ONLINE NEW STUDENT OUTREACH
social media training 201
What to expect

July 22 | Social Media 101

POWER OF SOCIAL
- Know your mission
- Know your message
- Know your medium

Aug 5 | Social Media 201

EMPOWERED SOCIAL
- Aesthetic + Contextualization
- Work the algorithm
- Grow your audience
Your SeeSparkGo Team

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ONSO Campaign

Act

Love

Walk
**Concept + Overview**

**Purpose**
Connect new students to InterVarsity through online marketing campaign

**Audience**
Incoming college students who are Christian or Christian-adjacent
Secondary: InterVarsity staff and students

**Problem**
You want to not only keep, but grow, your faith in college
You want a community that is authentic and where you can be yourself
You want to know how to respond to everything going on in the world

**Value Proposition**

**Spiritual Guidance:** Discipleship/mentorship through uncertainties, resources, Bible studies, becoming more of who Jesus made you to be

**Community:** Personal connection with real people, authentic friendships to go through life’s joys and struggles with, where you can be you

**Justice:** Learning more about your own ethnic identity and culture, as well as others’, learn about God’s heart for justice, and learn how to work towards good
Concept + Overview

Theme Verse
“To act justly and to love mercy and to walk humbly with your God.

Colors
InterVarsity color palette (revival orange, missional blue and text gray) with strategic use of brighter secondary colors for emphasis

Imagery
Owned images that convey community, fun, relatability and ethnic/racial diversity

Design Elements
Concentric circles building off of 1 - ACT, 2 - LOVE, 3 - WALK
Contextualization
Localizing Creative

**BRAND**  One mission

- Use the Guidelines
- Brand Fonts
- Full breadth of colors
- [Logo Generator](#)
- [Canto](#) helps you create graphics

**YOUR CAMPUS**  Your context

- **Localize creative**
  - Feature your students and people in images
  - Create a look and feel of your ministry
- **Develop a campus tone**
  - Phrases, slogans and taglines for your region, ministry and campus
  - Don’t tie it too closely to a person or leader
Localizing Creative

As a deer pants for flowing streams, so pants my soul for you, O God. My soul thirsts for God, for the living God.

Psalms 42:1-2

STUDENT PHOTO

CUSTOMIZED LOGO

BRANDED FONT

LOCAL PHOTO

CUSTOMIZED LOGO

BRANDED FONTS AND COLORS

ANNE JOHNSON

Pennsylvania
Class of 2022
Elementary Education
East Area Mentor
InterVarsity is Here for You

**GOAL:** Define “Who is InterVarsity” for new audience members

- Mission, vision and identity of InterVarsity
- Offerings of spiritual guidance, authentic community and seek justice
- Establish where InterVarsity operates and how to get involved


**GOAL:** Inspire your audience to “act justly, love mercy and walk humbly”

- Ethnic and racial justice
- Evangelism “Jesus is here for you.”
- Community, discipleship and faith in action

Connect

**GOAL:** Compel the audience to connect with a local InterVarsity chapter

- Sign up to join an InterVarsity community
- Connect to other students on your campus
- Learn more about InterVarsity
InterVarsity on your campus

**GOAL:** Define “Who is InterVarsity” for new audience members
- Mission, vision and identity of InterVarsity
- Your campus offerings
- How to get involved

Act. Love. Walk. *made personal*

**GOAL:** Inspire students through other students
- Ethnic and racial justice to your local context
- Transformation stories
- Community, discipleship and faith in action

Connect *individually*

**GOAL:** Compel the audience to connect with a local InterVarsity chapter
- Sign up to join an InterVarsity community
- Connect to other students on your campus
- Learn more about InterVarsity
Influence Strategy

Influencers/Ambassadors
- Speak to segment of the audience
- Authentic voice
- Create trust and brand connection
- Influence behaviors of a lookalike audience

You are the Influencer
- Empower your team + students to be the online mouthpiece
- Empathetic to students’ situations
- Feeling of accessible connection
- Foster trust

BRAND FAMILIARITY
- BRAND CONNECTION
- LOCALIZED CONTEXT
- DIRECT CONNECTION

SPECIFIC TO AUDIENCE
Hello IV! Here is a quick message from Lily Gates, our chapter president! Also, you can stay updated about the next coming weeks through social media, email updates, and the website—all of these are linked below.

Email sign up: https://www.jmuiv.com/get-in-touch/
Work the Algorithm
General Rules

- Determines what posts are in a users' feed
- Organic + Digital work together
- Based on **relevancy** and **authenticity** instead of publish time
- Likelihood that the user **wants to see it** — based on previous engaging behavior

**Platforms reward:**
- Consistent posting
- Keeping users on their platform
- Using new tools they role out or promote
- Authentic, quick engagement by credible users
CONTENT PRIORITIES

Relationship + Interest

In-Feed Posts
• Engagement: Comments, likes, shares, and saves
• People you DM + search for
• Followed hashtags
• Credible and engaged community (following you and whom you follow)
• “Punishes” edited posts
• Carousels reappear in feeds
• Frequency and consistency
• IGTV appear 4X larger on explore page

Stories
• Engagement (Encourage with tools and stickers)
• Instagram LIVE
• View and respond to people you follow
• Build natively when possible
CONTENT PRIORITIES

Relevance + Stay on the Platform

• **Post Quality**: Is it informative, relevant and something your followers engage with
• **Strong media mix**: Mix up graphics with video, posts with no link and fewer than 20% of your overall content linking out
• **Video**
  • **LIVE video**
  • **Longer video**
• **Groups / Messenger Rooms**

**PRO TIP**

*Meaningful interactions* are the No. 1 signal Facebook says drives its algorithm. Most regulations and changes focus on this theme.
CONTENT PRIORITIES

Timing + Trending

• Relevant to the moment, the hour or, at most, the day.
• YOUR engagement with other content
• Longer tweets: Use your 280 characters
• Trending topics and people: More tweets are in your feed that your followers engaged with than by accounts you follow yourself.
• Live video and multimedia

PRO TIP

Conversation drives the platform. Not only will people enjoy your content more, they’ll see what you push out more, if you’re in the background replying.
Grow your audience

intervarsityusa

745 Posts  8,377 Followers  1,471 Following

InterVarsity USA
To see students and faculty transformed, campuses renewed, world changers developed.
Digital Strategy

- Instagram post promotions
  - Simple content promotions done within the Instagram app
  - Use posts you’ve already published on your feed
- Recommended Call to Action - Visit Profile
- Types of content to promote
  - About IV
  - Testimonials / Stories of life change
  - Event information
- Targeting
  - Ages 17-21
  - Geographically within your city or region
  - Interests: Christian ministry, Christian music, Jesus
- Budget
  - $20 over 2 days is a great place to start your testing
Proactive Engagement

Create + Curate an Aligned Audience

1. Follow relevant hashtags + accounts
   Identify hashtags used within your campus ministry context as well as accounts of student and leaders within your college community

2. Proactively engage with their content
   Like and comment on the content from these relevant accounts and hashtags. This engagement fosters a deeper connection within the social media space and creates trust within your audience.
Mobilize Students

Student leaders are your greatest tool to reach MORE students.

• College students sharing their heart directly with their peers is the most authentic and trusted source for peers.
• Equip students with vision and opportunities to be ambassadors for your ministry initiatives on their accounts.
  • Your social media is an opportunity to communicate the gospel
• Provide resources, ideas and LEARN from them
questions?

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