


# UC Davis NAASSC Campaign

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A decorative graphic element consisting of a diagonal line that starts from the bottom left and extends towards the top right. The line is composed of three parallel bands: a thin teal band on top, a wider light gray band in the middle, and a thick black band at the bottom. The line is positioned on the right side of the slide, partially overlapping the main text area.

# What is the NAASSC?



- The NAASSC (Native American Academic Student Success Center) is a resource and community center at UC Davis, where students who identify as Native American can come to build connections.
- Also known as the “Nest”
- A “home away from home”



# Goals and Objectives

- Our goal was to increase attendance at the center through Instagram.
- Objective 1: to increase the average amount of likes per Instagram post from 20 to 25.
- Objective 2: to increase the amount of followers starting at 881 to 1000 by May 20th.
- Increase weekly attendance at the nest

# Strategies & Tactics



UC DAVIS  
Native American Academic  
Student Success Center

Native American Academic  
Student Success Center

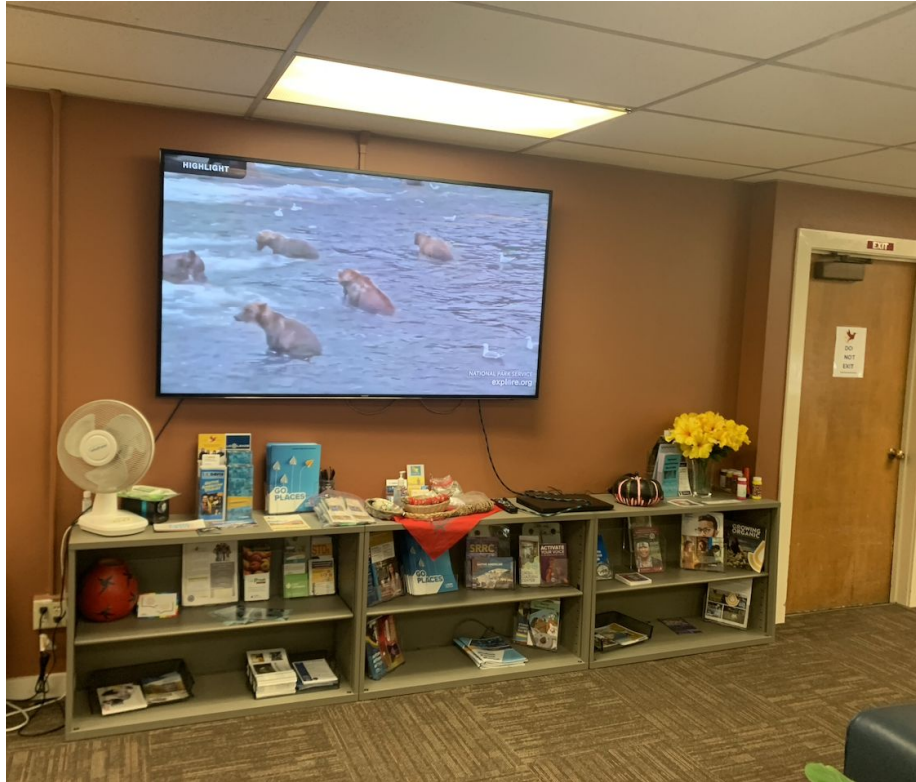
# RAFFLE

MAY 16-MAY 20

The image shows the UC Davis Native American Academic Student Success Center logo at the top left, featuring a red and yellow bird icon. Below the logo is a photograph of the building's entrance, which has a sign that reads "Native American Academic Student Success Center". At the bottom of the image, the word "RAFFLE" is written in large, bold, yellow letters with a black outline, and the dates "MAY 16-MAY 20" are written in white below it.

- Incentivize students to go visit the center, as well as following the NAASSC Instagram account.
  - Put together a prize basket, with the grand prize being lunch with Chancellor May.
  - Created an Instagram post that advertised the campaign with the rules listed in the caption:
    - Follow the account
    - Like the post
    - Tag 3 friends
    - Share the post to your story.
- If they visited the center and took a picture inside, they would get two extra entries.
- On May 24th, we had a livestream in which the winners were announced live.

# Results



- Follower count went from 881 to 931 by May 24th, which is a 50 follower increase
- Average like-per-post on Instagram went from 20 to 22
- Average weekly attendance of individual students pre-campaign: 297
- Attendance of individual students during campaign week: 105
  - \*This could be due to the fact that there was construction surrounding the building during the time of our campaign.

# Objectives Achieved?



- Objective 1: Raise average likes-per-post by 5): No; average likes went up to 22 instead of 25
- Objective 2: Raise follower count to 1K: No, raised by 50 to 930

# Improvements for Next Time (1 of 2)



- Have better communication both in-group and with the client, and make sure everyone is always on the same page
- Have stronger timeline earlier in campaign with dates and times of campaign specified on paper
- Post more frequently on Instagram account and be more active in getting people to engage with post/raffle
- Post pictures and be willing to discuss what you can post with your client
- Extend raffle from one week to two as originally planned

## Improvements for Next Time (2 of 2)



- Using other media channels
  - Facebook, NAASSC newsletter, email listservs
- Reach out to small businesses or clubs on campus and see if they can help promote the campaign
- Get in touch with local media outlets (student newspaper, UC Davis leadership and administration, student radio)
- Host raffle in the beginning of the school year during fall quarter



# Smart Goals



**Specific:** Yes, our goals were specific in terms of increasing attendance and followers on Instagram.

**Measurable:** Yes, we were able to see results through attendance and Instagram data.

**Attainable:** Yes, there was nothing that was simply unattainable while launching our campaign.

**Relevant:** Yes, social media has been proven to be a successful channel to improve interaction with organizations and increase interest.

**Timely:** No, one week was not enough time to achieve our objectives. We should have lowered our objectives or allocated for more time.