

memo

to: Dr. Allegra Smith

From: Katelyn Miskelley, Bridgett Rayburn, & Charity Robertson

CC: Ms. Nichols & Dr. Porter

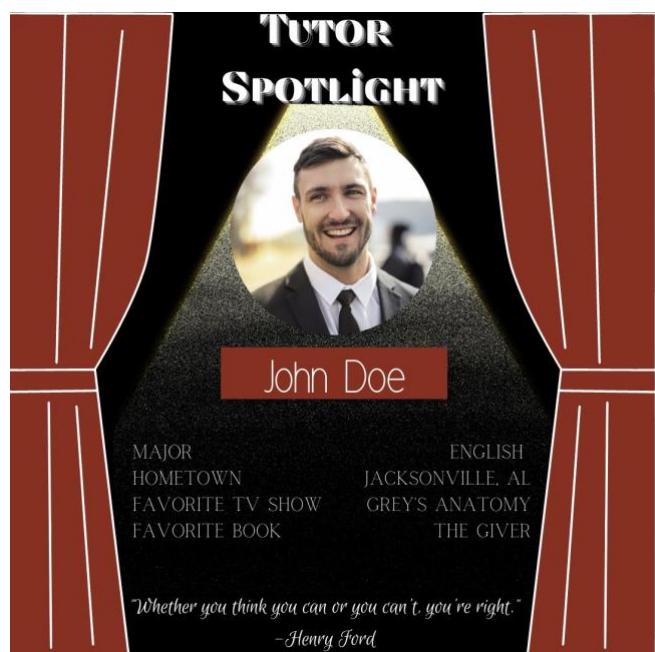
Date: 11/18/2021

Subject: Social Media Campaign

Our goal with developing this campaign was to re-introduce the Writing Center to the campus community via the social media platforms Twitter and Instagram. In this memo we will give sample post ideas, a timeline, and our plan for measuring the effectiveness of the campaign.

1. Instagram:

As we have stated in the previous memos, for the Instagram account we are recommending a warm and welcoming tone, a consistent aesthetic, and a minimum of 2 posts per week. Here are two examples of posts:



For this campaign, we proposed that Instagram posts also be posted to the Twitter account. We also planned for the Twitter account to have more current or trendy posts in order to draw in more students. Keeping in mind that the audience is primarily 18-26 year olds, we planned to use memes and witty language. An example of a Twitter post is below.



3. Timeline for Implementation:

We suggest kicking off the Instagram and Twitter accounts on the first day of class. Once the social media accounts are live, we recommend posting a minimum of two times a week to maintain consistent visibility.

4. Measurement of Success:

In order for us to make sure that the campaign is on the right track, we have planned to take a look at the numbers in February. We will collect data - post interactions and appointment numbers – and compare it with the foot traffic or appointment numbers from the fall semester. Once we have the comparison results we will be able to make adjustments to the campaign accordingly.