

Social Media Campaign

Pacemakers 2022

The Daily Gamecock, University of South Carolina

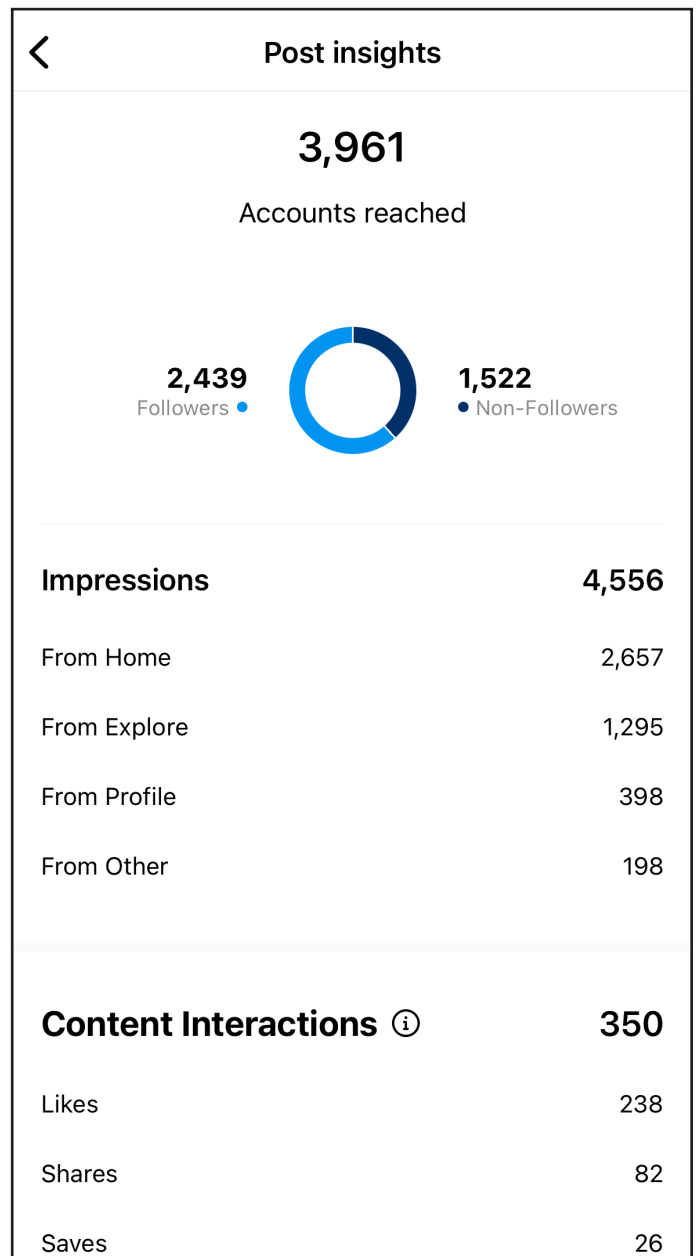


Gamecock Entertainment: Thursday After Dark

Gamecock Entertainment is an advertising client of The Daily Gamecock at the University of South Carolina. Every Thursday during the school year, they host different events for the students called "Thursday After Dark." Gamecock Entertainment commissioned different graphics to promote each Thursday After Dark event. Gamecock Entertainment would post these graphics to Instagram each Wednesday or Thursday to peak interest. They have 5,716 followers on Instagram so a successful post would reach 50% of that audience (2,858 people total).

Rec Flix 'N Chill

Designer: Kelsey Worthington



Social Media Campaign

Pacemakers 2022

The Daily Gamecock, University of South Carolina



Homecoming: UofSC Night at the State Fair

Designer: Kelsey Worthington

gamecockentertainment
University of South Carolina

HOME COMING:
UofSC NIGHT AT THE STATE FAIR

October 14 6 p.m. - 11 p.m. State Fair Grounds

- shuttles will run from the horseshoe from 6-11
- you must ride the shuttle and have a valid Carolina Card in order to
get a free ticket (while supplies last)

Liked by j_child269 and 389 others

gamecockentertainment It's finally here, UofSC Night at the State Fair! Come join us for all the fall fair... more

Post insights

3,954
Accounts reached

3,169 Followers • 785 Non-Followers

| | |
|--------------------|--------------|
| Impressions | 4,914 |
| From Home | 3,545 |
| From Profile | 562 |
| From Explore | 407 |
| From Other | 399 |

| | |
|-------------------------------|------------|
| Content Interactions ⓘ | 482 |
| Likes | 390 |
| Shares | 73 |
| Saves | 17 |

Social Media Campaign

Pacemakers 2022

The Daily Gamecock, University of South Carolina



UofSCream

Designer: Kelsey Worthington

gamecockentertainment
Blatt Pe Center

UofSCREAM

October 28 • 8:30 p.m. - 11:30 p.m. • Blatt PE Center

THURSDAY after dark

Liked by j_child269 and 242 others

gamecockentertainment Our spookiest event of the semester is almost here! Are you brave... more

Post insights

3,954
Accounts reached

2,554 Followers • 1,400 Non-Followers

| | |
|--------------|-------|
| Impressions | 4,588 |
| From Home | 3,005 |
| From Explore | 991 |
| From Profile | 414 |
| From Other | 168 |

| | |
|------------------------|-----|
| Content Interactions ⓘ | 307 |
| Likes | 243 |
| Shares | 53 |
| Saves | 11 |

Social Media Campaign

Pacemakers 2022

The Daily Gamecock, University of South Carolina



Pizza My Heart

Designer: Beth Bryerton

gamecockentertainment
Village Idiot Pizza

Pizza My Heart
February 10
Village Idiot 5 Points
9 PM - 1 AM
Free Pizza & Trivia!

Liked by dais_on_broadway and 181 others

gamecockentertainment Trivia and pizza at our favorite place. End caption.

Post insights

3,589
Accounts reached

2,578
Followers

1,011
Non-Followers

| | |
|--------------------|--------------|
| Impressions | 4,289 |
| From Home | 3,027 |
| From Explore | 609 |
| From Profile | 549 |
| From Other | 95 |

Engagement ⓘ

207
Accounts engaged

Social Media Campaign

Pacemakers 2022

The Daily Gamecock, University of South Carolina



Goat Yoga

Designer: Savannah Nagy

