

Project Summary

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For this case study, our team looked for innovative ways of publicizing campus wide and building exclusive experiences. Our experiences combine social interaction and fun with educational components that uphold our commitment to seamless learning. Our theme for this social media push is “the perfect amount of information”; reflected by our video’s ability to pique students’ interests, our theme gives minimal details about upcoming experiences. Inspiration for our videos comes from a variety of social media outlets in hopes of relating to students.

COME

Promoted only by a flyer with a black background and a short video, the “Come” event plays on the curiosity of students. “Come” is a great opportunity for our Student Activities Council to foster connections between students and mental healthcare professionals. We have chosen this subject because mental health has proven to be a concern on Missouri State University’s campus as well as other campuses across the United States. Our goal for this event is to create a non-intimidating environment where students feel safe to learn about mental health and continue breaking down the stigmas associated with mental illness. The first step to accomplishing these goals is addressed by our video’s inviting yet simple message to “come” to our event. Just like our video, the publicity for “Come” is meant to intrigue students and stimulate conversation.

Freddy Fall Fest

An opportunity to build community among students living in Freudenberger House, the Freudenberger hall council will be throwing Freddy Fall Fest. Exclusive to Freudneberger House, Freddy Fall Fest was chosen as an attempt to get students connected with members of their community and hall council; building relationships with current hall council members encourages students to become active members of hall council and begin taking on leadership responsibilities. Drawing attention to the QR code puzzle pieces hidden throughout Freudenberger House, the goal of our video is to make students invest in the event by completing the puzzle and encouraging students to attend with their friends. As a result of this video, students will be excited for the memories that this experience will provide.