

7.29.16

WSU

Social Media Creative Execution

16_WSU_07

Social Media Concept Brainstorming:

#NowYouKnow

Safety tips and prevention techniques. Lots of statistics on campus assault. Point is to make people feel safe living in Detroit

Another possibility is exposing/ mentioning things throughout Detroit like a new local restaurant or great deals at book stores

#MoveInTips

tips on moving in. Like the #LifeHacks

Examples:

- don't buy boxes, ask a local hardware store if they have any empty shipping boxes. They toss them out anyways
- visit a campus at the end of the year when students are moving out, many people throw away their stuff including mini fridges.
- Space bags are great for transporting bulky items. Don't expect to use them on everyday storage, but they are great for saving trips driving

ArtOfDetroit

Expose different art spread throughout Detroit. Draw in a younger, hip crowd

- Graffiti
- Sculptures
- Architecture
- Old church's
- Parks
- Fountains

Image campaign ideas:

Beauty of Detroit:

show how beautiful living in Detroit can be through strong visuals sense a lot of people are nervous of the idea of living in Detroit.



Beauty of MSU:
pic the the week, part of WSU campus

Pic of the week

Students that post the best picture that represents WSU gets a prize. Possibly a school store gift card or a free lunch on campus. This would get students to do a lot of WSU advertising. Want students to aspire others by showing their experiences

