

SOCIAL MEDIA CAMPAIGN
Western Kentucky University
Student Publications Advertising | Cherry Creative

This social media campaign focuses on one of the most important news stories in several years from the College Heights Herald, our newsroom at WKU Student Publications.

The story was of immense importance – explaining what happened to cause WKU to shut down its three newest residence halls, built at a cost of \$88 million and housing more than 1,000 beds. All three dorms were plagued with engineering and construction problems, and none met standards set in the Kentucky Building Code. The most expensive of the three — Hilltopper Hall, opened in 2018 at a cost of \$40 million and housing 400 beds — has flaws so severe it must be torn down.

To help ensure the investigative story, first published in the College Heights Herald newsmagazine, reached students and others interested in the WKU community, a two-minute video package was created for our social media channels, including Instagram, TikTok and Facebook.

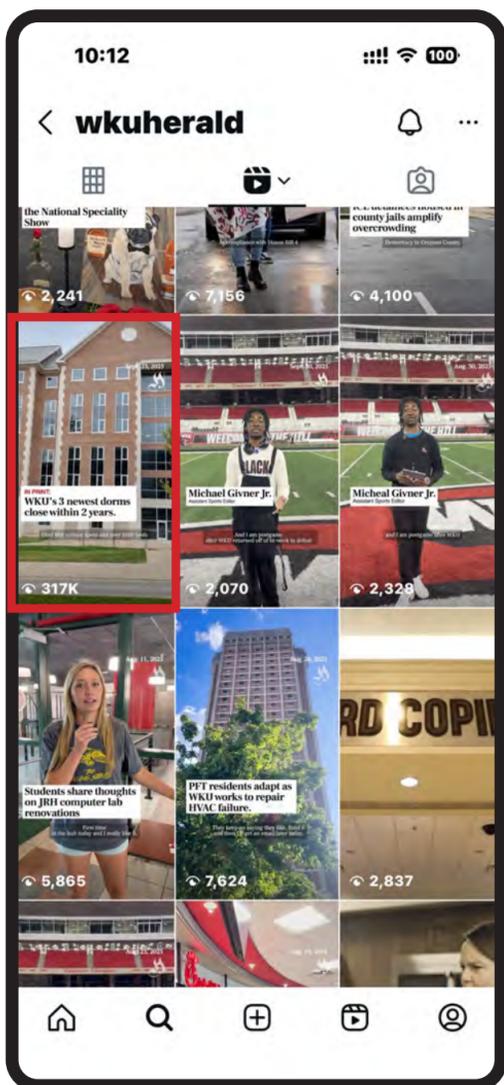
On Instagram, the post received 317,000 views and was shared 3,404 times. On TikTok, the post received 212,500 views and was shared 2,460 times. The Facebook post generated 116 shares.

The social media campaign helped the story reach more than a half-million views, the most ever for a Herald news story and the most engagement we have received in a social media campaign.

INSTAGRAM



POST



IEWS

TIKTOK



POST



IEWS

FACEBOOK



POST



POST