DIGITAL LEGACY PROJECT

Strategic Communication Executive Summary

Project Background

The idea of self-extension in a digital space helped contextualize what a digital legacy has the potential to be. This project, was created to put a name to this fresh concept, offer people advice and insight into its short and long-term management while compiling and providing recommendations for how to take your digital legacy and turn it into the photobook/scrapbooks of previous, pre-internet generations of American history. This project's aim is to persuade the millennial generation to accept the benefits of a consciously assembled digital footprint to motivate their pursuit of digital legacy preservation.

Goals/Desired Outcomes

Smart Goals

- Generate interest in preserving digital legacy.
- Stimulate conversation amount digital legacy.
- Build a relationship with existing digital legacy influencers.
- Make the Terms & Conditions a higher priority for digital inhabitants.

Non-SMART Goals

- Cultivate a personal investment in digital legacy.
- Establish a digital community.
- Create digital legacy brand ambassadors.
- Inspire more conscious maintenance of digital legacy.
- Impact the academic fields of sociology and psychology.

Target Audience

Young Millennials (1990-1997)

The millennial generation has been effectively split based on their age at the time of the 2008 financial crisis. Defining traits of this group are vanity, practical and innovative.

Social Media Strategy

Create a consistent brand that put real people in consideration of digital legacy. Use the familiarity of peers to guide target audience to website and track engagement with relevant topic areas and achieve downloads of the BYO Legacy Kit