

Notes from meeting with Team A 11/5/2024

CSUSB Home Away from Home" social media campaign is a great opportunity to gather ideas, set clear objectives, and ensure everyone is on the same page.

1 . Review of Project Background (10 minutes)

- Recap the project's vision and goals.
- Highlight the inspiration drawn from other colleges and the quotes that resonated with the group.
- Discuss the importance of a focused and directed social media campaign.

2. Meeting Objectives (5 minutes)

- social media campaign focused on belonging.
- brainstorm ideas and strategies for implementation.
- assign roles and responsibilities.

- Ellie's can help with finishing the insta
- Use student affairs division account
- Strat com can help push it out
- Everyone can do this
- Student can help with graphics (need a few graphics)
- "what makes you feel at home" or what makes you feel like you belong" and "what makes you feel at ease"
- Linktree account? Ask Monica.... Send traffic (one extra click) embed the link in the bio or the insta
- "link in bio"
- Verbal

-signage

3 . Campaign Ideas Discussion (20 minutes)

- Brainstorm potential campaign elements:
- Hashtag ideas (e.g., #csusbhafh).
- Types of content to encourage submissions (photos, stories, captions).
- Guidelines for submissions (e.g., what to include or how to submit).

https://www.canva.com/design/DAGVpVrA_p4/KU5KuvtMLRtqp_FbUEP8_A/view?utm_content=DAGVpVrA_p4&utm_campaign=post_screenshot_dialog&utm_medium=link&utm_source=post_screenshot_dialog

4. Prize Structure and Incentives (10 minutes)

- Determine what prizes will be offered to winners (gift cards, merchandise, etc.).
- Discuss the logistics of how winners will be chosen and announced.
- Consider how to promote the prize incentive to encourage participation.

- -tech

- -bookstore
- -csusb school gear
- -“bundle”
- -

5. Roles and Responsibilities (15 minutes)

- Assign specific roles to team members (e.g., social media management, outreach, prize coordination).
- Discuss the timeline for each role and establish deadlines for initial tasks.
- Identify who will lead the campaign's overall strategy and coordination.

6. Next Steps and Action Items (10 minutes)

- tasks to be completed before the next meeting.
- Set a date and time for the next meeting

7. Open Floor for Questions and Feedback (5 minutes)