

Have you seen any heritage-related social media content?

Instructions

Answer this question by adding the respective emojis to the post-it

Nope 🤔

YES 😍

What components are important in a social media campaign?

Instructions

Add in your thoughts to this question

outreach to audience

Pictures about the heritage related content

Background and history of the subject

Have a clear concept and campaign goals

having a clear plan of what content to post and by when.

Attention Capturing Details

quality of content

(Instagram) Understanding the audience's interests

target audience

What is your impression of Haw Par Villa?

Instructions

Add in your thoughts to this question

scary

traditional

Interesting
yet confusing

interesting

Interesting

mystical

I thought it
was only the
stages of hell
museum
thingy

Questions & Answers

Instructions

Add any questions you have
on the content presented.

15 min together

Do you think we should preserve Haw Par Villa?

Instructions

Answer this question by adding the respective emojis to the post-it

Nope 🤔

Of course



Do you think our social media campaign would appeal to you?

Why or why not?

Instructions

Add in your thoughts to this question

I think that after the sharing, it was actually really insightful. After explanations, it actually made me curious about what the HPV is about.

yes, as the campaign was really well thought out and easy to read

I think it would because the posts are interesting to read and look at. The design was well-thought out.

What are other things can be done so that more youths will support Haw Par Villa's conservation?

Instructions

Add in your thoughts to this question

Work w influencers who are passionate in Heritage/ maybe working w sg companies during national day? (People would most likely take some opportunity to read it during special holidays to remember the heritage)

Garner interest via more exposure

VR simulation

Maybe show how it could be relatable to youths (?)

INSTRUCTIONS

Add an emoji:

1. Tap on the sticky note
2. Press the 😊 function
3. Find the respective emoji and select them
4. You're done!

Type your thoughts on a sticky note:

1. Double click on your chosen sticky note
2. Type in your thoughts
3. You're done!

HOUSE RULES

1. Be respectful to one another
2. Don't use any vulgar language
3. Don't delete others people's sticky notes or posts
4. Don't share or post inappropriate material
5. If there are any issue, please inform **Deen** immediately