



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 SeeSpark.Go Team



Jennifer Garrett
VP, Content + Creative



Janay Boyer
*Assistant Director,
Account Lead*



Collin Smith
Content Specialist



Josh Deyton
VP, Digital



Robyn Greene
Success Manager, Digital



Avery Mixon
Content Specialist

ONSO Campaign



Act Love & Walk

JUSTLY MERCY HUMBLY

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

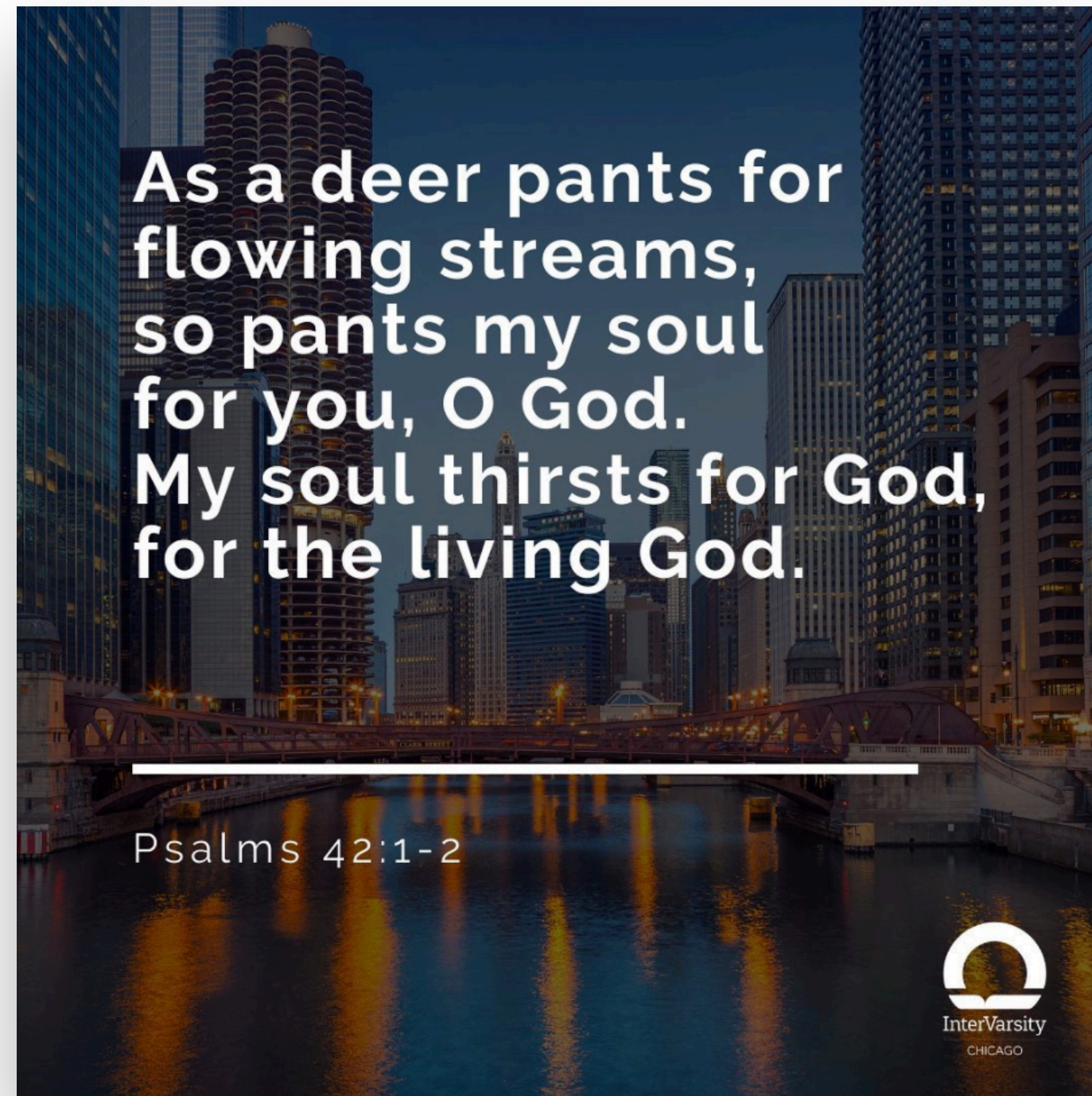
- **Localize creative**
 - Feature your students and people in images
 - Create a look and feel of your ministry
- **Develop a campus tone**
 - Phrases, slogans and taglines for your region, ministry and campus
 - Don't tie it too closely to a person or leader

Localizing Creative

BRANDED FONT



LOCAL PHOTO



CUSTOMIZED LOGO



STUDENT PHOTO



CUSTOMIZED LOGO



BRANDED FONTS AND COLORS



National Pillars

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

Act. Love. Walk.

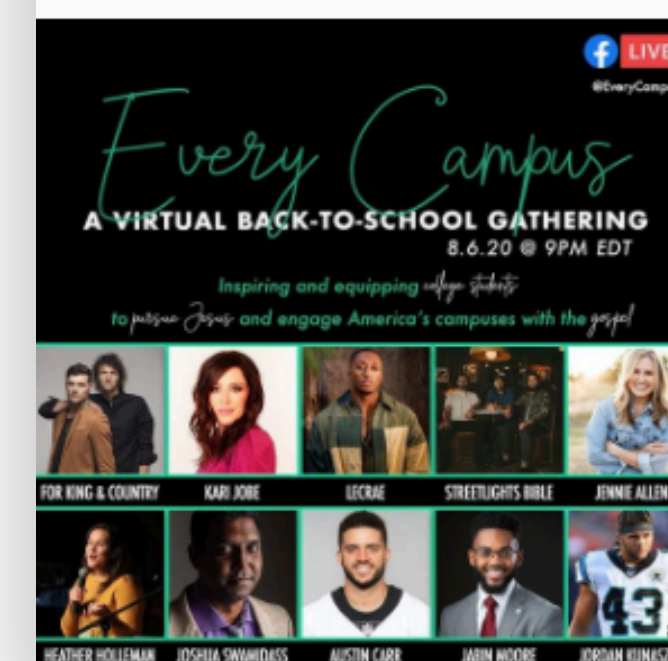
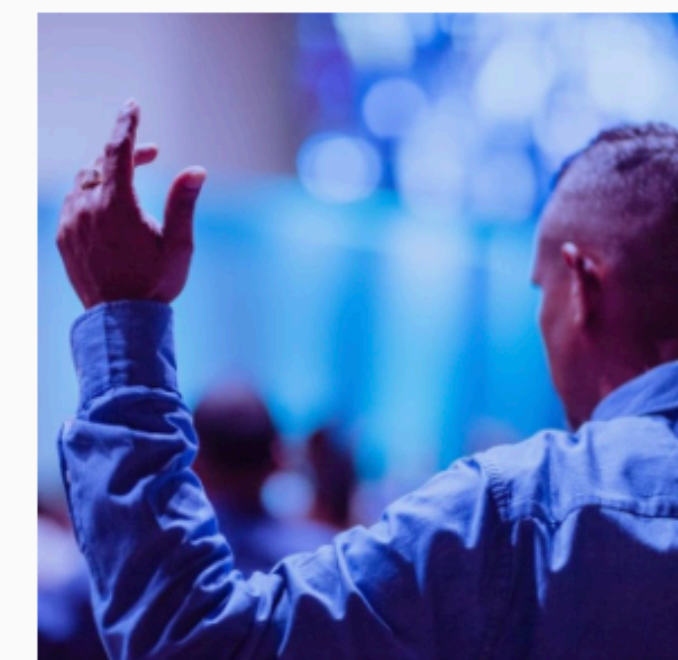
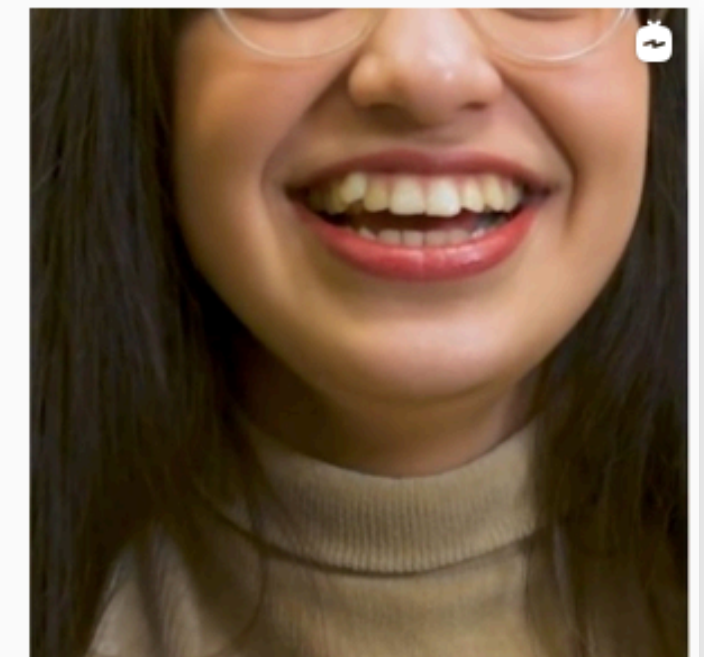
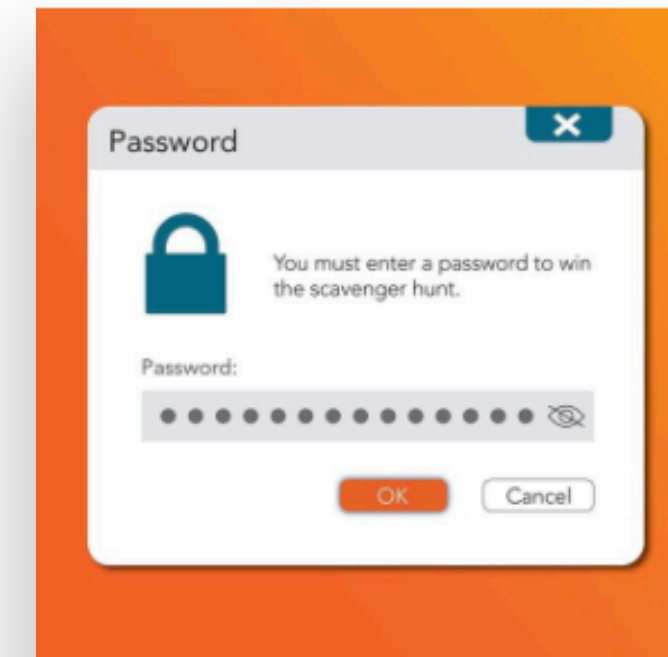
GOAL: Inspire your audience to “act justly, love mercy and walk humbly”

- 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



Apply it Locally

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*

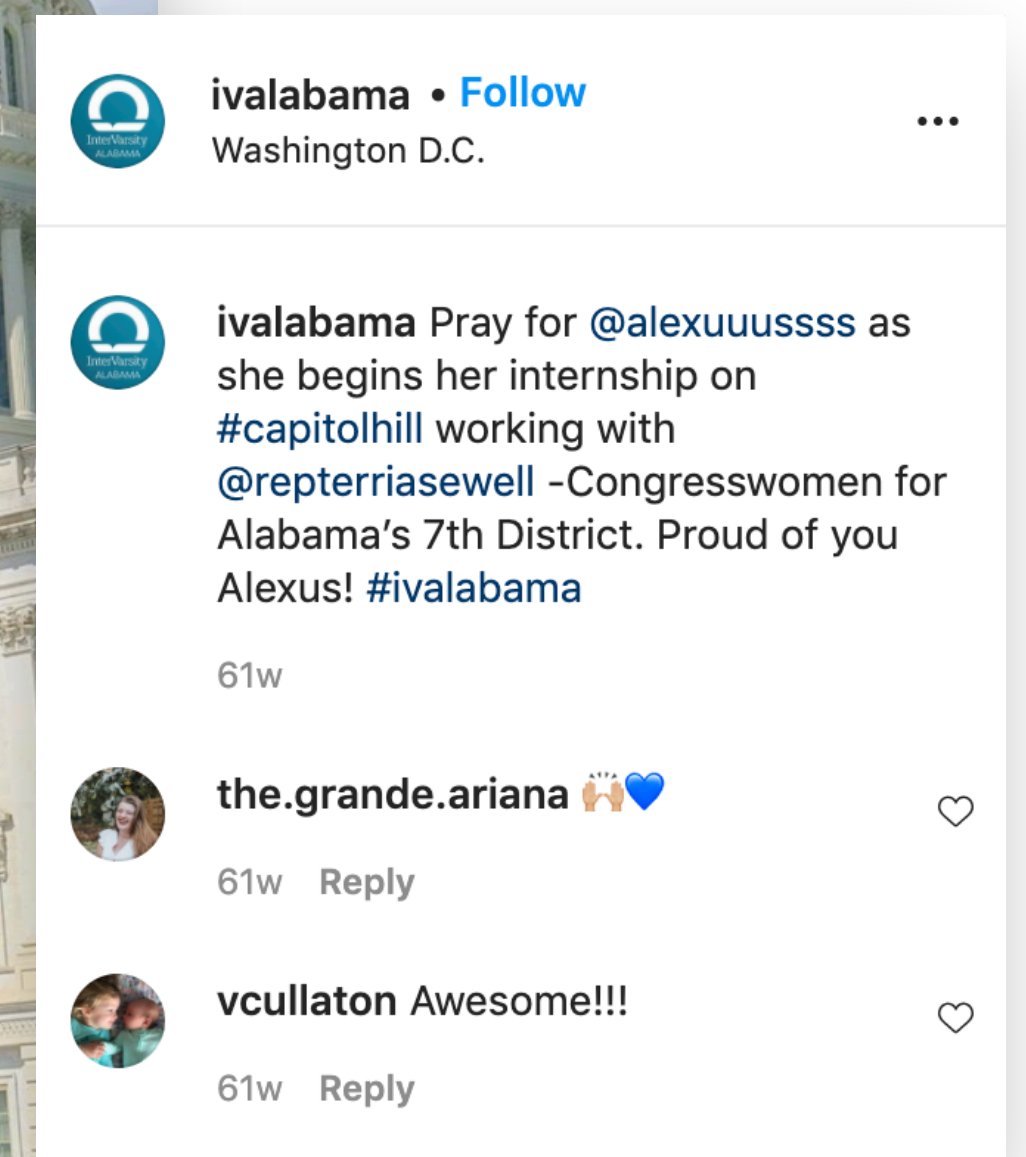
GOAL: Inspire students through other students

- 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



Influencer 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

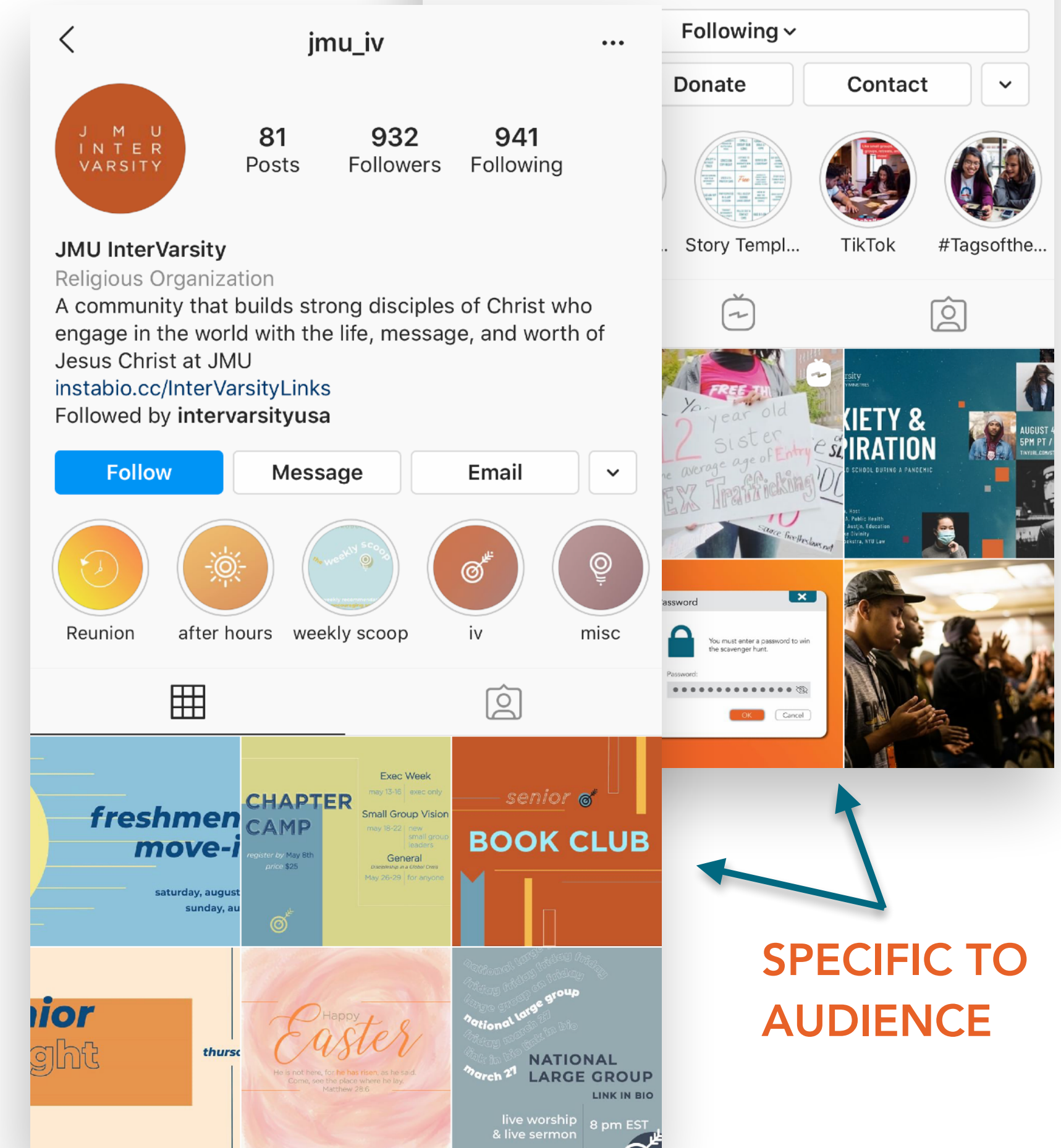
BRAND FAMILIARITY



BRAND CONNECTION

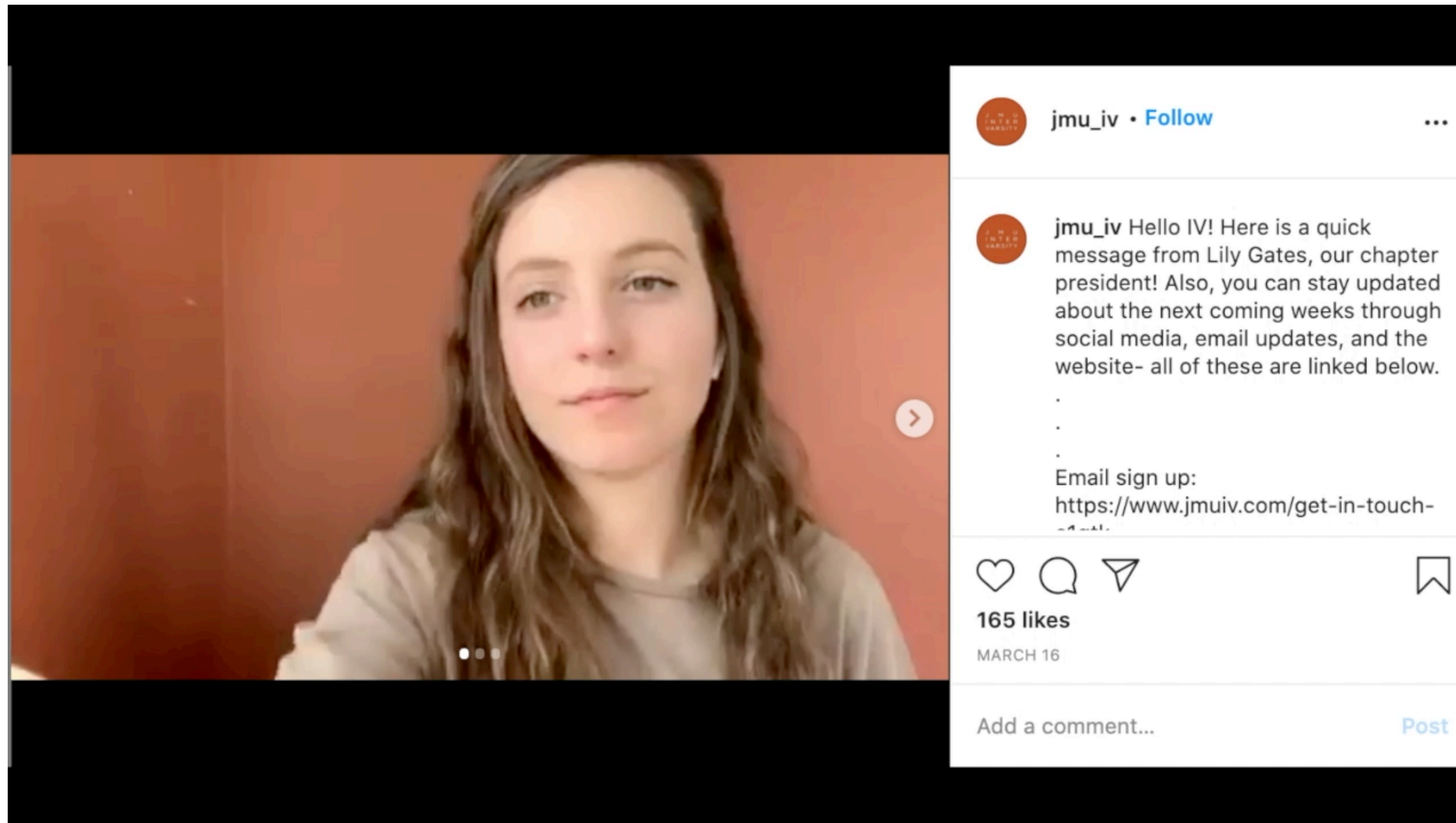
LOCALIZED CONTEXT

DIRECT CONNECTION



SPECIFIC TO AUDIENCE

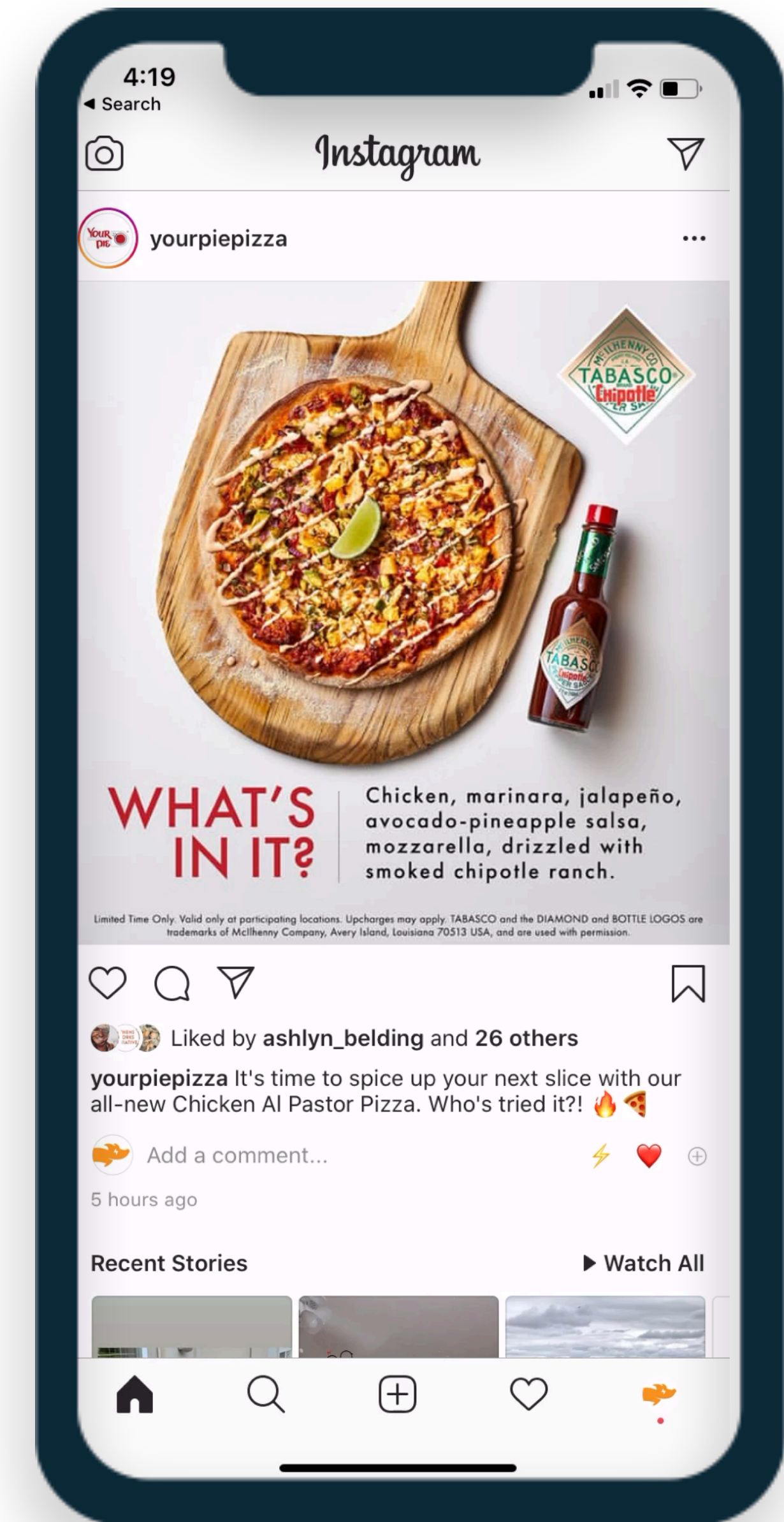
JMU Example



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 roll out or promote
 - Authentic, quick engagement by credible users



CONTENT PRIORITIES

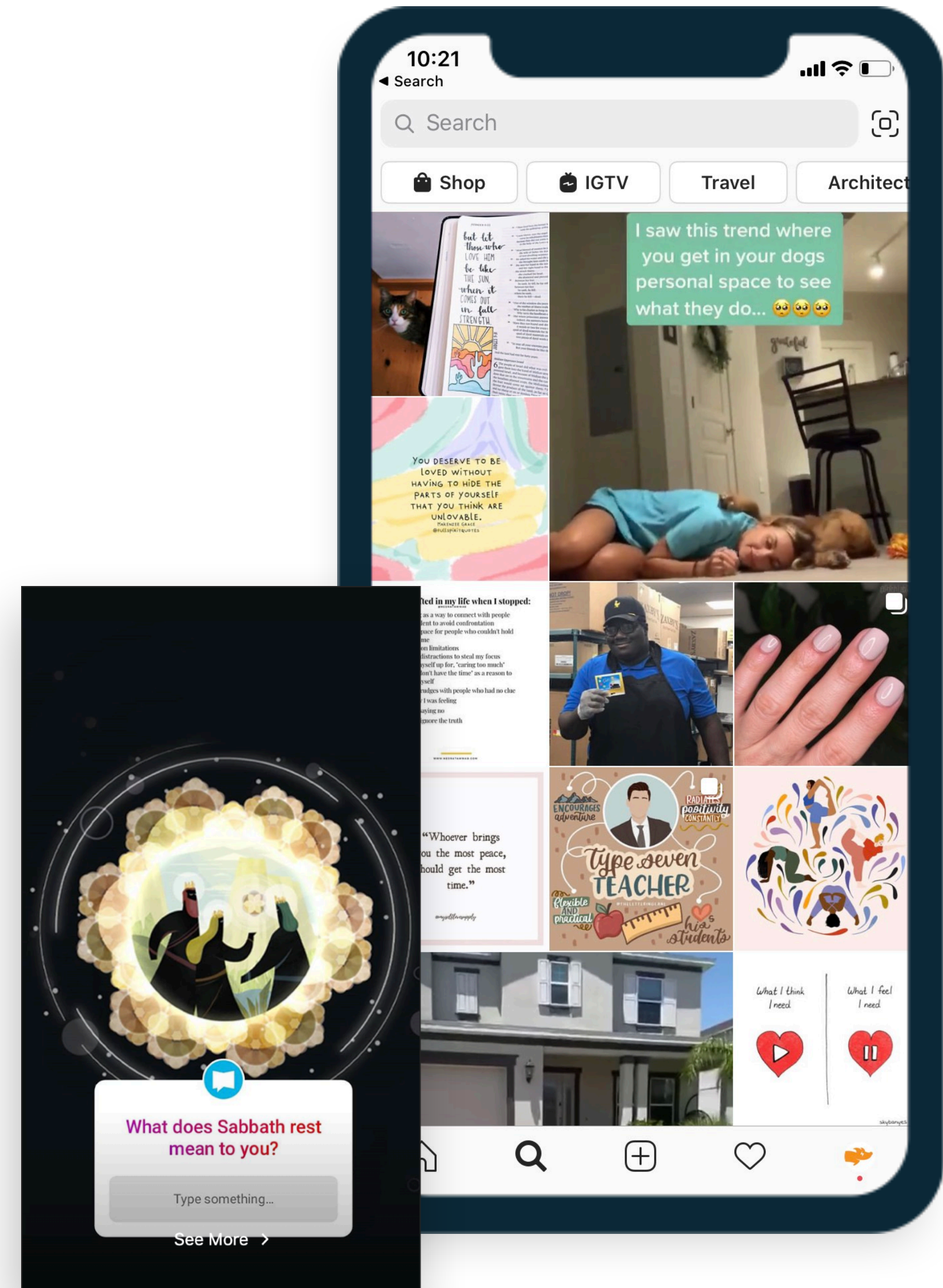
Relationship + Interest

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

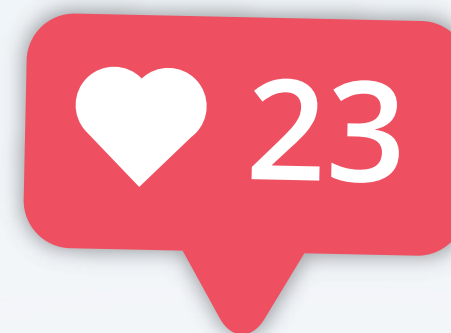
- Relevant to the moment, the hour or, at most, the day.
- YOUR engagement with other content
- **Longer tweets:** Use your 280 characters
- **Trending topics and people:** More tweets are in your feed that your followers engaged with than by accounts you follow yourself.
- Live video and multimedia

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

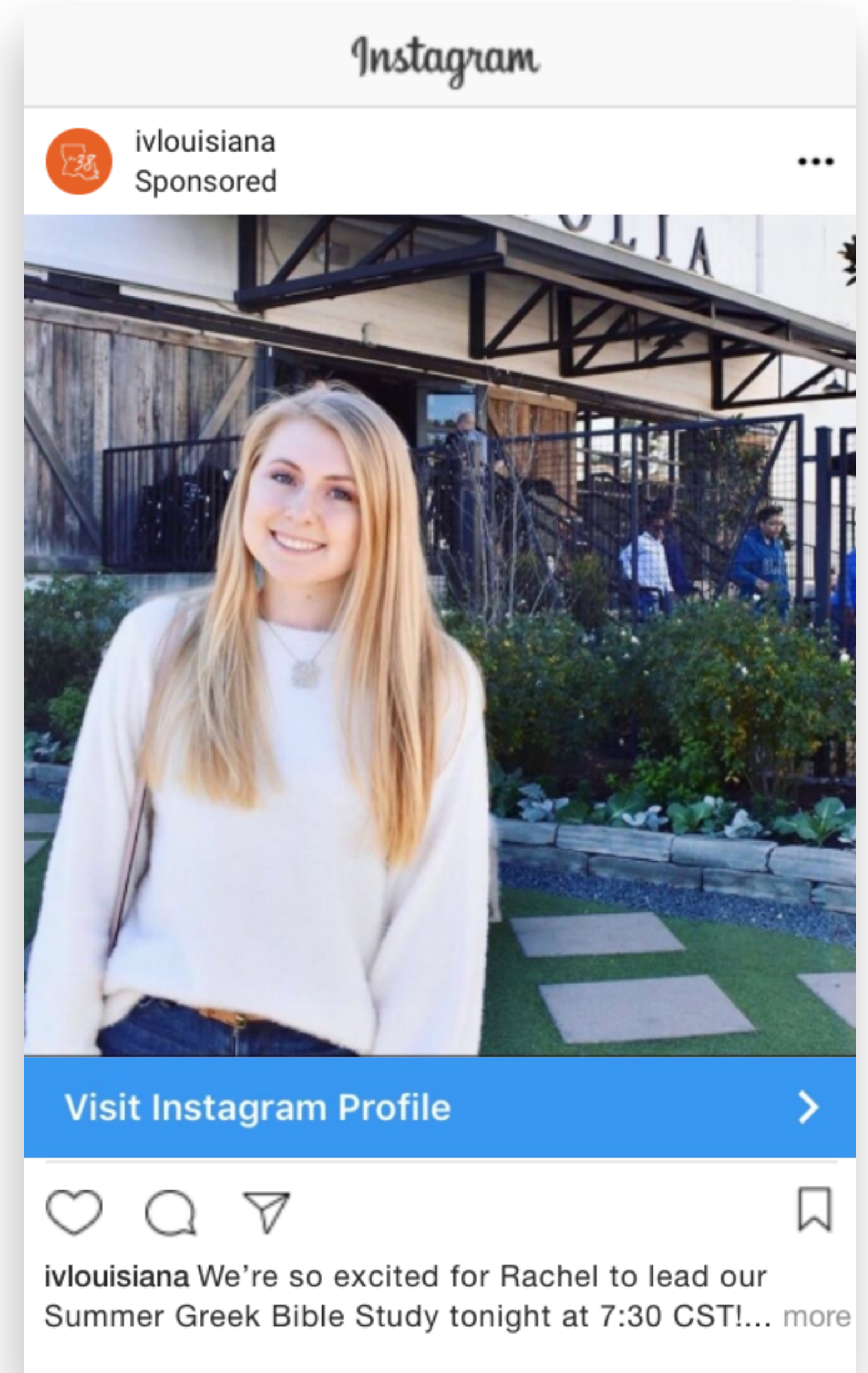
1,471
Following

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

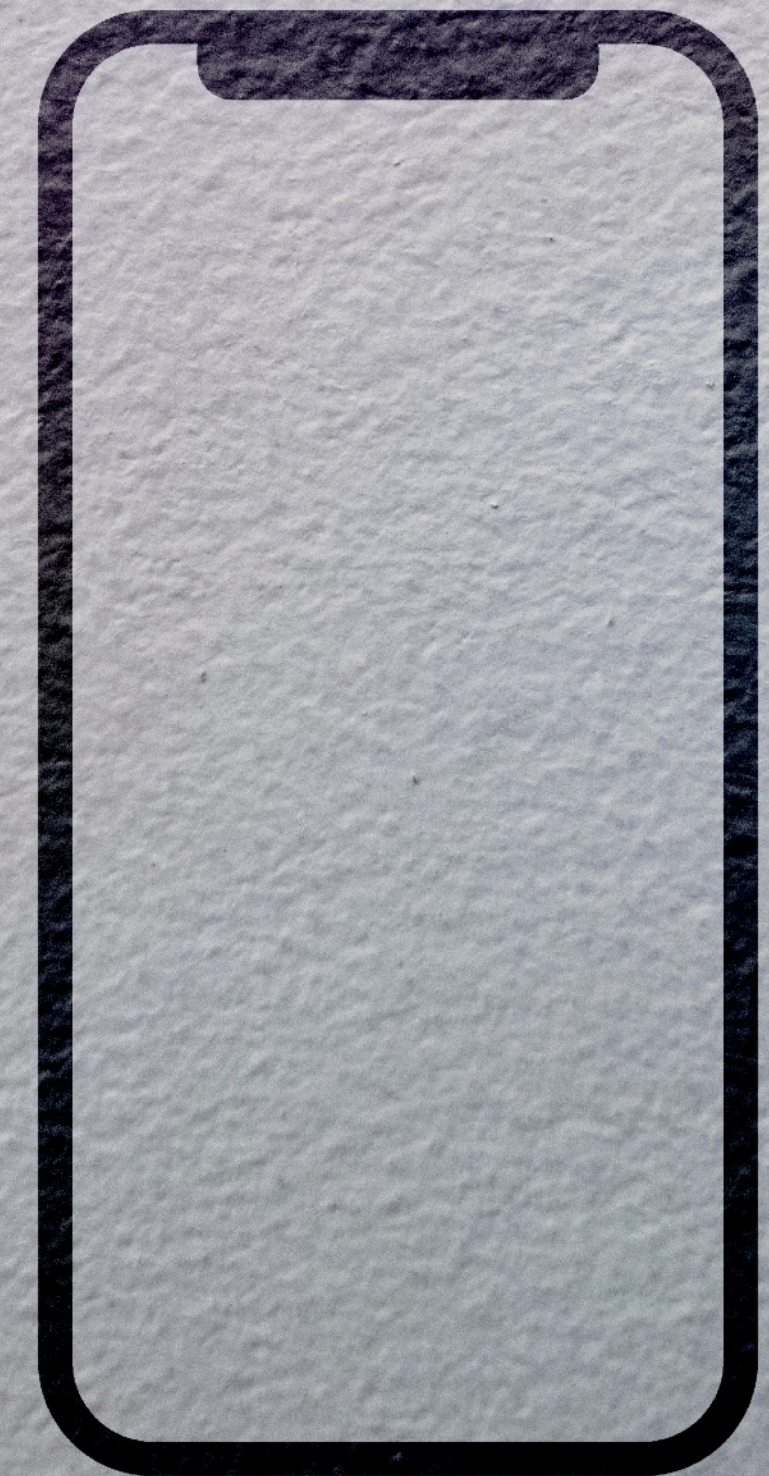
Create + Curate an Aligned Audience

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?

intervarsity@seesparkgo.com