- Population Demographics of ASU West (Askia)
  - The population of West just over 4,000
  - Most used social networks are Instagram and Facebook - based on USGW analytics
  - Looking to further expand the social network of USGW

- Past Campaigns (Kevin)
  - Traditional social media applications (Facebook, Instagram)
  - Traditional flyers were posted
  - Growth has been stagnant for the past 3+ years
  - No measurable growth (based on Facebook analytics)
  - No photographs of past USGW events have been found or archived by looking at the current social media feed (Dead other than flyers)

- Current Marketing Agenda
  - Focus on Facebook and Instagram (Askia)
    - Through West students, clubs, and programming
  - Social Media campaign in tandem with physical types of advertising (Askia)
    - Even though we have new restrictions on advertising we can increase the presence of social media
  - USGW Website (Askia)
    - Bios of all USGW members
    - Promotes transparency through posting pictures
    - Upload and update calendars
    - Sun Devil Star (recognize of West Sun Devil)
    - (Show Example of other USG websites)
  - The inclusion of a front desk side of marketing (Kevin)
    - Desk assistants (Sands, CLCC, Las Casas, Casa De Oro)
  - University-wide push
    - Shuttle advertising (James)
    - Marketing specifically Social Media Wise (Askia)

- Objectives (Askia)
  - Create awareness of USGW events
  - Create increased awareness of West clubs/organizations (Bi-weekly club posting)
  - Increase retention for USGW events
  - Future proof USGW advertising for future administrations
  - This campaign will focus on promoting USGW advertising for the student body
- Website Examples (Askia)
  - …. Screenshots of bios and headshots
- Campaign Theme (Askia)

- ○ "USGW for ME" / "What can USGW do for ME?"
- ○ The purpose is to notify the student body of what USGW does through advertising and documenting our events and programming.
- ○ Making USGW more personable with the student body and students organizations
- ○ <mark>Eradicate the concept of "all work no play"</mark>
- ○ How? By going to all club meetings/events on campus and documenting the life we have on West
- ➢ Social Media strategy (Both Askia and Kevin)
  - ○ <mark>Completely</mark> revamping the current Facebook Page and Instagram page
  - ○ Phase One (Askia)
    - ■ Take headshots of all members
    - ■ Create bios for all members
    - ■ Create a West weekly section on the website
    - ■ Include all of our social media accounts into the website (if comfortable)
  - ○ Phase Two
    - ■ Changing the theme of Facebook and Instagram to relate closer to ASU Branding
    - ■ Better alignment with the Associated Students of ASU branding of ASU
    - ■ A website that is Mobile friendly
  - ○ Phase Three
    - ■ Feature students of the month (Sun Devil Star)
      - ● Nominations come from the student body
      - ● Send out emails requesting submissions at the end of every month
    - ■ Feature clubs on a bi-weekly basis (every other week)
    - ■ Feature USGW events and programs
    - ■ Feature Club events and programs
    - ■ Imported "days in the life" of a student with a major of….

- ➢ Measurement and Evaluation
  - ○ Analytics and site data (Already saw an 81% increase in Instagram)
  - ○ If there has been an increase in the overall following, interactions, and content generation via social media outlets, then our campaign was a success
    - ■ This year will be used to gauge the success for future years