

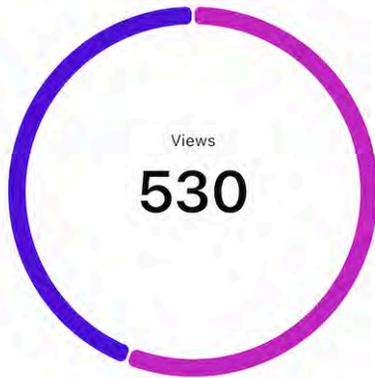
This student-designed social media advertising campaign consisted of a series of advertisements created to increase audience engagement, improve performance metrics, and promote StoryByte's student-produced content which include promotional blog posts and the podcast series Chat MDC. The campaign was executed on Instagram and was focused on highlighting student voices and creativity. Based on current social media research, Reels were prioritized, as they constantly generate higher interaction rates compared to static posts.

The creative concept focused on authenticity and student voices. To truly promote student creativity and the content, keywords and phrases from the corresponding blog posts were intentionally incorporated into captions and visuals. This approach was intended to reflect the themes and general concept of the students' work to allow for a more personal touch for viewers.

Posting times were strategically scheduled for Mondays, Wednesdays, and Fridays at 11:00 a.m., as identified through research that highlights peak engagement periods. To measure campaign performance, Instagram insights and analytics were utilized to observe engagement, reach, impressions, and interactions. Below are the promotional posts included within the social media campaign along with their respective links and engagement within the platform.

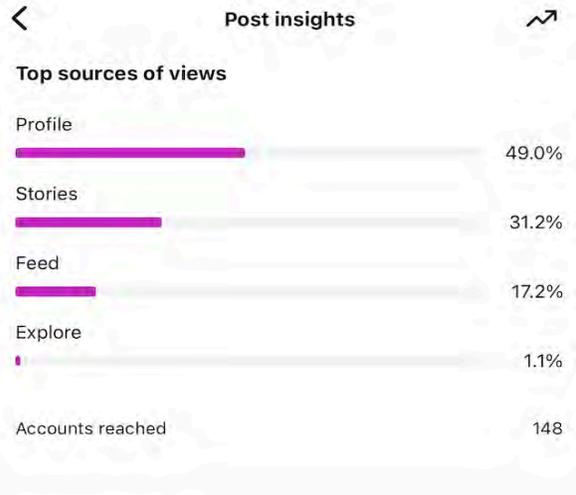
“If This Were Your Last Moment on Earth, Would You Go Happy?” Promotional Blog Post
https://www.instagram.com/p/DRUw3zHETLj/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Views ⓘ

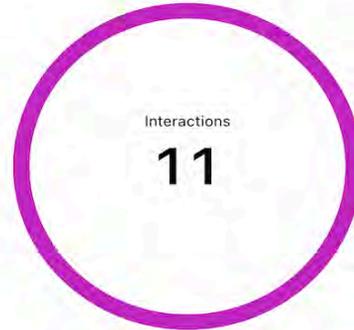


- Followers 56.2%
- Non-followers 43.8%

Views over time



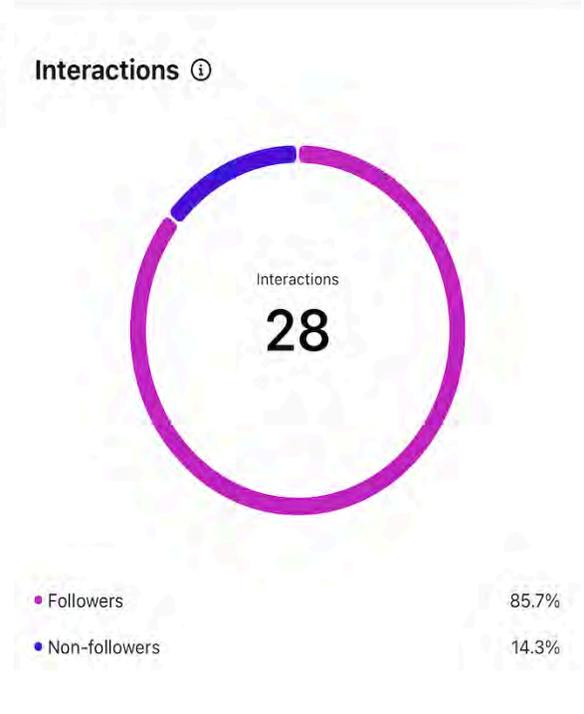
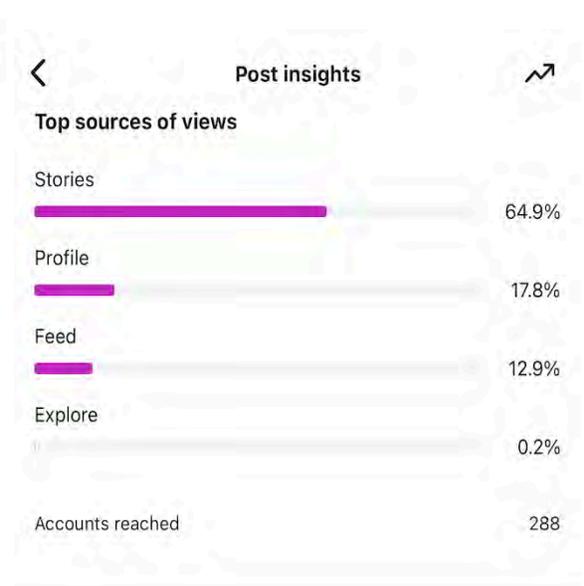
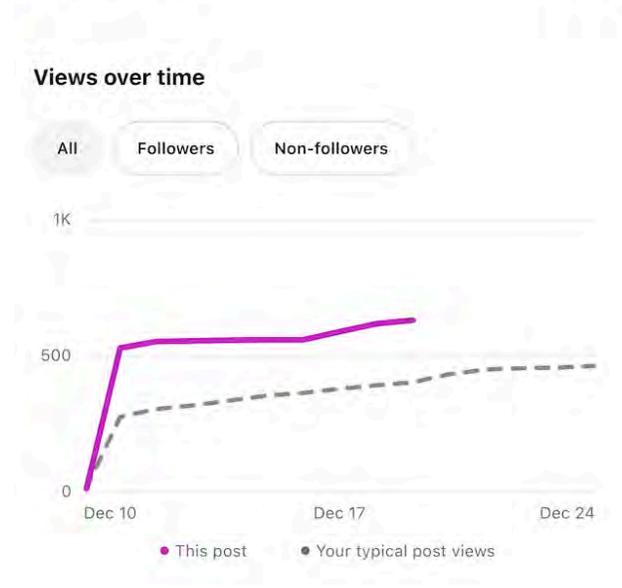
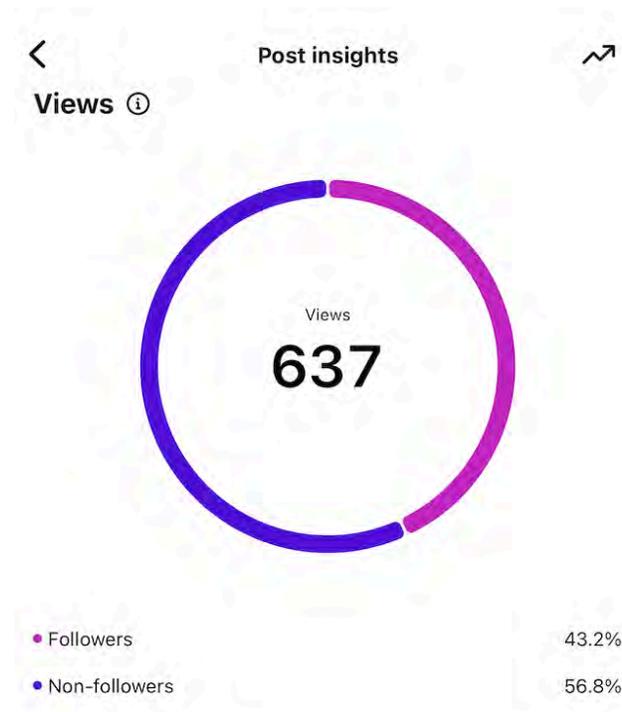
Interactions ⓘ



- Followers 100.0%
- Non-followers 0.0%

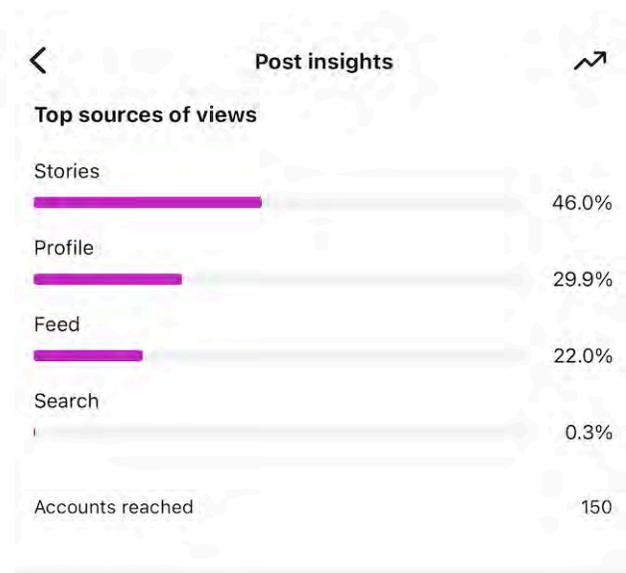
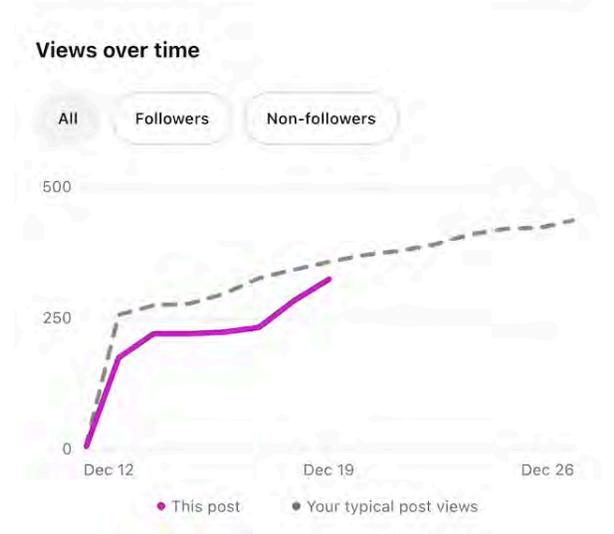
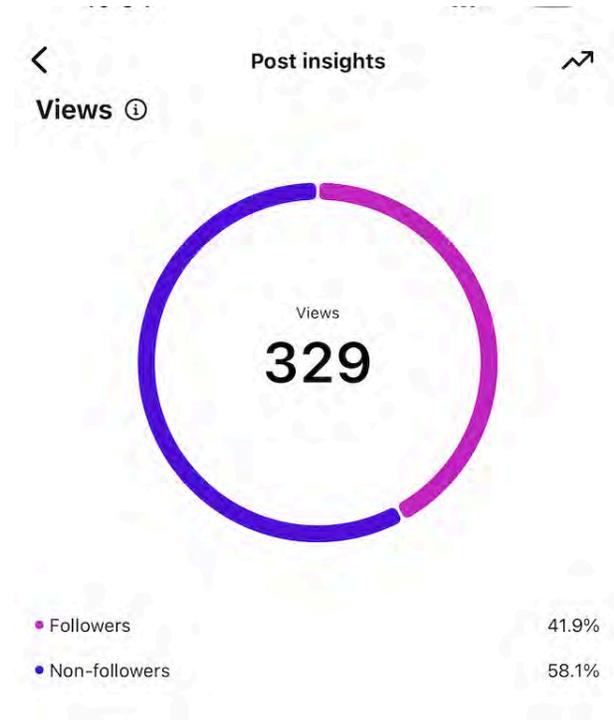
“Corduroy” Promotional Blog Post

https://www.instagram.com/p/DSGPmo6iaQ4/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



Introductory Promotional Post for Podcast Series "Chat MDC"

https://www.instagram.com/p/DSK1zDYEXkz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



“Finding Myself in Hawkins” Promotional Blog Post
<https://www.instagram.com/p/DSXu4uHkecr/>

Views ⓘ

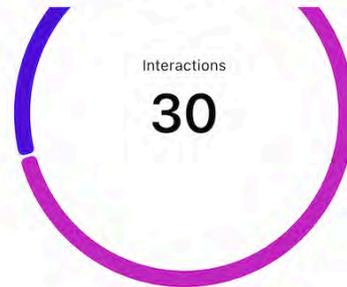


- Followers 31.3%
- Non-followers 68.7%

Top sources of views



Reel insights



- Followers 71.0%
- Non-followers 29.0%

When people liked your reel



“Children are the Future” Promotional Blog Post
<https://www.instagram.com/p/DSbqm4vDLon/>

