



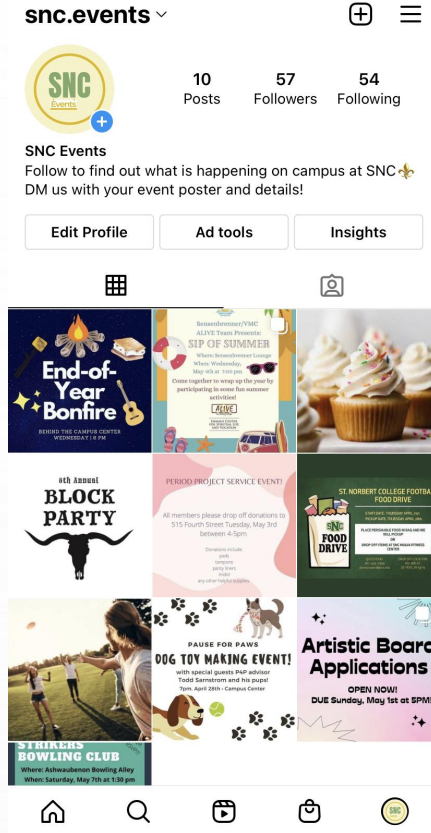
SNC Events

Megan, Bennett, & Alli

snc.events

Description:

- A one stop shop for upcoming events on campus
- Instagram account for all clubs to promote their events
- Repost of flyers from organizations on campus
- DM submissions with captions and flyers



Captions: snc.events

- Familiar Caption Structure: Knight Theatre
- Credited original post
- Tagged group to notify about post

snc.events Knight Theatre

.....

ATTENTION ONE AND ALL:

Applications for the Knight Theatre 2022-23 Artistic Board are now OPEN!

Check out the descriptions of each position and consider applying!

The application may be found at the link below and is due SUNDAY, MAY 1ST AT 5PM.

https://docs.google.com/forms/d/e/1FAIpQLScesMwqmOt7IZUIvPb50v_Q-SJiciQ3onu3IETTWczxaqttEA/viewform

Feel Free to SHARE and COMMENT if you are interested!

CREDIT: Knight Theatre Facebook

Our Inspiration

SNC Communications

- Weekly emails

Organization Posters

- Posters that hang on cork boards around campus are either too bold or blend in

SNC Instagram Account

- Not all events are posted

SNC News: Wednesday, May 4  



SNC Communications (sent by hannah.obrien@snc.edu)

to sncnews-list ▾

SNC NEWS

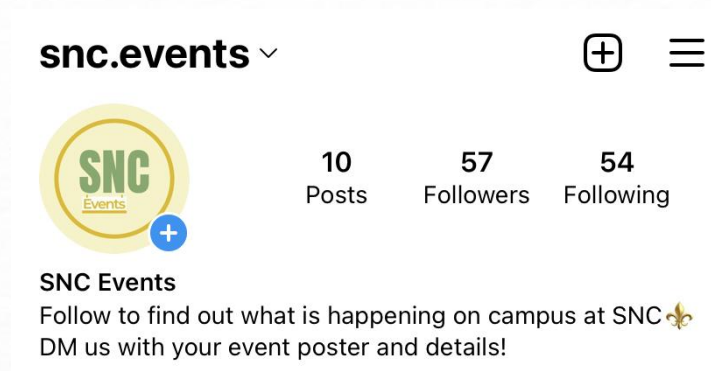
Wednesday, May 4, 2022

1. Let Us Pray
2. GMS (P2) Lot Closure Today
3. Funeral With Military Honors Today
4. Parking Bulletin: Move-Out Dumpster Delivery this Week
5. Summer 2022 Courses
6. Spring 2023 Study Abroad Applications Now Open
7. Dancing Vibing Knights
8. New Senior Office Manager in Health Services
9. May is Mental Health Awareness Month
10. End-of-the-Year Picnic
11. Dan Stoll Retirement and Farewell
12. Upcoming Events

Engaging Audiences: Our Goal

Goal: get groups on SNC campus to follow and share events

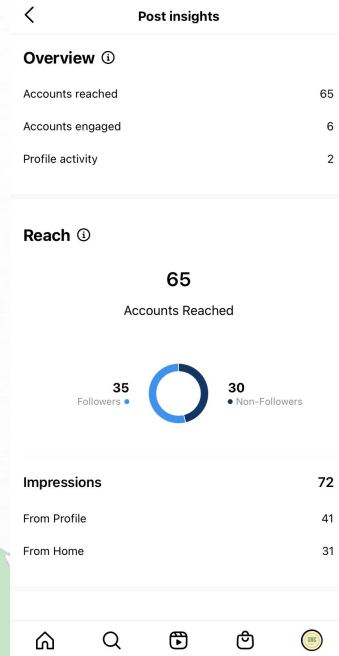
- Followed groups on campus, not individuals
 - ◆ Did not want to look like a spam account
- Email reach out



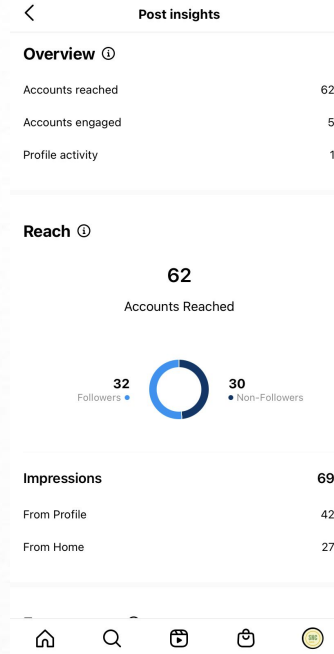
Engaging Audiences: Best Posts

- Block Party: 6 likes, 65 accounts reached- almost half not our followers
- Cupcakes with the Bruess': 5 likes, 62 accounts reached- 32 followers, 30 non followers

Block Party



Cupcakes



Limitations

Time limitation

- Changing the project

Groups did not reach out to us

- We had to find events happening
 - SNC Organization App

Organizations/individuals within organizations did not re-share

What We Learned

Instagram

- Managing a “business” profile
 - App & post insights
- “Working” even when you’re not working
 - Constantly on the lookout for content



Digital Storytelling

How is this digital storytelling?

- **Serial Structure**
 - Posted events that were happening *soon* on campus
- **Personal Presence**
 - Gave groups personal presence on different platforms
- **Social Framework**
 - Took physical posters and put them onto a digital platform
- **Multiple Proscenia**
 - Gave individuals access to see events that they would not normally see in their digital platforms
- **Platform Affordances**
 - Pictures to engage people rather than written text



Thank You!

