

AFRY Ark Studio

Sosiale Medier – slik jobber vi!

Presentert av Anne-Mette Duane Andersen
30. Mai 2024

AFRY Ark Studio

Hvem vi er

Vi er over 40 eksperter med erfaring innen arkitektur, landskapsarkitektur, interiørarkitektur, byplanlegging, arealplanlegging, organisasjonsutvikling, pedagogikk, økonomi, juss og ingeniørfag. Vi ser de tverrfaglige sammenhengene. Vi er lokalt tilstede med kontorer i Oslo, Trondheim, Stavanger og Svalbard.

Vi jobber med prosjekter både **lokalt og nasjonalt** for offentlige og private oppdragsgivere. Våre prosjekter utføres av oss alene, eller i samarbeid med **AFRY** og **Advansia**.





AFRY Ark Studio

AFRY Ark Studio is your local architect. Based in Sweden, Norway, and Finland, we understand the identity of our surroundings, and the people who inhabit them. We offer our clients local and sustainable architectural design.



koncept™ PART OF AFRY

Architects who communicate brands through architecture, interior and urban design. With a high level of artistic creativity, we produce projects on the basis of our clients' business ideas and visions which generates value.

Taking business driven architecture into the future!



GOTTLIEB PALUDAN ARCHITECTS PART OF AFRY

We strive to create greater cohesion through architecture and landscapes that connect people and cities. Creating value for our clients by turning complex challenges into sustainable architectural solutions, we concentrate on the development and design of the basic functions of society.



sandell sandberg PART OF AFRY

Architectural design office based in Stockholm. Creative leader and founder is award winning architect and designer Thomas Sandell.

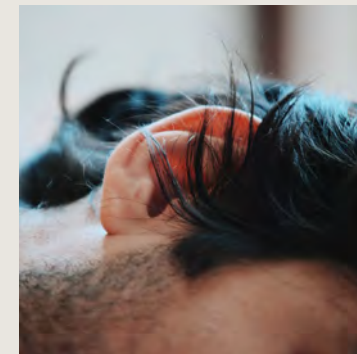
Sandellsandberg is creating inspiring and innovative architecture and design under the motto – Everything communicates.



efterklang: PART OF AFRY

Efterklang is a group of engineers, designers, and technical specialists delivering award-winning work in the Nordic region and worldwide since 1956. We create sound environments and solve vibration issues at all scales and in all sectors.

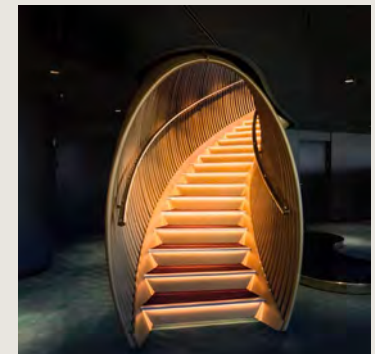
We tune the world.



LIGHT BUREAU PART OF AFRY

Light Bureau is at the forefront of the professional lighting design business. We offer an exceptionally broad range of services, and we always make sure that each project is original, responsible and rigorous.

Inspiring Light.



AFRY
Ark
Studio

Hvor du finner oss

SVERIGE

Skellefteå
Lycksele
Härnösand
Sundsvall
Umeå
Örnsköldsvik
Göteborg

NORGE

Oslo
Trondheim
Svalbard

FINLAND

Helsinki
Vantaa
Espoo

AFRY Ark Studio

Sosiale Medier Ingen Ekspertter –

Manuela Loza
Arkitekt
Trondheim

Anne-Mette Duane Andersen
Interiørarkitekt
Oslo



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Men deler gjerne...

Etter NILS takeover ble vi spurt sammen med flere som har delt å dele våre tanker, ideer og erfaringer om Sosiale medier



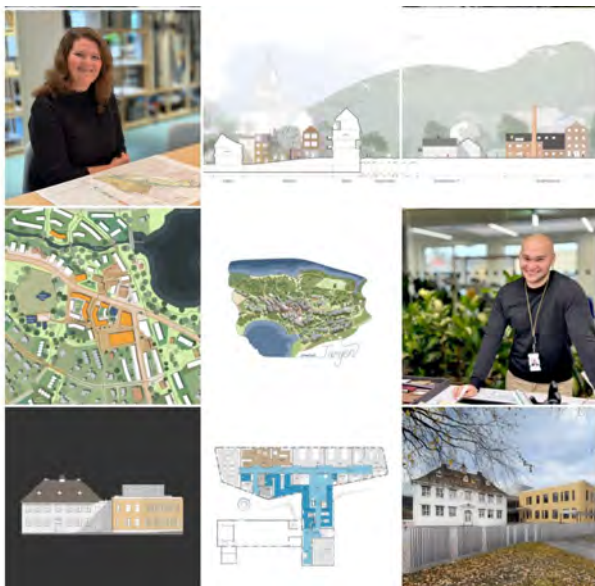
AFRY Ark Studio

Lurt å lage en plan

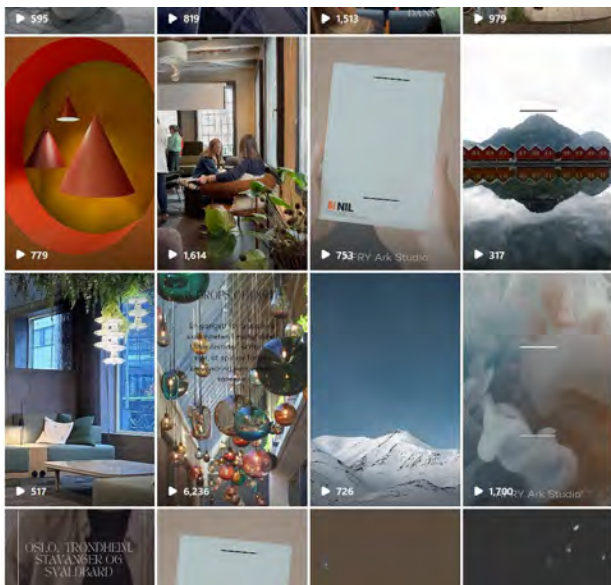
Plan
Strategi
Produksjon
Publisert

Navn	Endringsdato	Type	Størrelse
01 Plan	03.11.2023 13:23	Filmappe	
02 Strategi	07.01.2024 18:30	Filmappe	
03 Produksjon	15.05.2024 15:58	Filmappe	
04 Publisert	13.11.2023 11:27	Filmappe	

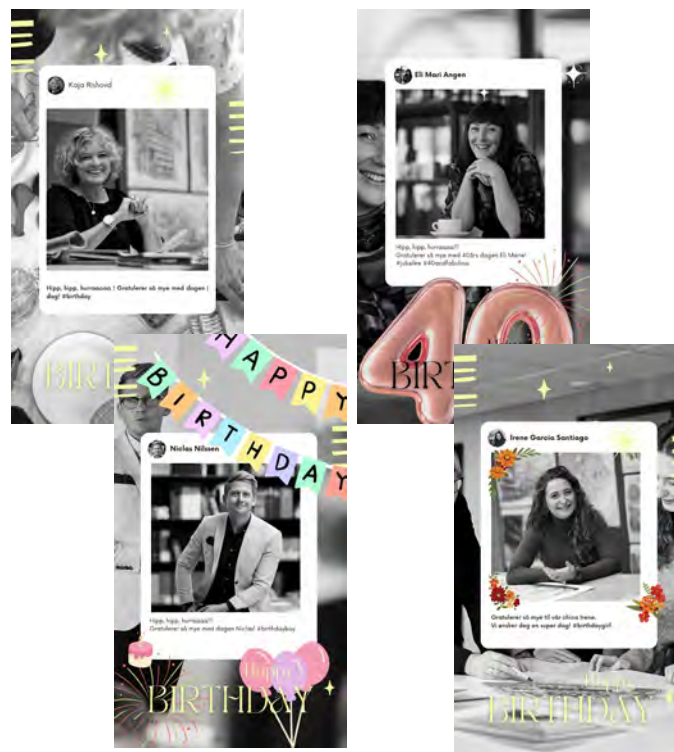




Innlegg



Reels

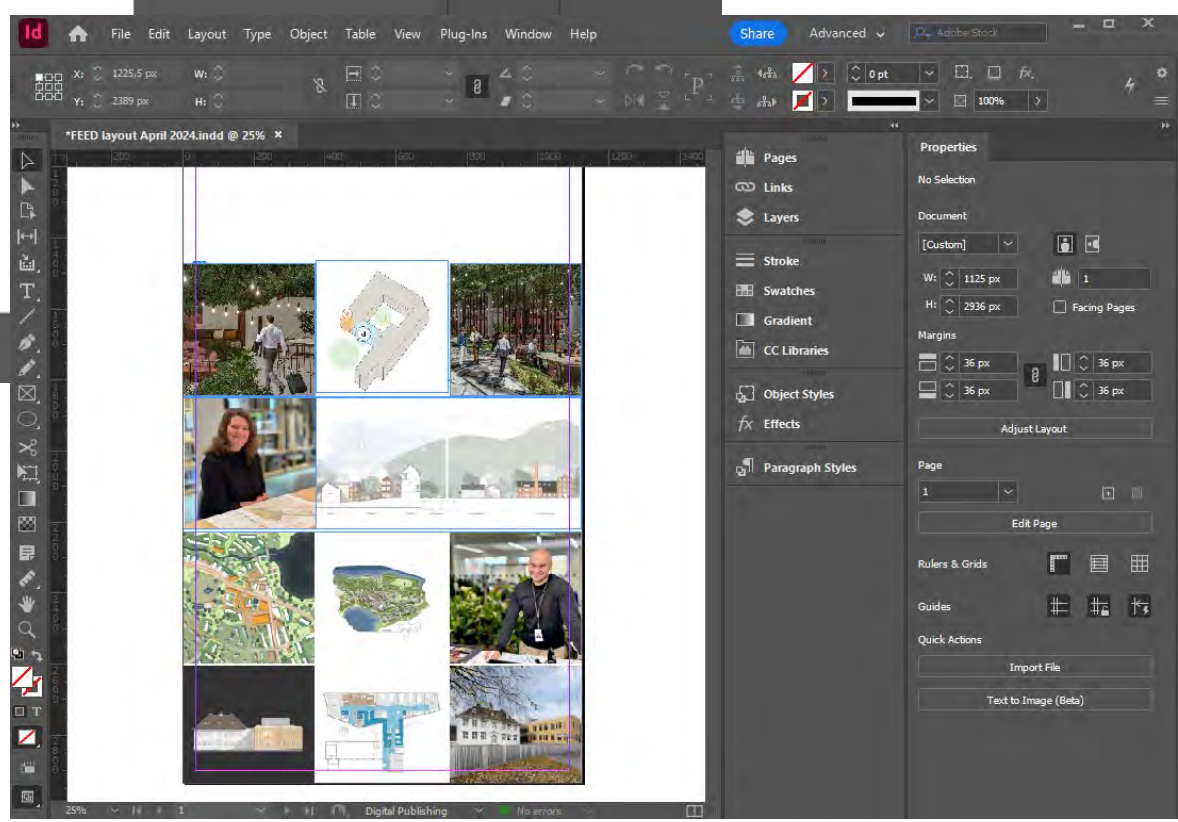
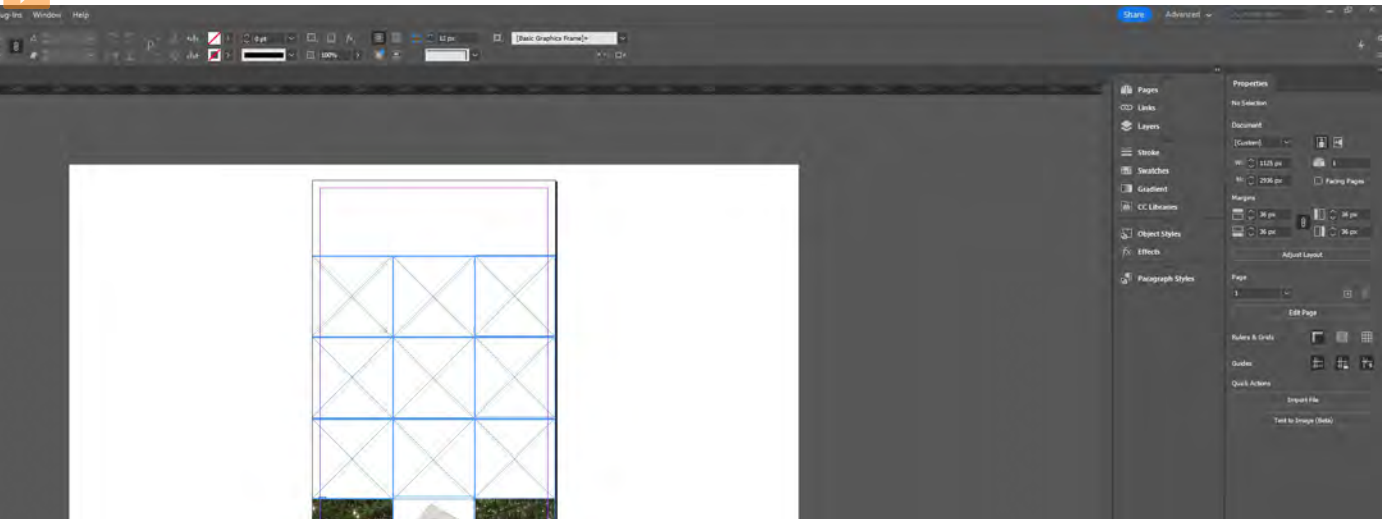


Historier

Publiseringer

- Faste
- AD Hoc

Innlegg, Historier og Reels



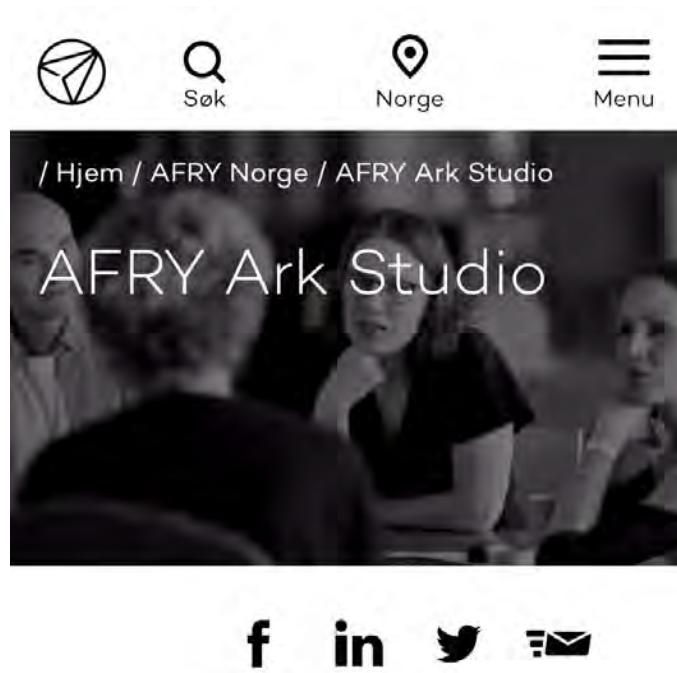
Struktur Instagram

- Planlegg innholdet
- Innlegg og Reels



The future of
decarbonisation –
engineered by AFRY

The world is facing a global crisis as
the effects of climate change
continue to worsen each day. Explore

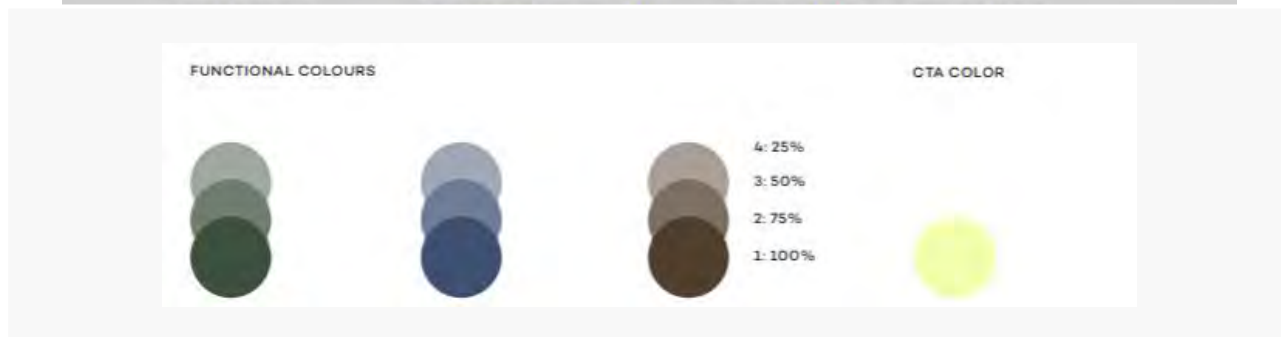


Velkommen til AFRY
Ark Studio

Vi er 160 arkitekter, rådgivere og
designere over hele Norden,
støttet av et globalt nettverk.

Grafisk profil

- AFRY Ark Studio en del av AFRY



Grafisk profil

- Bilder
- Farger
- Fonter
- Logo

AFRY Ark Studio

Verktøy

Adobe verktøy – Ps, Id, Lg - Innlegg
Canva – Reels historie
Adobe Stock -Bildebank
Pexels -Bildebank



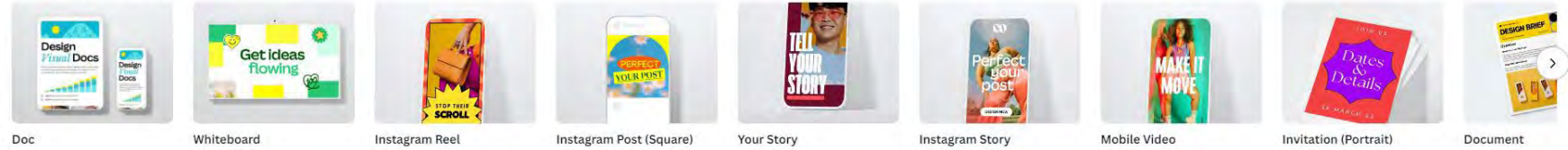
What will you design today?

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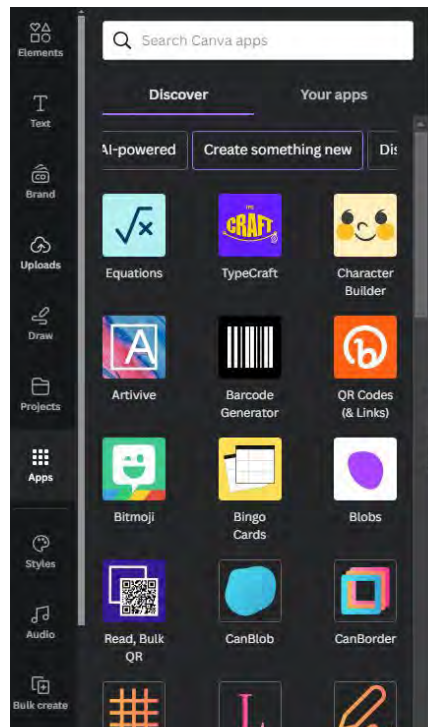
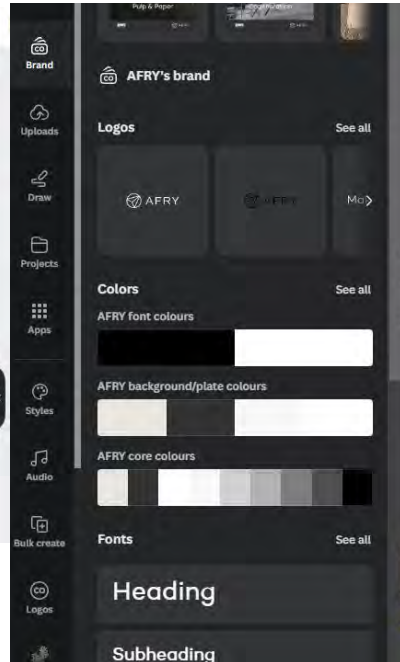
- For you
- Docs
- Whiteboards
- Presentations
- Social media
- Videos
- Print products
- Websites
- More

You might want to try...



Canva

- Lavt grensesnitt
- Maler
- Elementer
- Apper
- Direkte publiseringer til SoMe





Recent designs

<p>Bursdager Your Story AFRY Ark Studio N</p>	<p>Bursdager (Instagram Post (Sq... Instagram Post</p>	<p>Untitled Design 1988 x 1326 px</p>	<p>Innlegg - startside Mobile Video AFRY Ark Studio</p>	<p>PUB 1.2.24 - Statnett - NIL Pro... Mobile Video PUBLISERT</p>	<p>PUB 2.2.24 - Sunndalsora - NIL... Mobile Video PUBLISERT</p>
<p>Untitled Design Mobile Video</p>	<p>Statnett - NIL Prosjekt Del 2 Mobile Video</p>	<p>Statnett - NIL Prosjekt Del 1 Mobile Video</p>	<p>NIL Prosjekt Mobile Video NIL Takeover</p>	<p>Statnett - NIL Prosjekt Mobile Video NIL Takeover</p>	<p>Statnett - NIL Prosjekt draft Mobile Video</p>
<p>Equinor - NIL Prosjekt Mobile Video NIL Takeover</p>	<p>PUB 30.01.24 - Del 2 NIL Prosj... Mobile Video PUBLISERT</p>	<p>PUB 30.01.24 - Del 1 NIL Prosj... Mobile Video PUBLISERT</p>	<p>Svalbard prosjekt Mobile Video NIL Takeover</p>	<p>God jul_1 Your Story Julekort</p>	

Mapper

- Mapper
- Struktur
- Gjenbruk
- Klipp/lim

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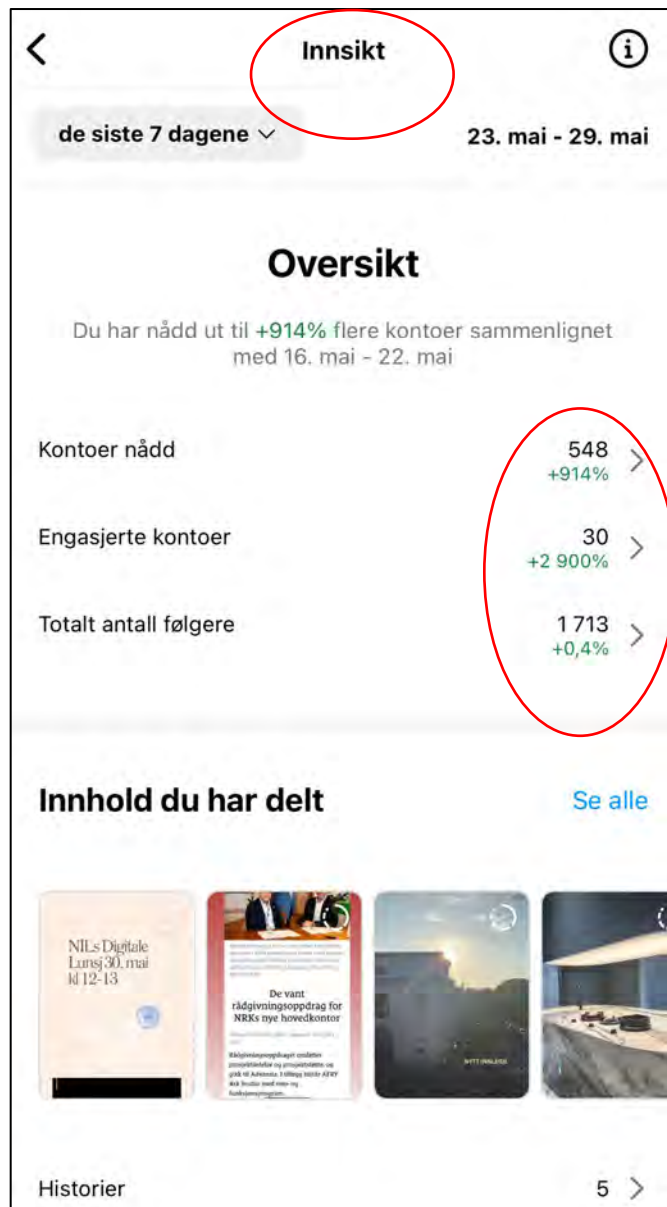
Erfaringer så langt

Hvor ofte er godt nok
Kvalitet på innhold
Statestikk





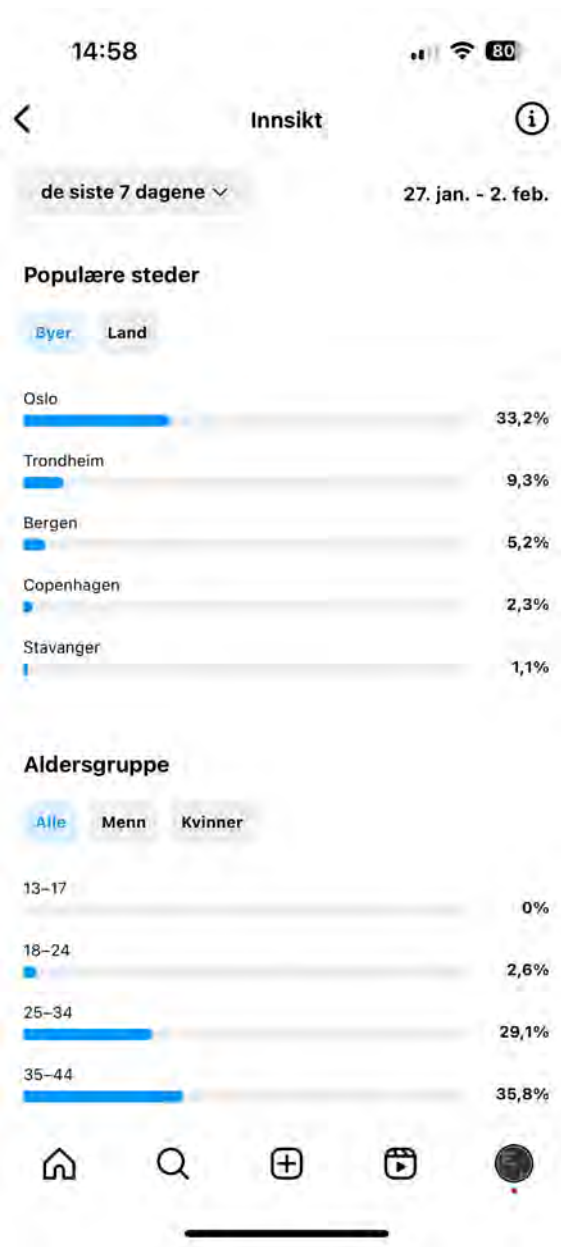
1.



Hvor finner jeg tallene?

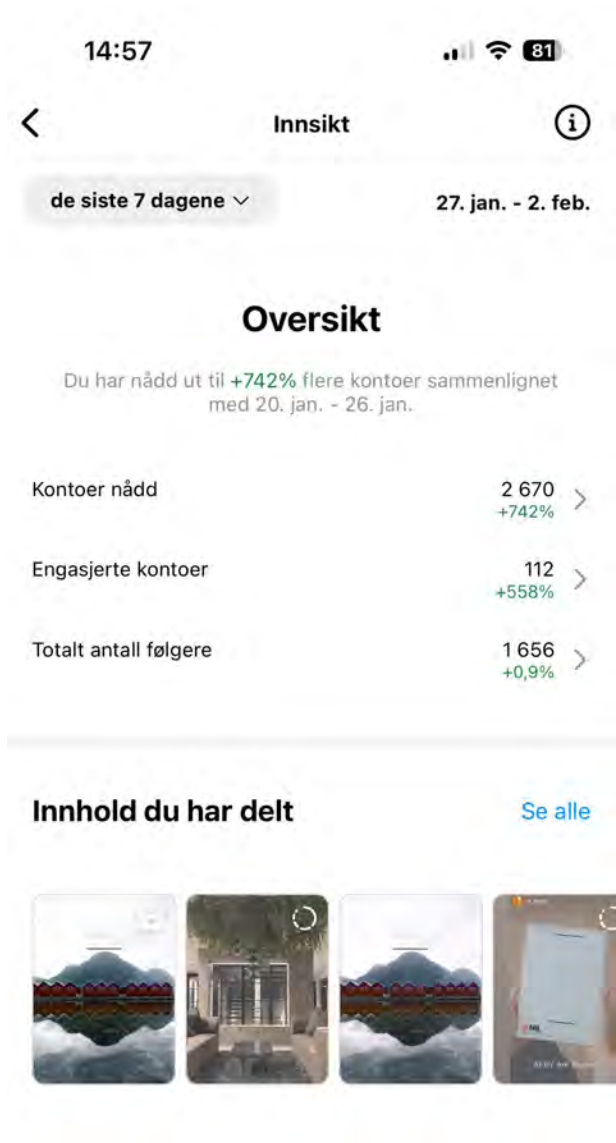
Instagram - Lettest via smarttelefon.

1. Forsiden på Instagram
2. Øverst i høyere hjørne-tre streker
3. Gå på Innsikt
4. Her kan du velge å se alle mulige nødvendige tall å følge med på.



Tallene hva sier de oss!

- Aktivitet
- Nye følgere
- Tid
- Sted



Tallene hva sier de oss!

- Nådd ut til flere kontoer
- Nye, og mistet følgere



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Ikke vær redd!

Vær autentisk – ekte og troverdig

Det er ikke farlig å feile!



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Avslutter med vår mest sette Reels

Takk for meg!



AFRY
Ark
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Kontakt oss gjerne!

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