

THE POLY POST

BY JAZZLYN BLEIL AND JESSIE RECENDEZ

REELS

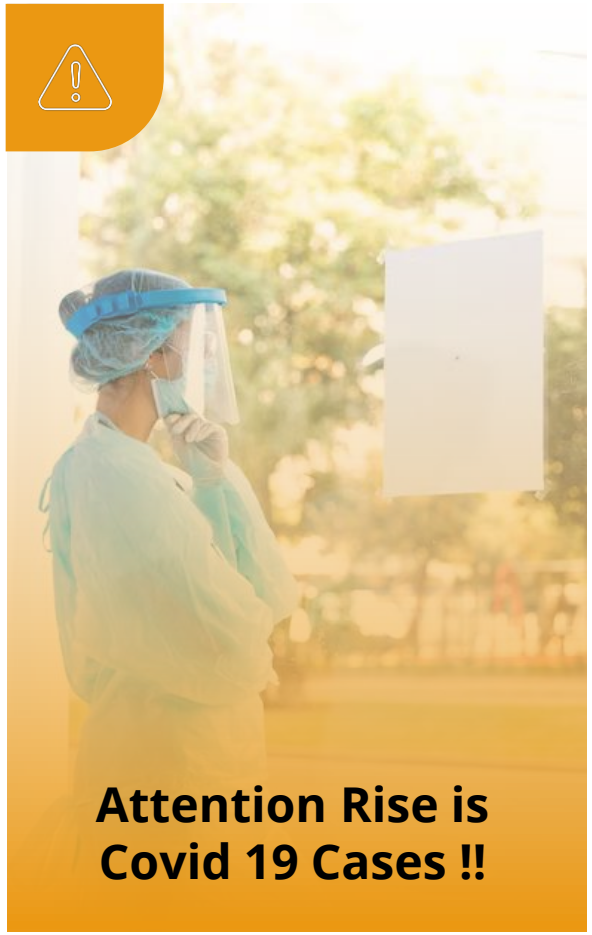
Our strategy is to use clips from YouTube video shorten them and turn them into an Instagram reel to promote our message with attention -grabbing headlines.



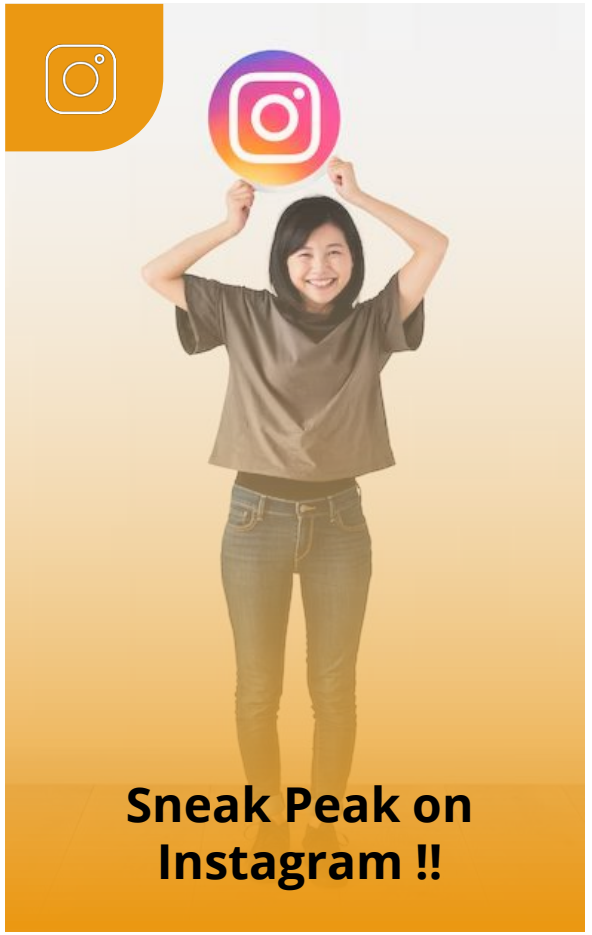
Create short video teasers video teaser **t(30-60) seconds** from the YouTube account for each weekly news piece.

Use engaging visuals and captions to highlight the key points.

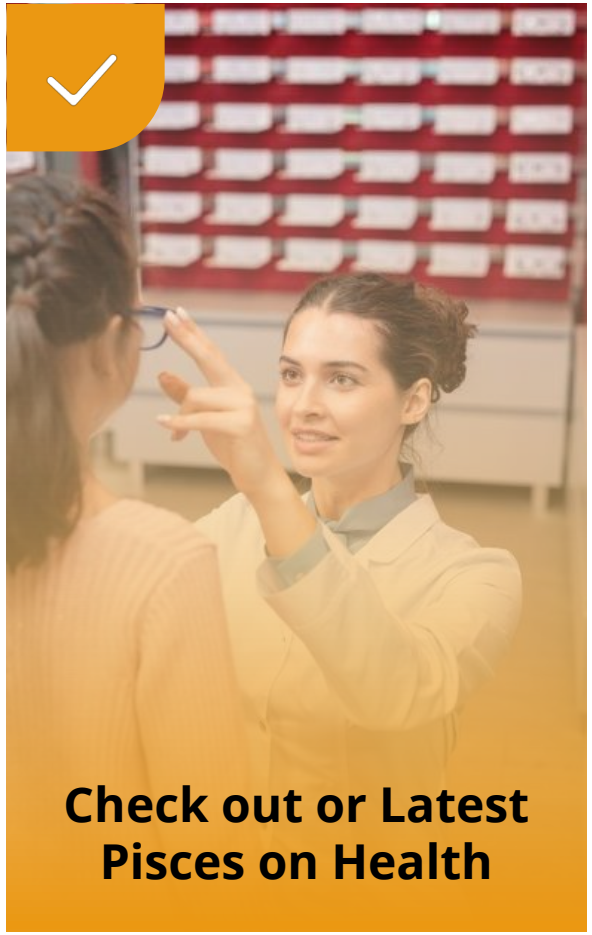
INSTAGRAM TEASER CAPTION



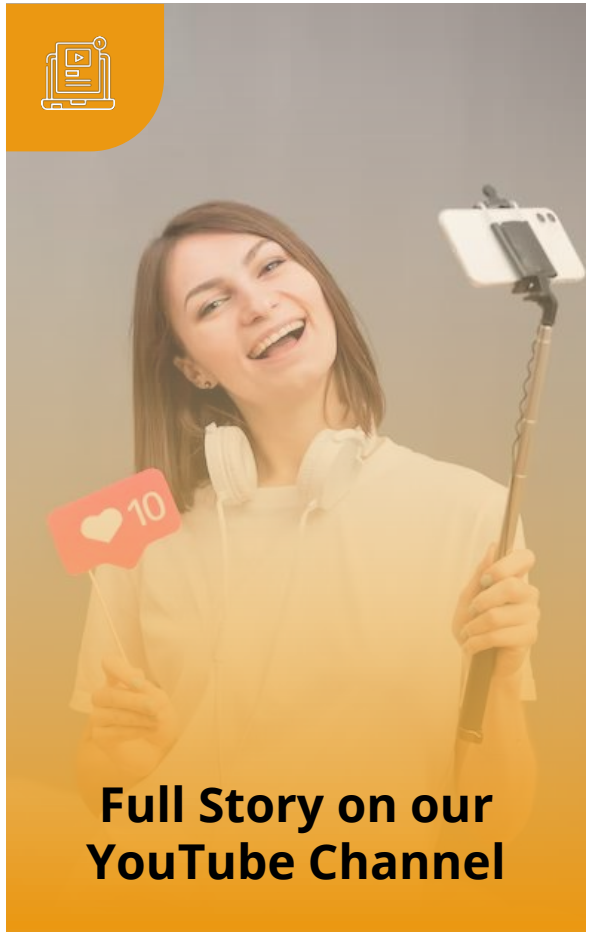
Attention Rise is Covid 19 Cases !!



Sneak Peak on Instagram !!



Check out or Latest Pisces on Health



Full Story on our YouTube Channel

HIGHLIGHTS

PROMOTION FOCUS

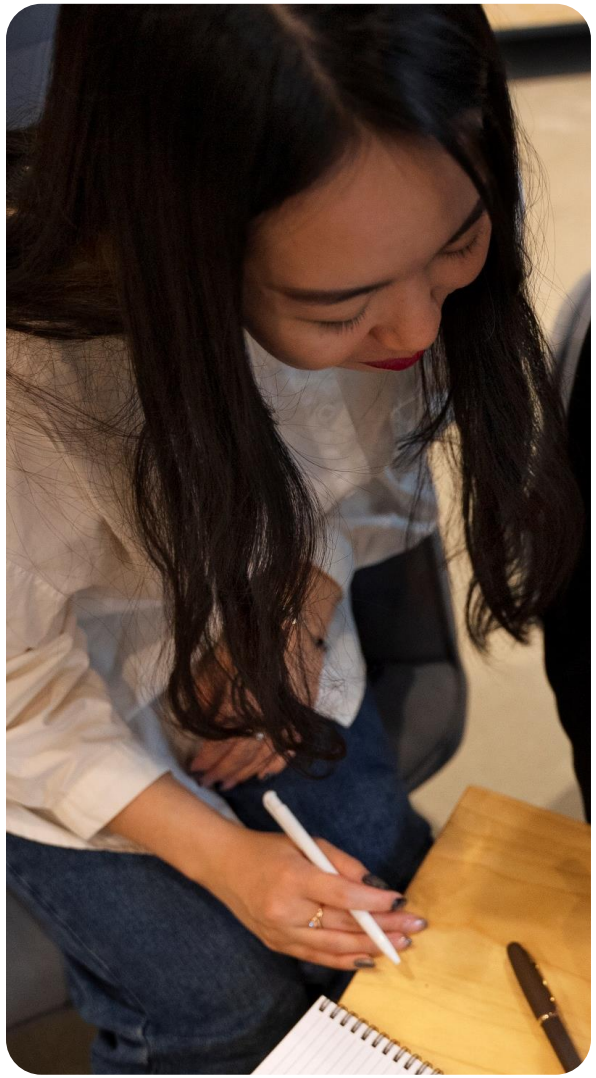
- Highlight student achievements and departmental successes.
- Promote events that foster community engagement and learning.

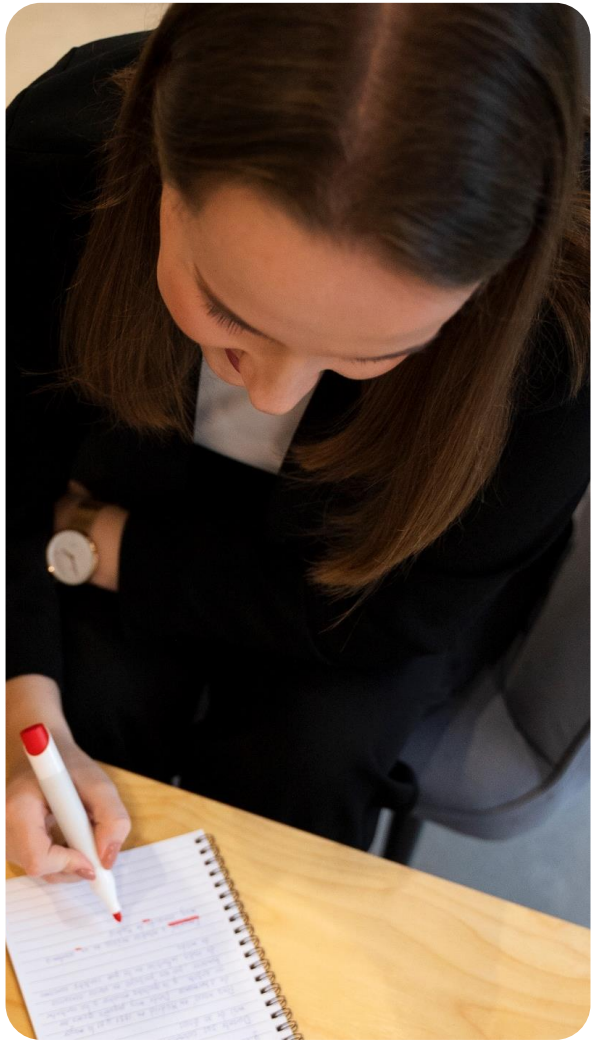
FUTURE VISION

- Launch innovative multimedia content that resonates with the student body.
- Develop partnerships with local organizations for collaborative events.

BEST POSSIBLE OUTCOME

- Establish the Poly Post as the go-to source for campus news and events, resulting in increased readership and participation.





ANALYSIS

Identified Issues

Low engagement rates on social media platforms.

Content does not resonate with all segments of the audience.



GOALS

To increased engagement and drive traffic from Instagram to Poly post YouTube channel, focus on creating interconnected content that leverages the strength of both platform.

Goals for 2024

Increase audience engagement by 30%.

Promote upcoming events and initiatives effectively.

Enhance brand visibility and reputation within the campus community.



AUDIENCES

What do you want to see from your primary audience?

(Attending more events, more engagement on the social media site)

We want see more students and community members attending campus events and activities. Higher interactions rate on social media platforms including like shares comment, and participation in online discussion.

What perceptions do you want incoming audiences to have about your organization?

We want them to see the poly post as a vital source of news that's foster community engagement and reflects students' voices.

What are your primary and secondary audiences?

Currents student and alumni.

How will this project influence your targeted audience positively?

- Increased awareness by highlighting event achaemenes students will more inform and involved in campus life

Who is your targeted audience and how will this project help keep them engaged?

- primarily currents students who engaged with campus activities and news
- Engagement strategies create contents such has polls and live streams.

How you reach your primary audience?

- social media campaigns, event promotions collaborations

PLATFORM AUDIT



What platforms does CPP have at the moment that are gaining the most traction?

Use the following table to analyze each existing platform of the client

Activity Level	Actions
Inventory + Benchmark Audit	› Instagram Audience primarily younger student and prospective students › Relationship strong engagement through visual content; used for storytelling and event promotion › YouTube Audience students and prospective students interested in multimedia content and networking. › Relationship moderate engagement; serve as a platform for deeper storytelling.
Evaluation (Short-Term and Long-Term	› KPI Assessments: Instagram high engagement rates effective for visual content and event promotion › YouTube growing audience effective for storytelling and deeper engagement. › Long. term Instagram invest in further in visual content and student engagement. › YouTube maintain for video and story explore potential collaboration with student creators or clubs
Decision + Action Steps	Evaluate current platform continue investment in Instagram and YouTube low engagement monitor but don't shut down platforms unless performance decline further

COMPETITION

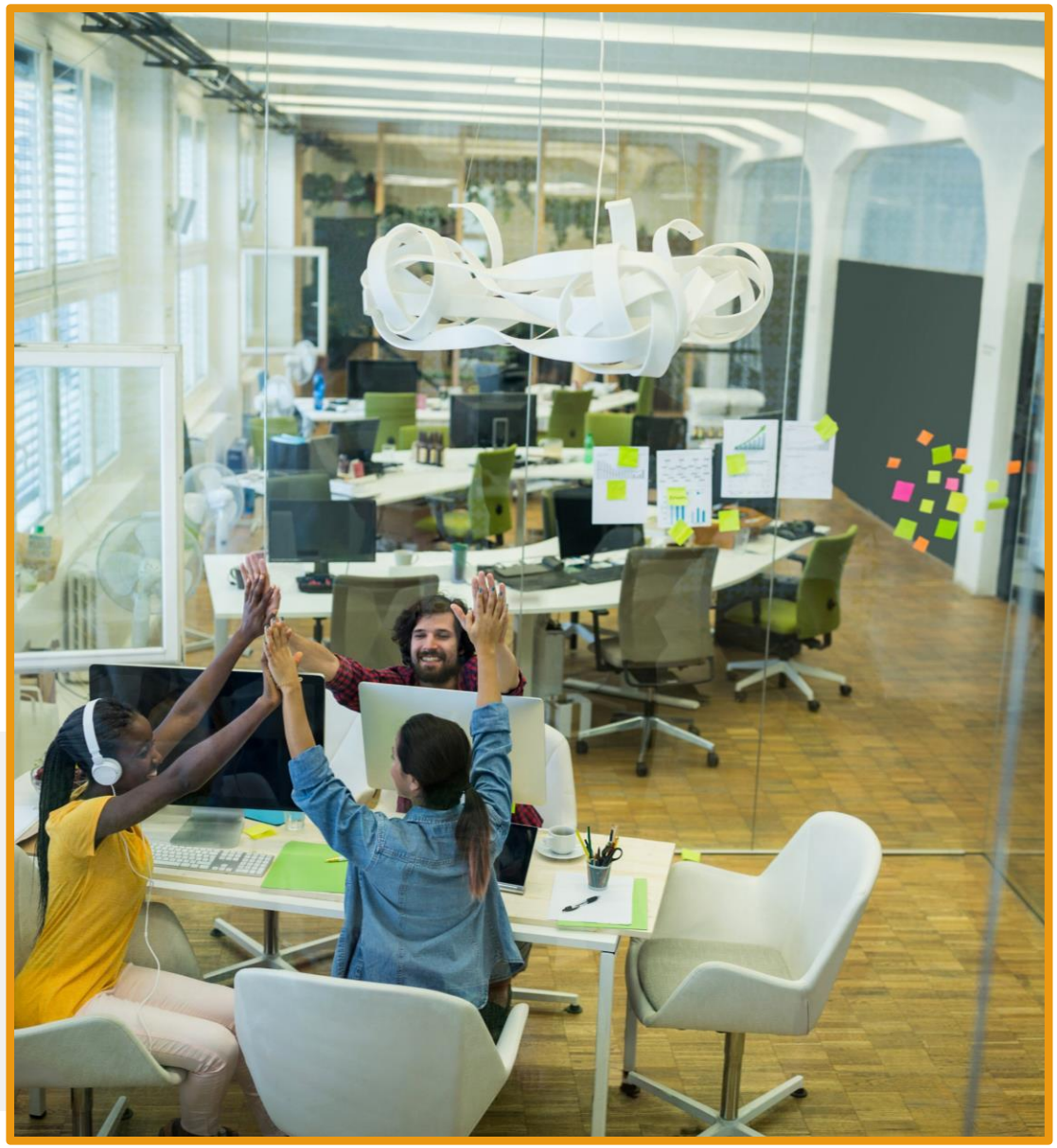
Which are the main competitors?

Nearby universities

Prior Strategies

What marketing strategies does the client use to promote their events?

Promote the poly post content through social media email newsletters and collaborations with students organizations.



KEY MESSAGES

Position the poly post as a vital engaging and informative source that reflects students voices on campus culture

Timeline

Make a calendar to develop and implement strategies.

Create a quarterly content with them key event and promotional strategies.

Resource Allocation

What is the funding budget for the client to use for social media?

- Allocate fund for social media promotions contents creation and community engagement initiatives.
- Considered budget for tarted adds to increased visibility and readership.



COMMUNICATION GOALS

What would you say are your goals for 2024?

Increase engagement: Foster greater participation in campus in campus events and activities particularly through student media.

What you're trying to promote?

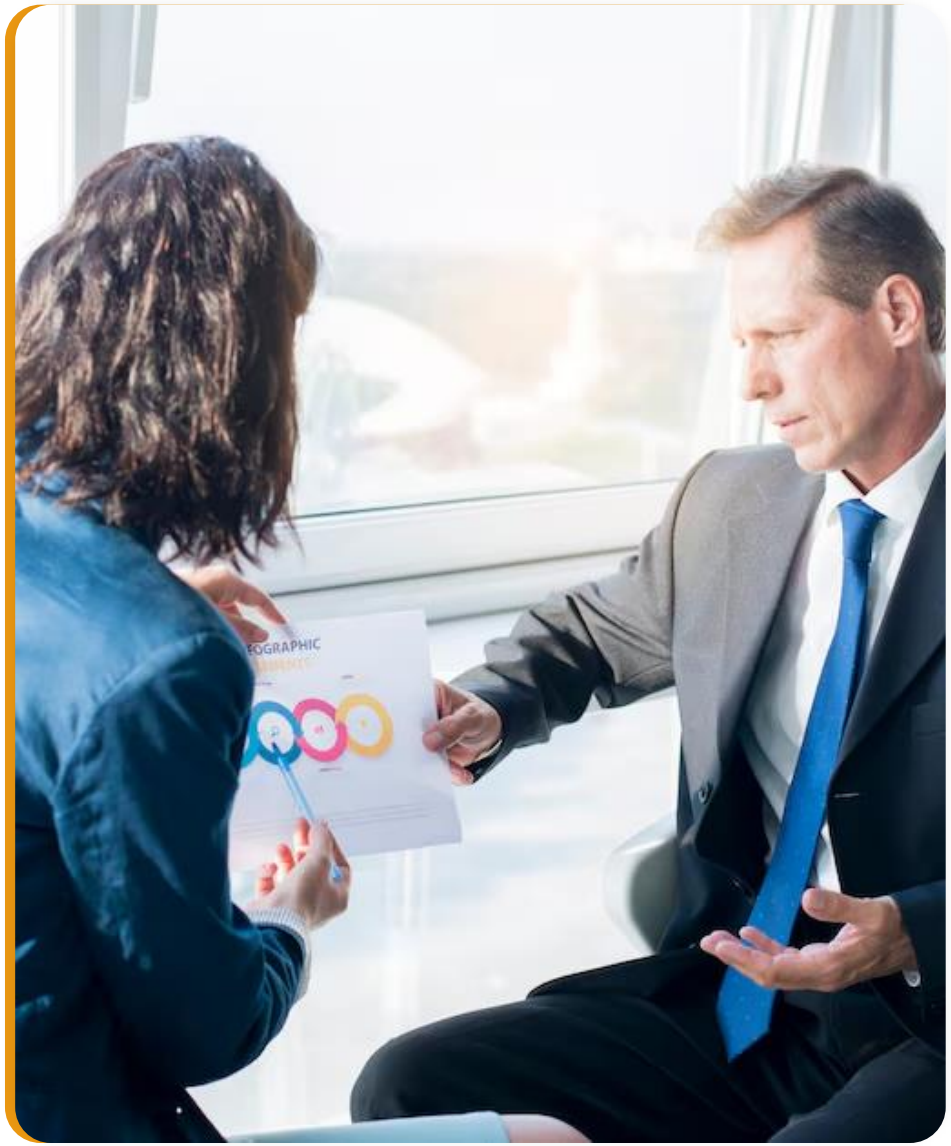
Enhance brand awareness: position the poly post as a vital source of news and information within the CPP community.

What does your brand or organization have in store for the future?

Launch new content series and partnerships of highlights student's achievements and expand community involvement.

What is the best possible outcome you hope to achieve from this project?

Increased readerships, higher engagement rates on social media, and expand community involvement.



POINTS OF ATTENTION

01

What are some problems or issues you have come across and need to solve with respect to your audience?

- Limited awareness of the poly post contents and events.
- Low engagement rates on social media

02

Which type of content do you value the most and prefer for this project?

- Interactive content such polls, live updates, and multimedia storytelling video podcast

03

Which are your expectations for your brand?

- A dynamic and related able presence that actively engages students, faculty and alumni.





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SWOT ANALYSIS OF SOCIAL MEDIA

Strengths (Inner)

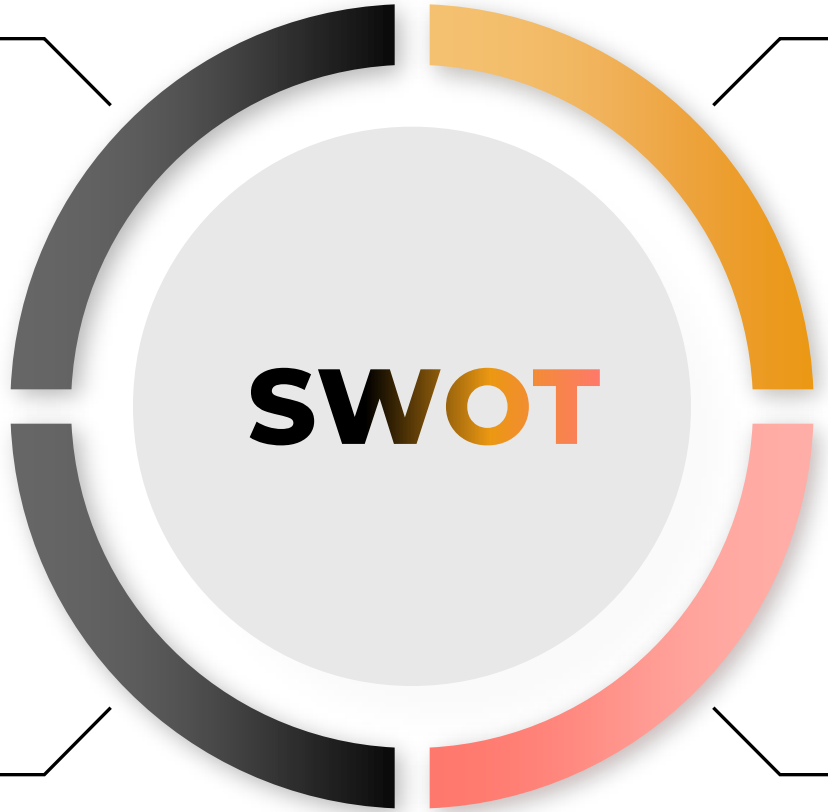
Established credibility and trust

Diverse content types

Weaknesses (Inner)

Limited reach on younger audience

Inconsistent posting schedule



Threats (External)

Opportunities (External)

Collab with influencers and students organizations

Increased used of video content



THANK YOU