

“Soak Up Springfield” Content Plan

- **Goals:** This content plan will work to increase awareness of Drury students about businesses and job opportunities in Springfield and increase the event's attendance.
- **Audience profile:** For “Soak Up Springfield” the social media audience will be all Drury University undergraduate students. There are approximately 58% of female and 42% of male students. All students are around 18-23 years old. The social media content plan will focus on reaching primarily juniors and seniors at Drury University because they are already decided on their major and will be interested to discover the job opportunities that they can pursue after graduation.
- **Social media platforms:** For content posting will be used Instagram and Facebook of the Career Planning department at Drury University. Also, it will be a good idea to use LinkedIn because “Soak Up Springfield” is a job-oriented event and it will give a chance to Drury University students to connect with some of the businesses that will be presented. Based on the social media statistics at the Career Planning department of Drury University, the content will be posted:
 - On Instagram between 7:00 and 8:00 p.m.
 - On Facebook between 6:00 and 7:00 p.m.
 - On LinkedIn between 12:00 and 1:00 p.m.
 - The content will not be posted on Saturday and Sunday because the statistics show that the content gets lower engagement.
- **Analyzing results:** This content plan will help to reach out to a bigger number of Drury students. The key indicator of a successful campaign will be the number of reached accounts and the number of engaged accounts.
- **Content post ideas:**
 - Highlight and introduce the businesses that will be presented at the event.
 - Highlight the activities that will be presented at the event.
 - Highlight the giveaways that will be organized at the event.
 - Tell stories of the alumnus who took advantage of a similar event and were able to find their future job.
 - Highlight the event and its purpose

Content Calendar

Day of the week	Instagram	Facebook	LinkedIn
Sunday	X	X	X
Monday	Highlight the event and its purpose	Highlight the event and its purpose	Highlight the event and its purpose
Tuesday	Highlight activities	Highlight activities	Introduce the businesses
Wednesday	Highlight giveaway	Highlight giveaway	X
Thursday	Introduce the businesses	Introduce the businesses	Tell stories of alumnus
Friday	Tell stories of alumnus	Tell stories of alumnus	X
Saturday	X	X	X

Social Media Content

Monday

Instagram, Facebook and LinkedIn post: Are you ready to “Soak Up” Springfield? "Soak Up Springfield" is a job opportunity event organized to help students get started in Springfield and make the transition from college to professional life as smooth as possible. The event will take place on October 5th at Findlay Student Center from 11 a.m. to 1 p.m.



Tuesday

Instagram and Facebook post:

All Drury University are invited!!!

- ★ Get to know local businesses
- ★ hear about our alumni's professional experience
- ★ get free food
- ★ play games

This is the best way to meet people in the area!



LinkedIn post: Meet the companies that will present themselves to our Drury University students. Find your future job at the biggest businesses in the area. CoxHealth, Walmart, Bass Pro Shops, O'Reilly and many others...



Wednesday

Instagram and Facebook post: Win a gift card at the “Soak Up Springfield”. Come to the event and enter the lottery to get a chance to win one of ten \$50 Amazon gift cards. See you there!



Thursday

Instagram and Facebook post: Meet the companies that will present themselves to our Drury University students. Find your future job at the biggest businesses in the area. CoxHealth, Walmart, Bass Pro Shops, O'Reilly and many others...



LinkedIn post: Meet Laura! The Spanish girl was afraid that it will be hard to find a job with her diploma in physics and computer science. A long time before graduation, Laura started visiting job opportunity events and meeting with business owners who promised places of employment. She was fortunate to visit "Soak Up Springfield" where she was introduced to local businesses. Later Laura got accepted to the research position at CoxHealth. She feels fortunate for this opportunity and invites everyone to listen to her story at the event.

Start thinking about your future now, visit Soak Up Springfield and get to know job/internship opportunities in local companies.



Friday

Instagram and Facebook post: Meet Laura! The Spanish girl was afraid that it will be hard to find a job with her diploma in physics and computer science. A long time before graduation, Laura started visiting job opportunity events and meeting with business owners who promised places of employment. She was fortunate to visit "Soak Up Springfield" where she was introduced to local businesses. Later Laura got accepted to the research position at CoxHealth. She feels fortunate for this opportunity and invites everyone to listen to her story at the event.

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