Jobalike - Education Sales Consultant		Option 2		Option 2		Option 2	Click to vote for Option 1	The Option 1 social media posts were way too text heavy for a social graphic. The Option 2 story video was very abrupt and I didn't feel it supported the hashtag.	2021-10-06T02:04:12.823Z	0:05:10	Clarkston
Jobalike - Media Broadcast Specialist		Option 2		Option 2		Option 1	Click to vote for Option 1		2021-10-06T02:11:06.443Z	0:02:40	Colorado Springs
Jobalike - Media Relations Coordinator		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-06T13:44:27.733Z	0:05:45	Minneapolis
Jobalike - Online Content Coordinator	Option 1						Click to vote for Option 1			0:00:04	Tucson
Jobalike - PR Director		Option 2		Option 2		Option 2	Click to vote for Option 2	QR codes on social media graphics are a pet peeve of mine, they are much better suited for print. To me, option 2 very clearly have a more cohesive voice and was very well designed. Good luck!	2021-10-06T02:00:39.863Z	0:04:06	Canton
Jobalike - Web Communications Specialist	Option 1		Option 1		Option 1		Click to vote for Option 1	But without the QR code in the IG post.	2021-10-06T12:05:21.055Z	0:02:10	Alexandria
Student	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:41:32.741Z	0:00:39	Framingham
Student	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T19:02:53.818Z	0:02:08	Framingham
Student	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:43:31.156Z	0:01:23	Framingham
Student	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:44:00.493Z	0:03:12	Framingham
Student	Option 1				Option 2		Click to vote for Option 1		2021-10-05T19:00:52.789Z	0:03:45	Framingham
Student	Option 1			Option 2		Option 2	Click to vote for Option 1		2021-10-05T18:45:51.310Z	0:02:41	Framingham
Student	Option 1						Click to vote for Option 2			0:03:01	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 1	the videos were ok	2021-10-05T19:07:09.796Z	0:05:53	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 1		2021-10-05T19:03:03.686Z	0:02:13	Framingham
Student			Option 1				Click to vote for Option 2	i dont understand this thanks		0:00:04	Framingham
Student		Option 2		Option 2		Option 1	Click to vote for Option 2		2021-10-05T19:03:10.078Z	0:03:44	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T19:03:04.830Z	0:01:21	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T18:42:23.806Z	0:01:17	Framingham
Student							Click to vote for Option 2	none		0:00:03	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T18:43:15.758Z	0:02:04	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T18:56:09.065Z	0:02:08	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2	i dont get this	2021-10-05T18:59:55.321Z	0:02:25	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T18:59:13.156Z	0:03:01	Framingham
Student		Option 2		Option 2		Option 2	Click to vote for Option 2		2021-10-05T18:58:11.170Z	0:01:08	Framingham
Student		Option 2	Option 1		Option 1					0:01:23	Framingham
Student		Option 2								0:00:30	Framingham
	Option 1		Option 1		Option 1		Click to vote for Option 1		2021-10-05T18:48:21.159Z	0:04:37	Framingham