

# OBJECTIVES

1

STIMULATING THE SOCIAL MEDIA PRESENCE THROUGH CONSISTENT ENGAGEMENT WITH FOLLOWERS BY SHOWCASING HIGH ACADEMIC ACHIEVEMENT, LEADERSHIP, AND NETWORKING.

2

STRENGTHENING THE SOCIAL MEDIA IMAGE BY DISPLAYING THE NEW COACHING STAFF AND THEIR NEW PHILOSOPHIES.

3

DISPLAYING THE ONGOING CAMPUS REVITALIZATION TO CAPTIVATE THE PUBLIC'S EYE AND SPARK INTEREST IN THE YOUNGSTOWN AREA.





# PERSONA

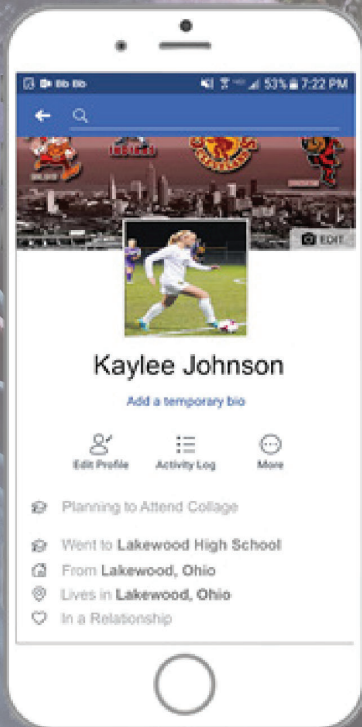
Meet Kaylee, a 17 year old senior from Lakewood, Ohio. She's been playing soccer since middle school, made her varsity team as a junior, and is a 2 year letter recipient. She also holds a GPA of 3.4 and is involved in her high school chapter of National Honors Society. She's currently applying to colleges within the tri-state area, and she wants to be a part of a collegiate soccer team where she feels like she belongs.





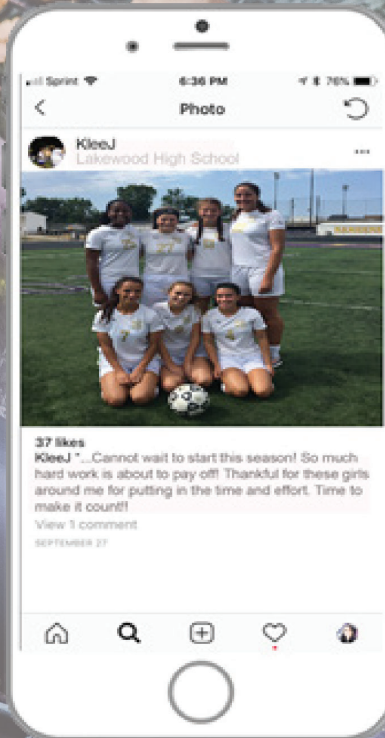
# PERSONA-SOCIAL MEDIA ACCOUNTS

## FACEBOOK



- Main use is communicating with family and relatives.
- Used for promoting the organizations Kaylee is a part of.

## INSTAGRAM



- Mainly used for posting pictures about events she participates in.
- Soccer Games, Honor Society Meetings, Sporting Events, ect.

## SNAPCHAT



- Used for displaying her daily life.
- School, Meals, Downtime, Friends.

## TWITTER



- Main use is for news and information gathering.
- News about entertainment, sports, politics, ect.





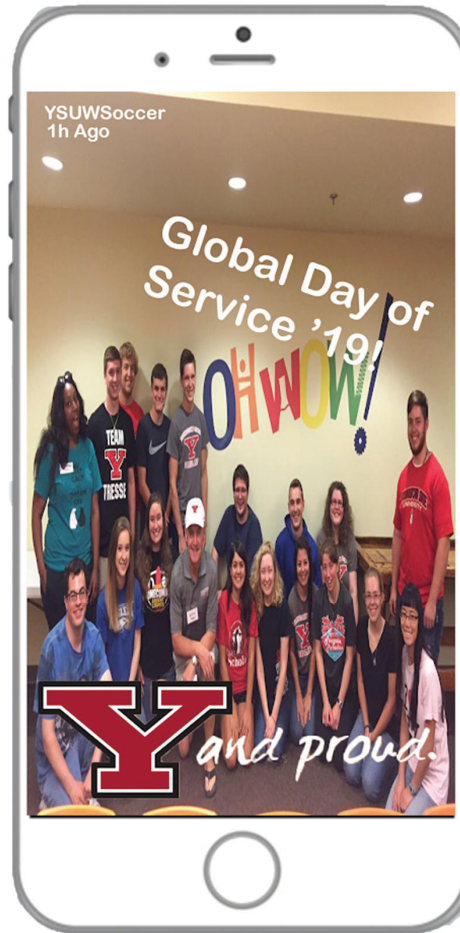
# APPENDIX

## NEW SOCIAL MEDIA CONTENT EXAMPLES

### INSTAGRAM



### SNAPCHAT



### FACEBOOK

