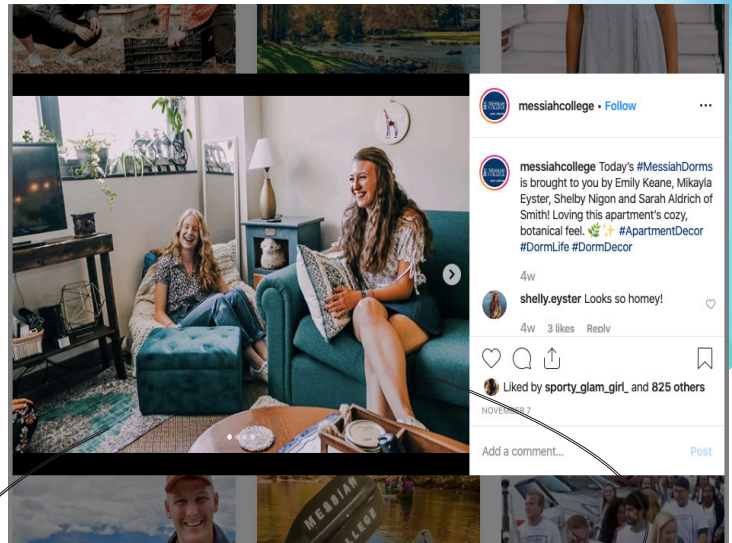


# Request for Proposal: Emily Barber for Local College

## Research:

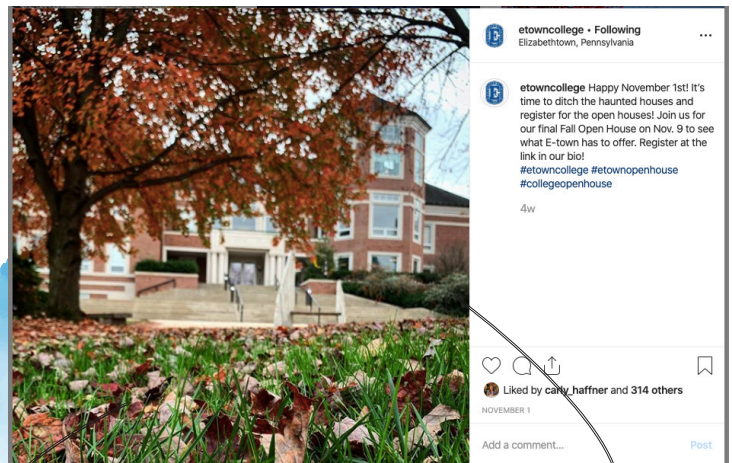
To begin the process of creating this campaign for Local College, research was conducted in the hopes of gaining insight into what posting techniques have been used by other small regional colleges on a variety of platforms. The posts that were analyzed varied from simple photos without even a filter, to complicated text heavy graphics. I conducted an informal survey showing college-aged students and recent graduates the posts that I had gathered in the hopes of gaining insight. I have included comments that were made by those who were surveyed in an effort to illustrate the decisions that have been made in this campaign.

In combination with these informal surveys, research was also conducted on the key elements that are needed to make a social media campaign successful. One of the stand out pieces of information found within this research was the importance of the message and its connection to the brand and organization. With the goal of this campaign to attract 15-25 year old prospective students to seek more information, I have decided to use the slogan "When you're here, you're home" as the main focus of this campaign. The posts I have created will spotlight different areas of the campus at Local College, including highlights of important buildings, surrounding nature and the general scenery of the campus. In addition to these natural highlights, there is space within the schedule to allow for student spotlights. One of the most popular posts that was seen in the survey were those that consisted of showing actual students, included in the comments and survey images. The logo I have created for this campaign can be put on nearly any image, showing its versatility as well as its consistency throughout the campaign length. The slogan connected to the campaign can also be put as a caption, used on stickers as well as t-shirts. Prospective college students can see these images and want to seek more information about what makes Local College a home for others, and what each of the buildings and locations on campus may look like from a different perspective.



"Good color, professional, good caption, accuracy"

"The picture is great, and shows off how you can legitimately decorate a dorm to be cute."



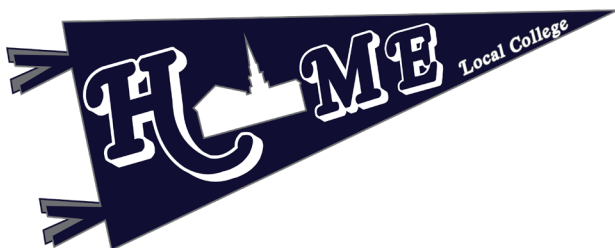
"This picture is REALLY PRETTY and works so well! And I think to advertise campus to students."

"I really like it, the nature and depth of field."

Sources:  
www.facebook.com/theclassycareergirl. (2016, August 4). 5 Key Elements of a Social Media Campaign (Podcast #50). Retrieved from <https://www.classycareergirl.com/2016/08/social-media-campaign/>.

Messiah College (@messiahcollege) • Instagram photos and videos  
Lebanon Valley College (@lebanonvalleycollege) • Instagram photos and videos  
Elizabethtown College (@etowncollege) • Instagram photos and videos

## Design:



This pennant that I have created is one of the main focuses of this campaign, and is included in the posts that are to follow. These posts serve as examples of a few campus locations that show the beauty found on the campus of Local College.

# Social Media Campaign:

The overarching goal and purpose of this social media campaign is to spotlight the campus of Local College as a place that prospective students can make home. I have decided to highlight various parts of campus to show the beauty that can be found within the area of the college campus, appealing to what can be found throughout the area. From the research that I conducted, I found that many people were more attracted to shots of nature that were simple and beautiful. This campaign also includes student features. Another thing I gathered from the survey, was that people enjoyed seeing students that would be seen if they were to go to campus themselves. Thus making Local College more inviting and grabbing the attention of prospective students, inviting them to click for more information.

Example Post 1:



Example Post 2:



Example Post 3:



# Pre-roll Video ad:



This five second video shows one of the best views on campus, creating an inviting setting, hopefully prompting prospective students to seek further information about the college. I also decided to have the logo placed in the middle of the video, to again create consistency. This video is also taken from the newest building on campus, showcasing the beauty of it, and adding appeal for prospective students to seek more information.

Click on the link to enjoy the video:

<https://tinyurl.com/HomeHere>

# Schedule:

The schedule for this campaign will be focused on a biweekly posting schedule with a different campus location or member spotlight every other Tuesday. Over the six months of this campaign, that will culminate in about 15 posts that can be posted on all primary platforms, including Facebook, Instagram and Twitter. These posts will be posted at 12 pm on each of the given Tuesdays, giving the opportunity for people to view them during their lunch break. This will hopefully reach as many people as possible, including and specifically targeting people within the ages 15-25. The campaign slogan can also be used for Instagram stories which can be put up on the alternate posting weeks, being posted on Thursdays that are in weeks without a feed post. These stories can be less formal than the feed posts and will consist of quotes about home, or photos from within the classroom, with the pennate logo placed onto them to consider consistency. This adds the ability to be posted on other stories and shared among those within the campaign age range and target.