

Social Media Campaign

Good afternoon everyone,

Thank you for being here today. As an executive of the KU Blockchain Institute, I'm excited to present our **3-month social media marketing plan**. Our primary goal is to build excitement, grow our community, and solidify KUBI's presence as the go-to blockchain organization at KU.

Month 1: Awareness and Brand Building

In the first month, we will focus on building our brand presence and introducing KUBI to the KU community.

- **Exclusive Access Teasers:** Highlight opportunities for students to gain behind-the-scenes access to blockchain events.
 - **Blockchain 101 Series:** Simple, engaging videos explaining blockchain concepts.
 - **Giveaways for Limited-Edition Gear:** Creating excitement by offering exclusive KUBI-branded items for engagement.
 - **Post:** Influencer of the week
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Month 2: Engagement and Community Growth

In month two, we'll prioritize two-way engagement and further incentivize participation.

- **Personalized Mentorship Giveaways:** Engage students by offering chances to win one-on-one mentorship sessions with blockchain professionals.
- **Scholarship/Mentor Announcements:** Promote upcoming opportunities and success stories of past winners

- **Interactive Polls and Q&As:** Encourage audience participation to build stronger connections.
 - **Graphics and Captions:** Example - “What do you think of when you hear the word “Blockchain” Giving people the opportunity to understand what it really is and why they should be involved.
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Month 3: Event Promotion and Celebration

The final month will focus on promoting events and celebrating our community’s achievements.

- **Live Event Coverage:** Real-time updates and stories during mentorship sessions and workshops.
 - **Scholarship and Internship Spotlights:** Showcase winners and their experiences, while also shouting out people who excelled as well as their linkedin’s.
 - **Event Recap Videos:** Capture impactful moments and share participant testimonials
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Conclusion

This dynamic plan will not only grow KUBI’s presence but also foster meaningful connections and opportunities for KU students. By offering exclusive access, personalized mentorship, and life-changing scholarships and internships, we’ll make blockchain accessible and exciting for all.

Thank you for your time. I’m happy to answer any questions about our marketing strategy.

Event Branding & Flyer:



Social Media Campaign:

