

## **Challenge**

For my role as marketing director, the problem that I had to solve was having low attendance at club events, low engagement with Instagram posts, and no new people joining the club. My club, The Acts of Kindness Club, was struggling with having low participation in their organization. The challenge was to communicate the club's mission in an engaging way, raise awareness of its initiatives, and encourage students to get involved. Marketing needed to make the club's activities visible and show students how they could make a positive impact in their community. The target audience was students who could be interested in getting involved in community service and spreading kindness on campus. The objective was to communicate the club's mission in an engaging and approachable way while encouraging student involvement. Relevant constraints included reaching students with limited attention, creating content appropriate for a student audience, and working within the club's available time and resources.

## **Role**

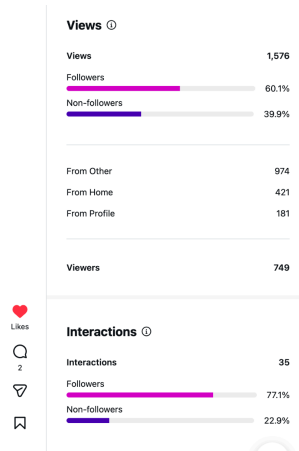
As the marketing director of the Acts of Kindness club, my role was to boost engagement. I was responsible for creating posts to advertise our upcoming events. I then had to post them on the club's Instagram, Group Me, and BullsConnect. I contributed to the club's marketing and communication efforts by helping create awareness, share information, and encourage student involvement. I collaborated with our club's other chairs such as the President, Vice President, Treasurer, and Event coordinator to discuss budgets, events, timelines, and goals within our club.

## **Approach**

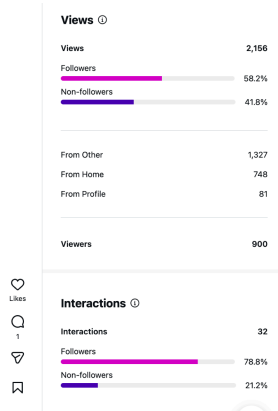
My approach focused on creating an inviting, positive community that all students could involve themselves in. Through observing past years' posts, other clubs' posts, and what entices students to attend events, I gained knowledge on what would best encourage participation and attendance. I noticed that our old post contained a lot of text, dull colors, and no focal point of the post. Because of this, when creating my advertisements, I made sure to use bright colors, minimal text, and a large focal point that would stop users from scrolling. I also used emphasis on "free snacks" because students are always interested in anything that's free. My reasoning behind this was that I wanted to make our post stick out. I wanted it to feel more fun, and inviting. My decisions were guided by the club's purpose and the goal of encouraging greater awareness and involvement.

## **Work**

The work that I have included here is the 3 posts I have made so far, the first 2 have insights. However it is too early to calculate the insights and measurement for the last post.



The first one was our first event of the semester. It was marketed as a welcome back event, we had free snacks, and a presentation to meet all of our new and existing E-board. This post received 1.5k views and 36 interactions.



The second post was an Ice Cream social where we provided free ice cream. This event got 2.1k views and 32 interactions. Making it one of our highest engaging posts yet.



Lastly, I have included my most recent post, made yesterday. Its insights are not available yet, but so far its reach has reached 900 views in just one day. We anticipate this event to be our highest attendance event because last year it did very well.

### **Evidence**

When running our Instagram, I was able to measure the post insights and reach. Before I had started running our Instagram, our post had been getting an average of 800 views, 10 likes, and 5 profile visits. The first post I made for the semester reached 1.5k views, 11 shares, and 13 profile visits. Our second post received 2.1k views, 9 shares, and 37 profile visits. Our reach has doubled since I started running the Instagram account. Our limitations have been new followers. I have been struggling to reach out to new students. Since the University of South Florida doesn't allow TikTok to advertise, we have been limited to advertising to where most of our target audience is. Our events are not that often, and our budget isn't as big as other clubs. But since we don't limit members to athletics, skills, or other abilities, anyone can join and attend our events. At the end of the year, I would like to reach at least 600 followers. We are currently at 557.

### **Reflection**

The biggest thing that I have learned through running this social media account is that it is not easy. Influencers and brands make it seem so easy to gain reach, impressions, and new following but it's not that simple. I have definitely improved following an aesthetic when it comes to a page, and I have improved my caption writing. I have improved on making advertisements for events rather than products. I have learned what elements I need to make stick out to audiences and how to read the insights of the post. Reaching out to your current following is easy. However, trying to reach out and expand to new audiences is difficult. What I would do next is try using reels and stories to my advantage. If I were to continue running this page, I would try to attend events to promote our club around campus.