

Social Media Portfolio



About me

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Introduction & Responsibilities

Managed Accounts ↗

WHO

From November 2022 to May 2024, I was the Social Media Manager for RESO – Dance Network Switzerland, where I designed the digital communication strategy. Initially hired as maternity coverage, my contract was extended twice due to the strategic relevance of my work.

WHAT

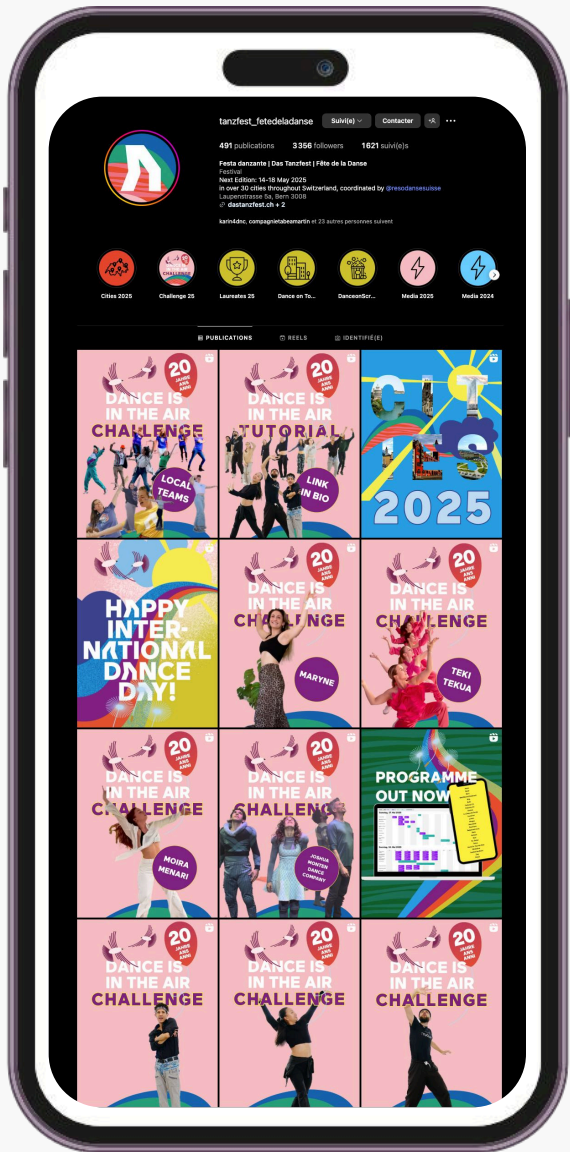
I focused on comprehensive social media communications for RESO, Das Tanzfest, and the Swiss Dance Days. The primary objectives were to enhance visibility, foster community building, grow our reach, and solidify the brand identity within the dance community.

HOW

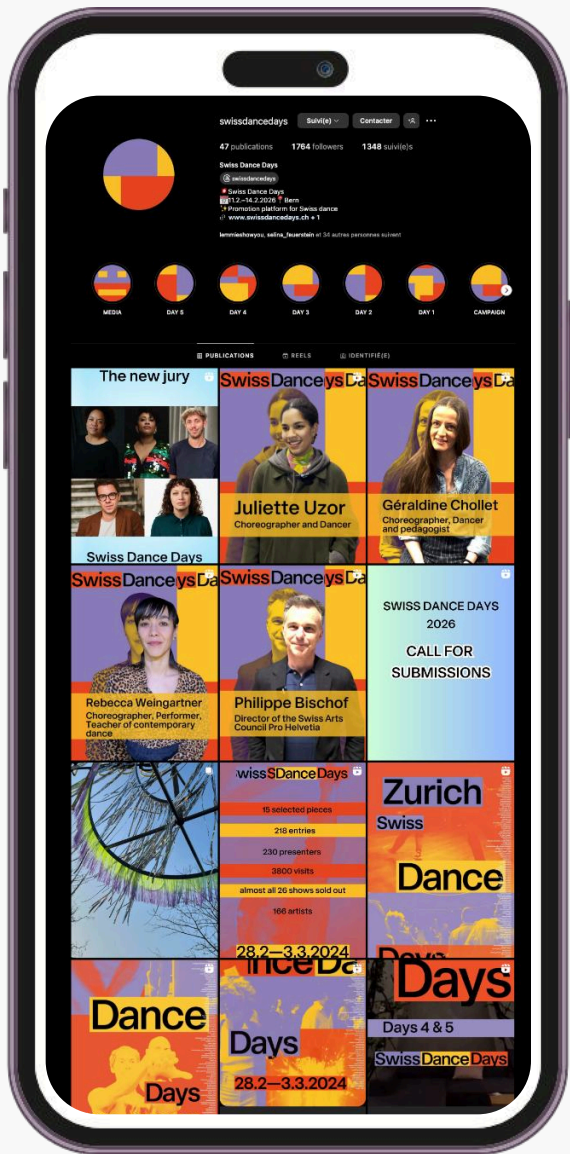
I developed a dynamic digital presence through the targeted launch of new channels like TikTok and Instagram, creative content production, and close collaboration with teams and external partners. I created innovative and accessible communication strategies using tools such as Hootsuite, the Adobe Creative Suite, and Meta Business Suite, while communicating multilingually (DE/FR/EN).



@resodansesuisse



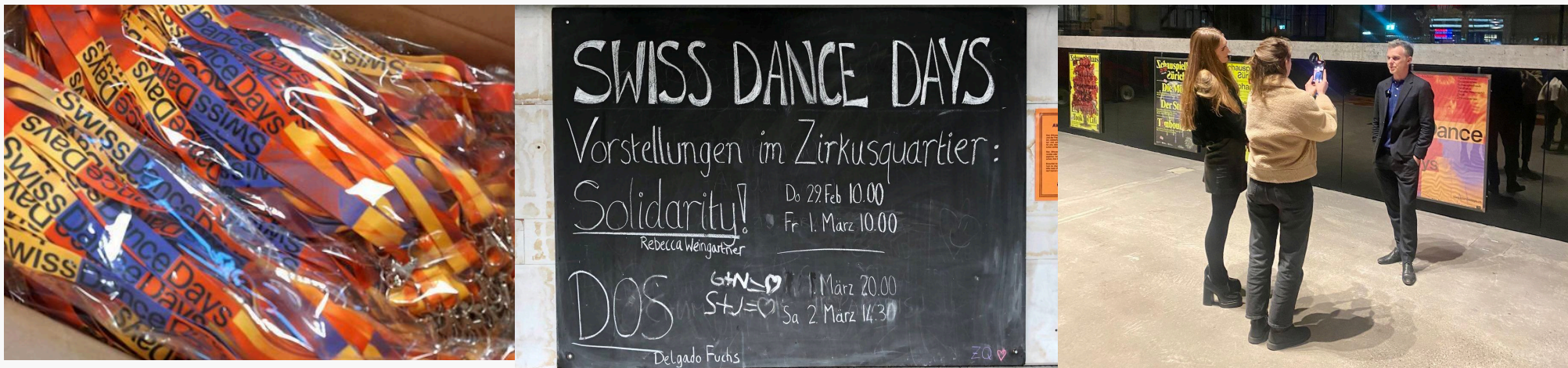
@tanzfest_fetedeladanse



@swissdancedays



Swiss Dance Days: Community Building & Event Success



[Further Details ↗](#)



WHO

I directed the social media strategy for the Swiss Dance Days, a national contemporary dance festival focused on a high-caliber, international professional audience. My objective was to create significant online visibility for the Swiss dance scene.

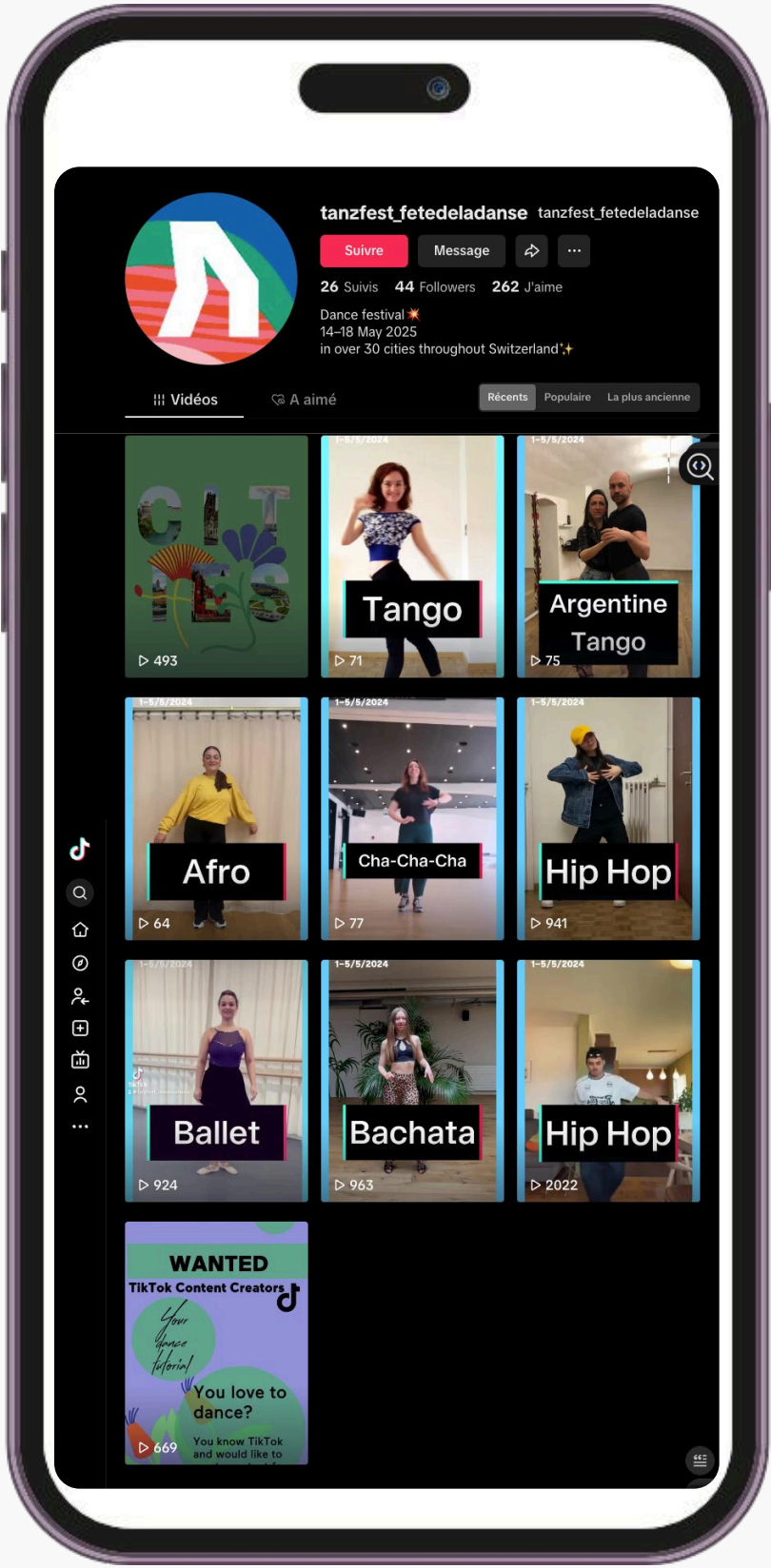
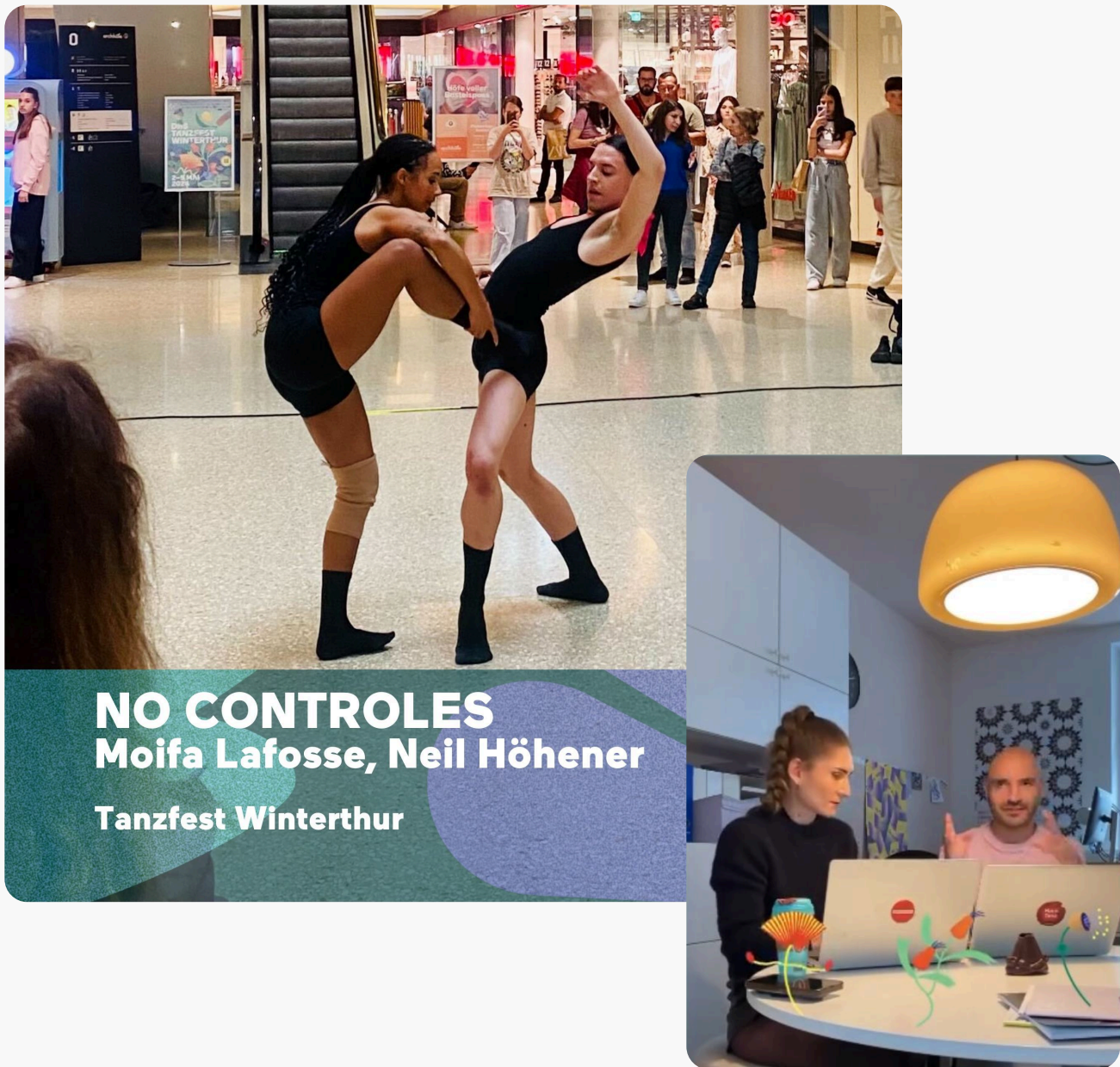
WHAT

I built the festival's Instagram presence, @swissdancedays, from the ground up, growing it to over 1,000 qualified followers in just three months (December 2023 – February 2024). The strategic goal was to maximize ticket sales for all performances by the 12 featured companies.

HOW

I developed and executed a strategic social media campaign that resulted in every single performance selling out, achieving a 100% attendance rate. By creating multilingual multimedia content (DE/EN/FR), sharing authentic artist interviews, and using targeted storytelling, I cultivated a highly engaged community.

DAS TANZFEST
FETE DE LA DANSE
FESTA DANZANTE
1-5/5/2024



The Dance Festival:
National Coordination &
Digital Activation

[Further Details ↗](#)

WHO

I led digital communications for The Dance Festival as Social Media Manager for 2023 and 2024. Working with the national team, local managers, and my personally trained assistant, I developed a cohesive strategy.

WHAT

I developed the social media strategy for @tanzfest_fetedeladanse, which included over 80 posts annually, daily content during the festival, and a TikTok channel focused on dance education. I rolled out dance tutorial content on TikTok, generating over 2,000 views per video. I also created and led social media workshops for local city managers, established media sharing protocols, and managed paid ad campaigns with budgets of over 1,000 CHF.

HOW

Coordination was made efficient through close collaboration with all involved parties, with a focus on leveraging synergies to expand reach across the different cities.

Instagram reels for 2024

Plan

- INTRO
- MARKETING
- TECH INFO

Intro

In a nutshell

- Instagram Reels are a new feature that allows users to create and share short videos on the platform.
- It was launched in August 2020 as a direct competitor to TikTok, which was gaining popularity.

Technical info

- Reels allow users to create videos from 15 to 90 seconds with various editing tools, music, and effects.
- Reels are available to post from the main feed, the Explore page, and the Stories section.

Marketing

Learn Reels

- Instagram Reels have a much longer lifespan than static posts, allowing them to stay viral longer.
- More exposure and visibility
- Reels allow brands to reach a wider audience and gain significant exposure if the content becomes "viral" in the explore section.

Creation

- Users can create Reels from their camera roll or by recording a new video directly within the app.
- Users can add music, text, and effects to their Reels.
- Users can share their Reels to their Story, the Explore page, or both.

Tutorial

Social Media Portfolio

03

WHO

As the Social Media Manager at RESO – Dance Network Switzerland, I took strategic ownership of all digital communications and rebranding initiatives, working in close collaboration with various project managers and teams.

WHAT

I conducted a comprehensive SWOT analysis, identifying strengths like our design and insider community, as well as challenges in visual branding. Based on these findings, I developed a new social media strategy with precise visual codes tailored to specific target audiences: dance professionals and the general public.

The rebranding included a new, multilingual layout for Instagram and Facebook. I also developed coherent visual identities for the following RESO sub-projects:

- Perspektiven
- Podcast «Tanz goes Schule»
- Performing Arts Management (PAM)
- Koproduktionsfonds
- Forum Tanz
- Publikumsentwicklung
- Openscape
- Tanzfaktor

HOW

My approach was rooted in strategic planning that systematically incorporated SWOT and target audience analyses. I consistently developed and implemented visual and written guidelines and coordinated regularly with project managers to ensure cohesive communication across all channels.

RESO: Strategy, Rebranding & Target Audience Focus



[Further Details](#) ➔



Digital Performance & Growth (KPIs)

WHO

As the Social Media Manager, I was responsible for the visibility, inclusivity, and accessibility of our content for various target audiences in the cultural sector, with a special focus on expanding reach and growing our follower base.

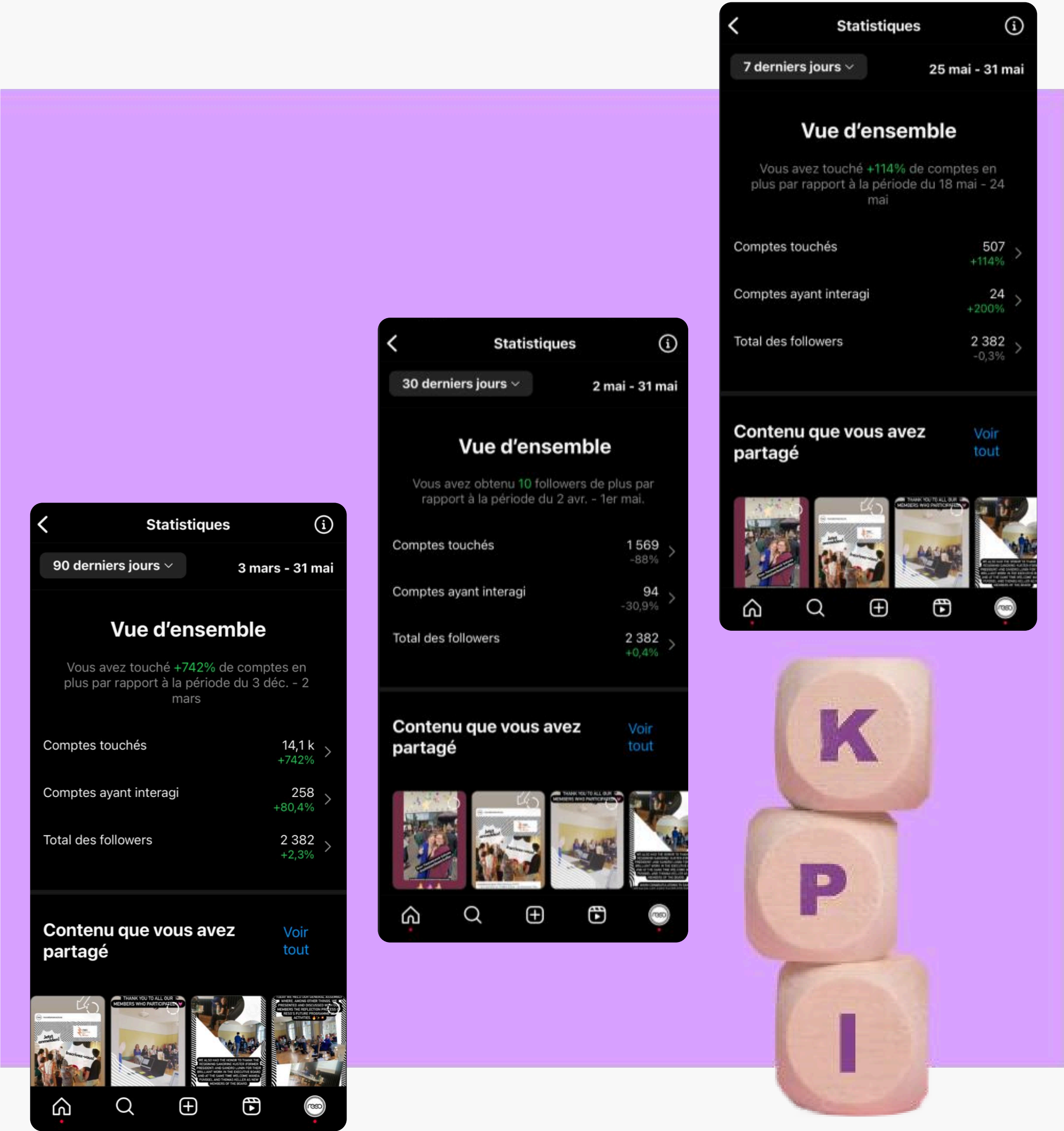
WHAT

he results of the social media strategy in the first three months after I started (December 3, 2022 – March 2, 2023) show outstanding performance data, which I achieved through targeted campaigns and the strategic use of ad budgets to promote specific posts:

- Reach: +742% more accounts reached (14.1k total)
- Engagement: +80.4% more accounts engaged
- RESO Follower Growth: +2.3% new followers

HOW

I achieved these results through continuous data-based monitoring, implementing audience-specific strategies, and flexibly adjusting content and posting times. By using Meta Business Suite, targeted community activation, and the Ads Manager, I optimized our digital communication strategy.



Content Creation: Design, Templates & Video Formats

WHO

As the media producer and designer, I supervised the project with a holistic, end-to-end approach.

WHAT

I developed comprehensive media formats, including:

- Podcast "Tanz goes Schule"
- Multilingual video interviews
- Social media content (Reels, Stories, Teasers)
- Artist portraits
- Branding for: RESO, Perspektiven, Performing Arts Management (PAM), Publikumsentwicklung, Koproduktionsfonds, Forum Tanz, and Openscape

HOW

My process involved using professional tools and a strategic approach:

- Video: Final Cut Pro, Premiere Pro, DaVinci Resolve, CapCut, Inshot
- Audio: Logic Pro
- Design: Canva, Affinity (for vector editing), Midjourney
- Process: Multilingual subtitling (DE/EN/FR), cross-media content development, and maintaining a consistent visual communication strategy.



New Media Channels: TikTok for the Dance Festival

[Für weitere Details ↗](#)

WHO

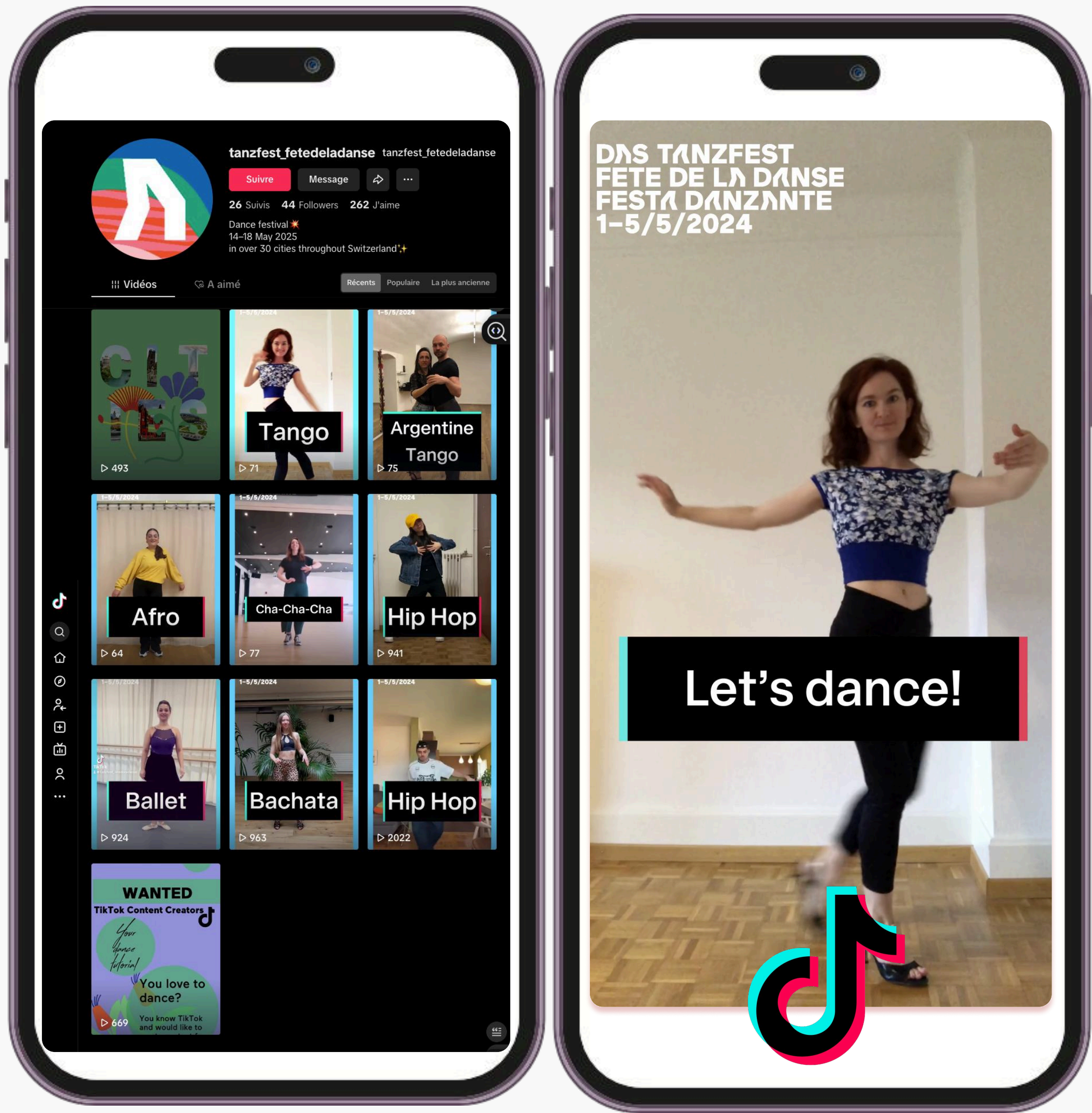
In collaboration with our assistant, I built the TikTok presence for the Dance Festival, focusing the content strategy on educational and inspiring material.

WHAT

Our goal was to get young people excited about the diversity of dance. To do this, we developed a content strategy that showcased various dance styles, not just contemporary, while incorporating current trends, behind-the-scenes glimpses, and short tutorials. We also collaborated with young influencers and led a workshop for the internal team.

HOW

I adapted our content to the platform by conducting targeted trend research and using an agile production process. Collaborating with content creators increased our reach and authenticity, and I kept a sharp focus on creating formats that would resonate with our target audience.



Focus on Diversity, Inclusion & Accessibility

WHO

I created accessible designs that improve readability with larger font sizes, high-contrast colors, and clear visual structures. I design content to be gender-neutral, inclusive, and written in simple language. Furthermore, texts are translated into all relevant languages whenever possible, and videos are equipped with subtitles. For events, I provide clear information on barrier-free access and available support services.

WHAT

I distribute the accessible content across various channels and update it regularly. In this process, I work closely with affected communities, artists, and specialized organizations to address specific needs and continuously improve accessibility.

HOW

By doing this, I ensure equitable access to cultural content for people of all genders, abilities, and needs, thereby promoting a more inclusive and diverse cultural landscape.



Innovation: AI Integration & Workflow Optimization

WHO

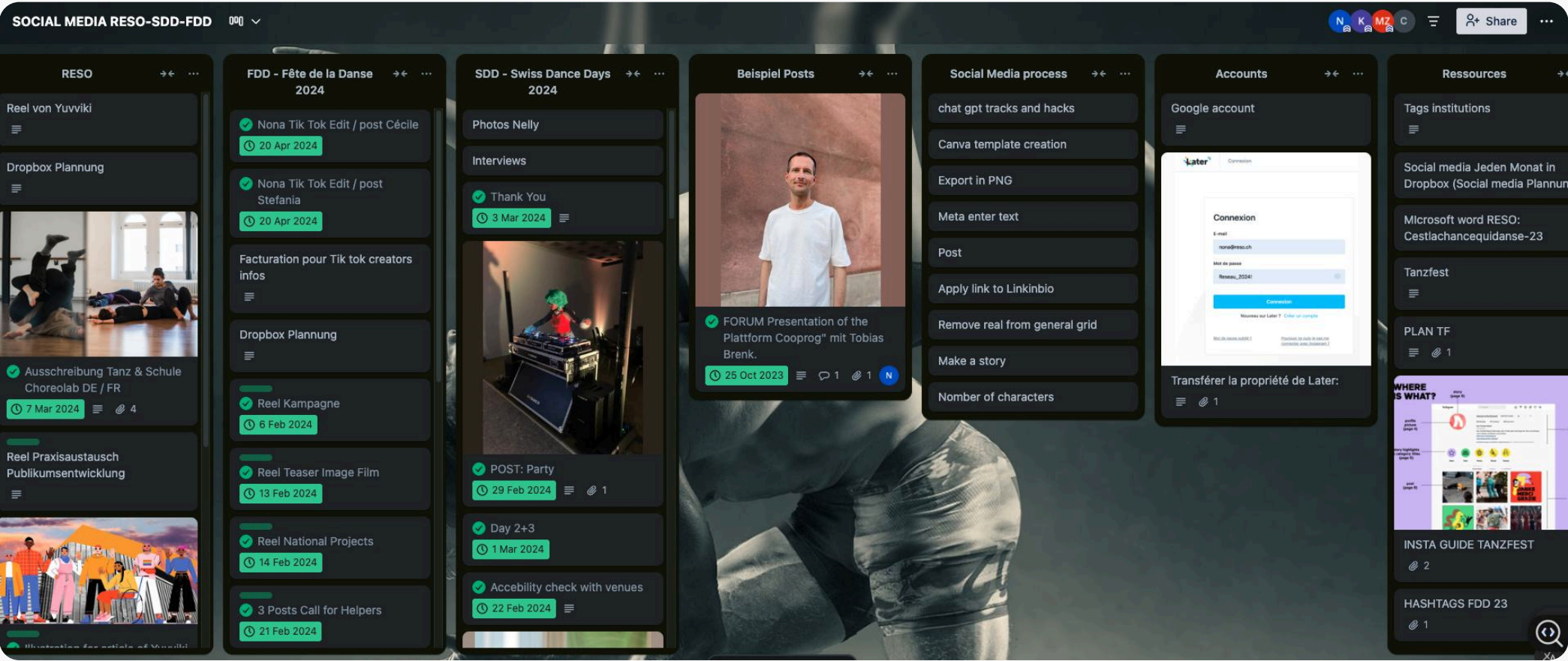
On my own initiative, I organized internal AI workshops for the team and introduced new technologies for text creation, image generation, and social listening. Additionally, I used tools like Canva and Trello to make our workflow more transparent and efficient. As a result, I simplified the content creation process by approximately 20% and improved user engagement.

WHAT

I continuously researched new digital tools, conducted practical training sessions, and initiated pilot projects to integrate AI applications into our social media workflow. At the same time, I strategically implemented Canva and Trello to structure and coordinate our work processes.

HOW

In this way, I demonstrated my personal drive to leverage technological innovations, optimize workflows, and successfully guide the team in adopting new tools.



About me

Nona Fragnière

Social Media Strategist

Allow me to introduce myself

As a passionate Social Media Manager, I combine creative vision with data-driven strategy. I am inspired by the challenge of transforming specialized content into stories that are both tangible and accessible online.

I leverage multilingual communication (DE/EN/FR) and technical expertise to present brands authentically and inclusively. My goal is to build digital spaces that celebrate diversity and open up niche subjects to a wider audience.

With a keen sense of current trends and an analytical eye, I turn complex narratives into compelling online experiences. I view social media as a bridge to convey the poetry, power, and diversity of great storytelling.



Inspire & connect: My approach to social media

Thank you.

[My Website](#) ↗