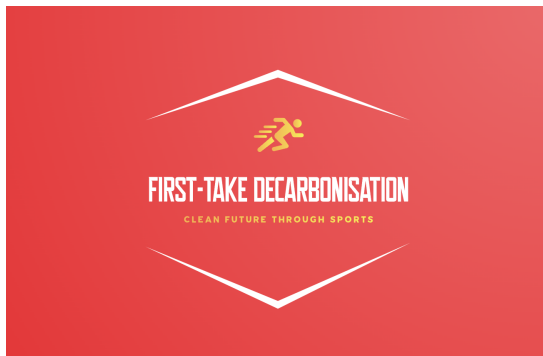


DA “First-Take Decarbonisation” Instagram and TikTok Upload Timeline & Research/Findings

- 9/3/23
 - After week 2 tutorial and everyone putting ideas in was super helpful to stimulate some ideas of my own. I was thinking something along the lines of using the sporting industry as my focus and how teams/companies within sport are helping influence the decarbonisation topic.
 - In terms of my delivery I was thinking of doing a weekly or fortnightly mini podcast/video where I talk about a new sporting company or team each week/fortnight that's making an impact. Whether that's with their clothing, distribution or even outside organisations that they are supporting tackle the decarbonisation issue.
 - Also, in terms of my multi platform delivery I could use Instagram to upload images each week/fortnight of that particular team/company to help give a visual take to what I am talking about in my videos.
- 12/3/23
 - Decision to choose TikTok as my platform of use to upload my weekly/fortnightly ‘short’ podcast videos, supported by Instagram as a use to deliver images and other visual images/videos to my audience.
 - Creation of the name “First-Take Decarbonisation” for my DA where I will be publishing on both Instagram and TikTok accounts.
 - Both a TikTok account and an Instagram account were established.
 - Development of a “First-Take Decarbonisation” Logo for both my TikTok Podcast account and Instagram account. Did further research into the most ‘eye catching colours’ that were red and orange and a decision to use those colours for my logo was made.



- 13/3/23
 - Background research done on what company/sport team I will first start with.
- 14/3/23
 - Nike is the first company I have chosen to start with. “How Nike is Paving the Way to a Zero Carbon & Zero Waste Future”, written by Man of Many.
><https://manofmany.com/fashion/sneakers/nike-zero-carbon-zero-waste-future#:~:text=A%20greenhouse%20gas%20called%20SF6,built%20toward%20a%20sustainable%20future>.
 - Followed multiple other accounts on both First Take TikTok and Instagram platforms. Those accounts included companies such as Nike, Under Armour

and other like minded companies, teams and organisations who are making an effort to help with the climate change crisis.

Date of Upload :	Context of the Upload :	Response to the Upload :