

TIV2 Multi-media Plan Discovery Flow Diagram

D.Lenz

Destination (Red Star)

Channels (Blue Circle)

Motivations (Yellow/Orange Rectangle)

Facebook Storm of Passion page (TIV2)

TIV2 videos/promos
Live updates
Personality posts
Links to weather videos/info
Livestream
LIKES/SHARES

Build community

Communicate directly with TIV2 team; participate in dialogue amongst weather community; share links from members of weather community

Interact directly with TIV2 team; see TIV2 in person; meet chasers; weather & safety education; scientific advancement

In-Person Community Engagement

Participate in scientific research
Attend weather conferences
Visit schools
Misc. public appearances

Instagram

Weather photos
TIV2 photo updates
Launch Pad Brewery partnership photos
FOLLOWS/LIKES

Search terms: stormchasing, stormchasers, tornado, tornado video, how to forecast, weather education, TIV, TIV2

Facebook Live Storm Chasers page (TIV2 sponsor)

TIV2 videos/promos
Livestream
Traffic back to SoP page
LIKES/SHARES

Weather & safety education; real time coverage of current storms; how to be a chaser

Information/Education

Twitter

Links to TIV2 media
Live updates
Weather photos
Personality posts
FOLLOWS/RETWEETS

A wide array of live coverage, past videos, and various TIV2/storm media

Watch Exciting Storm Footage

YouTube Series

TIV2 documentary-style series

Links to YouTube

Links to YouTube

Links to YouTube

Links to YouTube, via podcast webpage

Links to YouTube

AppStore/Google Play/Podbean App

Interview with Brewski Reviewski podcast (via partnership with Launch Pad Brewery)

TikTok

Short Videos
Short Promos
Launch Pad Brewery partnership videos
LIKES/SHARES

Entertainment & enlightenment for the people