

# Social media strategy maker

(Game courtesy of @ryjmag of #PrincetonU)

# About me

- Former community journalist, now social media specialist
- Graduate student at Illinois' School of Information Science
- Tweets @writemegwrite, LOVES archives

# The Rules

Seven minutes to come up with  
a social media campaign given  
Project, Skill Set, Audience,  
Team Size and Wild Card

# Project I

It's summer break and campus is a ghost town. You're tasked with keeping Facebook engagement up until students come back in August.

# The Team

You have a team of three:  
yourself, one student summer  
intern and a graduate assistant

# Your Skill Set

Photography (amateur)

Writing

Some video experience

# Your audience

Alumni

Prospective students

# Wild Card

Afterward, your manager wants to show your school's president what a great job your team did!

What metrics will you include to show success?



# Project II

Your sorority is turning 150 this year, and hosting events across the country. How can you use social media to make everyone feel connected during the big celebration, and share stories about your organization?

# The Team

Three full-time employees

# Skill set

Storytelling  
Graphic design

# Your audience

parents

alumni

local community

prospective students

current students

# Wild card

Your boss wants you to incorporate a new social media platform you don't currently use (like Snapchat , Periscope, Facebook Live or others) to help promote the events

Thoughts?