1. FB Event Launch week of 2/25 (closer to Friday)
    a. Weekly shares of FB events:
        i. Sam: Mondays
        ii. Coco: Tuesdays
        iii. Smollin: Wednesdays
        iv. Matt: Thursdays
        v. Isaac: Fridays
2. Flyers up around sophomore res halls week of 3/3
    a. Track RSVPs to dtm how hard marketing needs to be from here
3. Throwback Thursdays insta posts starting week of 3/3
    a. Sam will get pics from Dean, as well as pics from this link
4. Event was 3/29