RockTown Lounge Social Media Content Strategy

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Executive Summary

RockTown Lounge is a fictitious brand created for the Social Media course at Slippery Rock University. The brand is an event space that collaborates with other local businesses in the Slippery Rock Area. It will host local events, such as live music and food trucks, for both students at the university and community members. RockTown Lounge will be the space for foodies and music lovers. The brand will utilize social media to market itself. The platforms include Instagram, Facebook, and TikTok. During November of 2023, it will launch a social media campaign promoting a holiday-themed event.

Company Profile

Company description

RockTown Lounge, Slippery Rock Pennsylvania, is a space for college students and the surrounding community to relax after a long day where they can listen to music, hang out, and enjoy some food from local vendors and food trucks. RockTown Lounge's purpose is to give Slippery Rock students and residents a family- and student-friendly place to relax and have fun while also helping local vendors and food trucks reach a wider audience of consumers by giving them a platform to highlight what they are about. RockTown Lounge will host events as a collaborative effort alongside other small businesses and local bands. Between events, it will be utilized as a recreational space, perfect for studying or catching up with a friend. The physical space in which RockTown Lounge resides will be designed in a modern industrial style and will include wall decor that includes the company's brand colors.

Mission and Vision Statements

Mission

RockTown Lounge's mission is to foster a sense of community in the Slippery Rock area by providing a unique staging area for collaborative events featuring local bands, restaurants, breweries, and local organizations.

Vision

RockTown Lounge vision is to continue to bring together community and support local businesses in the greater Pittsburgh area.

Business Objectives

- Develop partnerships with at least three local businesses to increase community engagement in the next two months.

- Increase the number of community social groups involved at RockTown each month by at least four groups each month for the next twelve months.

- Increase total paid attendance at the event center by 5% - 10% each month for the next twelve months.

- Increase the number of small businesses partnering with events at RockTown as food/drink trucks to create a sense of community around Slippery Rock and be able to promote our company at those small businesses by 10% each week.

- Start with 15% student employees to increase student awareness of the brand and events. Increase to 40% by the end of the year.

- Host at least one themed event per month over the next year to increase brand visibility and community engagement.

- Become known as an available music venue by deriving 30% of attending clients from ticket sales for music talent increasing by 5% for the first three months.

- Increase brand awareness within the local musician and music fan community. Should have a 10% increase in ticket sales for music events over 2 months.

Marketing Objectives

- Increase social media engagement and impressions by at least 80% in the next 3 months.

- Conduct one holiday-themed scavenger hunt for each holiday to increase the customer base by 10% where they have to find a mascot hidden around the lounge and take a

photo as proof. The first three people who submit win a prize and get featured on our social media accounts.

- Create three hashtags on social media to increase the word-of-mouth score for RockTown Lounge by 3% in one month.

- Get creative with mascot/logo: create ten "hidden in plain sight" posts in 2 weeks where the logo/mascot is integrated into a scene. Utilize everyday items that look like the brand's logo/mascot.

- Create 12 themed events in 12 months to enhance community engagement with unique environments and experiences. Polls will be included on Instagram stories to receive feedback from the audience on the event ideas and themes.

- Increase social media traffic by 5% every month by encouraging cross-promotion through musical talent that promotes our venue.

- Increase social media engagement by 20% during a month-long collaborative campaign.

Social Media Audit

Current State of the Sector

Due to COVID-19 preventing people from gathering in social settings, the event planning and music industries have been irrevocably changed. The inability to congregate created the necessity for businesses to engage with their customers over social media.

Event Planning Services

RockTown Lounge plans to host weekly events in order to keep customers coming back, along with being available as a venue to host their own events.

The Back Alley is an example of a rentable venue. As a part of the Family Bowlaway and Fun Center, The Back Alley is one of the many things available in the complex that is pertinent to RockTown Lounge and the wide age range we hope to cater to. The business uses their website, Facebook, and Instagram as social media platforms. They typically post flyers for events, and for The Back Alley, post promotions for events held with partnerships and wedding photos which receive the most engagement.

Puttery Pittsburgh is a cross between a club and an event center. The venue is known for its elaborate mini golf course, in addition to being a 21+ business with multiple bars on the premises. Although this differs from RockTown Lounge's openness to all ages, the nightlife aspect is similar to our concept. Instagram and TikTok are their primary social media platforms and have high engagement.

Villa Banquet Center is purely a venue to host events and is well known locally. They also own a catering business which they do promote, however, they have minimal presence on social media and do not often promote the venue on the platforms they have such as Facebook and Instagram. What they do share is often imagery such as pictures of the food offered by their catering business. There are also several images of various menus, giving potential clients a great sense of the diversity in selections. Another important digital marketing tool being used is the contact form appearing on The Villa's webpage. It prompts the user to enter their contact information as well as the date they are considering for their event, and a box to explain the details of the event. Even with these touches to their social media, they post very infrequently. RockTown Lounge can learn from this by increasing the rate at which we post and equally promoting the different facets of our business.

Music Venues

In addition to event hosting services, RockTown Lounge also hosts concerts for local bands. The most successful music venues use their social media to not only promote their business but also the musicians that they host.

Mr. Smalls Theater is a venue located inside an old Church in Millvale, and besides being a location that also hosts events, is best known for the bands that come and perform there. Mr. Smalls Theater's social media for their music venue advertising is run by a separate entity, Opus One Concerts, who also runs the social media for other venues such as Stage AE in Pittsburgh. They post frequently, often promoting the bands that perform at the venue including pre-save music campaigns to get customers interested in the music. Twitter is the primary social media used for promoting concerts, but they also have a Facebook page as a hub for their information

with links to all of their media. Additionally, they have a website that hosts the wide range of services they provide.

Local Businesses with Community Outreach

There are many businesses that work in tandem with other local businesses in order to create a community atmosphere that RockTown Lounge strives for.

Birdfish Brewing is a brewery that primarily serves alcohol but also utilizes food trucks to bring the community together similar to our plans for RockTown Lounge. Also, like RockTown Lounge, they provide their space for private and public events, as well as host music performances from local artists most weekends. In the beginning of COVID-19, their company had to close one of their main locations due to the social distancing requirements and lockdowns. Their original location did not provide an outside seating area, which was crucial during the pandemic. Later on, in March of 2020, Birdfish Brew was able to open a location with outside seating and the ability to can their beers for takeout orders, and since then, their company has risen in popularity among locals and those in towns close by. Their Instagram follower count is at a whopping 15.2k followers, which is huge for the population size of Columbiana, Ohio at 6,694 people in 2021, where the company is located. This means their company has reached outside of their town and has gained a following from those all around the region and outside. Most of their media posts include pictures of their drafts, customers of all ages, and events they have held since their first post in 2015.

Rooster's Coffee Bar is a local establishment that effectively uses their social media platforms to engage with the community, especially students currently attending Slippery Rock

University. Their campaign 'Rooster's Day Out' that they conducted over summer break on Instagram was wildly successful. They dressed an employee up as a Rooster and visited another local business. This helped bring social media awareness to the other local businesses that may not use social media frequently and brought in a lot of engagement for the coffee shop. Roosters would go out once a week, leaving the rest open for the brand to post about their coffee, food, events, and staff as normal. Each post gets more than two hundred likes and was among the reasons the account gained more than 1.3 thousand followers in the year they've been open. They also utilize TikTok to highlight their college-aged staff. All posts that they make on their social media accounts are also posted to Facebook.

Audience Profiles

Sharon the Resident

    Sharon the Resident is a stay-at-home mother who lives in the Slippery Rock area. On a weekly basis, she and her family go out about once a week to save money for future expenses. Sharon loves living in Slippery Rock and tries to support small and local businesses as much as possible, which includes having her and her family attend events. Since her children are under the age of eighteen, she and her family will not be attending the "after hours" portion of the Snowman Social but will be attending until the age limit moves up. Sharon is more of a spectator when it comes to the STP ladder, as she gets most of her information on events from Facebook, specifically the local families pages. She tends to not participate in communication on those platforms but rather views the information and decides from there whether she and her family will attend.

Sharon the Resident

Job Title
Mom

Age/Gender
36 years Old
Female

Children
5 year old
11 year old

Highest Level of Education
Associates Degree

Location
Slippery Rock,
Pennsylvania

Social Networks
Quora

Preferred Method of Communication
- Email
- Face-To-Face
- Phone Call

Social Media
- Uses social media on average 12-14 hours per week
- Prefers Facebook over others
- Uses for recipes and communicating with families
- Interested in posted community events on Facebook

Weekly Routine
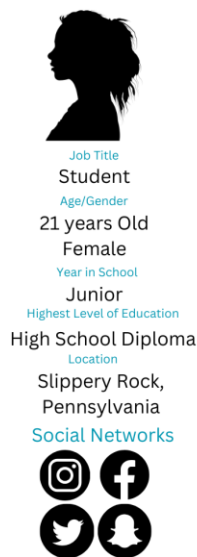- Aerobics Class - Wednesdays
- Makes dinner 6 out of the 7 days
- Take out on the 1 day
- Goes out with family 1-2 days per week
  - Normally Saturday and Sunday afternoon
  - Family-friendly events only

Career
- Studied Education at Community College
- Graduated with an Associates Degree
- Teachers aid for 3 years
- Stay at home Mom now
  - Currently trying to volunteer as a preschool teacher

Jenna the Business Major

      Jenna the Business Major is a Slippery Rock University undergraduate student studying Business. She has goals to intern with small and big businesses to evaluate the waters of what she would prefer to work with in the future. She wants to become an entrepreneur, so RockTown Lounge is something that interests her as the company is new to the Slippery Rock area and was created by former Slippery Rock University students. Jenna finds most of her information and news from social media, specifically Instagram, Snapchat, X (formally Twitter), and Facebook. When an event is posted on one of those media platforms, she is normally the first to reach out to her friends and classmates asking if they will be attending. This makes her a conversationalist on the STP ladder as she goes out of her way to talk to others about a local event, to get information further on the event or who will be coming. Jenna plans to attend the Snowman Social since the first social media post was released.

Jenna the Business Major

Job Title
Student

Age/Gender
21 years Old
Female

Year in School
Junior

Highest Level of Education
High School Diploma

Location
Slippery Rock, Pennsylvania

Social Networks

Preferred Method of Communication
- Text
- Face-To-Face
- Phone Call

Social Media
- Gets information and news from social media
- Uses social media on average 4-6 hours a day
- Prefers Instagram over others

Weekly Routine
- Classes Monday-Friday
- Each roommate (four) makes dinner one night each week
- Other three nights are takeout
- Goes out with roommates 2-3 days per week
  - Normally Friday and Saturday nights
  - Bars/parties/events

Career
- Wants to be an entrepreneur
- Wants to intern with big and small businesses
- Wants to graduate from Slippery Rock
- Currently a full time student

Robert the Restaurant Owner

Robert the Restaurant Owner is a business owner located in Slippery Rock, Pennsylvania. He owns, manages, and markets his own small business company. While he does not use social media for pleasure when he is off of work, he does use social media to create and market posts for his company, making him a creator on the STP ladder. He is not very savvy with social media, so he does have a social media marketing employee for his company to create content and post, but he approves of every post and gives his own idea and spin on the posts being created. Robert's business is one of the small businesses that RockTown promotes weekly, even having a food truck at some of RockTown's events. Robert's business plans to attend the Snowman Social event, and plans to market their own company, as well as RockTown Lounges within the weeks leading up to the event.

Robert the Restaurant Owner

Job Title
Local Entepreneur

Age/Gender
42 years Old
Male

Highest Level of Education
Bachelors Degree

Location
Slippery Rock, Pennsylvania

Social Networks

Preferred Method of Communication
- Email
- Face-To-Face
- Phone Call

Social Media
- Not as savvy with social media
- Uses social media on average 1-2 hours a day
- Prefers Facebook and LinkedIn over others

Weekly Routine
- Work Tuesday-Sunday
- Eats at his restaurant
- Monday nights he cooks in
- Only goes out when there are community wide events
  - Participates in those events with his business

Career
- Owner of his own restaurant in Slippery Rock
- Focuses on Sales and Profits
- Reports to himself
- Manages day-today operations, accounting, scheduling, purchasing, and marketing
- Hires social media persons to help online activities

Social Media Platforms and Strategy

Instagram

Username: @RockTownLounge

Purpose:

RockTown Lounge has decided to use Instagram because the platform targets our primary demographic of young adults. Story posts allow the brand to easily disseminate up-to-date information to our followers quickly and succinctly. Additionally, Instagram Reels grant the ability to post time-sensitive event information or promotions that expire after 24 hours, increasing user engagement in fear of missing out.

Profile:

Our Instagram profile will include our logo along with a brief description of our business. Additionally, there is a direct link to our website for ease of access, and different categories for users to find content they are interested in. Our posts are curated to advertise when our events are and their details with brevity.

Strategy:

Stylized reminders of the band, food truck, and date of the event will be posted in the format of three sticky notes. The render will also include imagery thematic to the band or food truck being presented.

Mouth-watering food photography of the cuisine available at our partnered food trucks will have posts to entice customers into patronizing RockTown Lounge. These foods will also vary depending on the holidays (e.g., Mexican food for Cinco de Mayo, green eggs, and ham for St. Patrick's Day) and include hashtags related to the event or holiday. These images will be shared on both our primary feed as well as through Stories.

Instagram band takeovers: the band takes over our Instagram the day of the show! They can post images and videos (including live broadcasts) of them traveling to Slippery Rock, checking out the town earlier in the day, and prepping for the show at the event center.

Instagram exclusive limited-time ticket presales via Stories. We announce a show via Stories and include a link to a special pre-sale page that can only be reached using that link. Since Stories posts stay up for 24 hours, the special pre-sale creates a sense of FOMO in followers who see the Stories post.

Cameo promotions for local artists by occasionally paying for videos via Cameo for a well-known performer to promote a lesser-known artist scheduled at the event center. We would look for possible connections between the two artists. For example, if a local band previously opened for a well-known artist such as Bret Michaels, we would see if Michaels were available for a Cameo video talking about when the artist opened for him and plug the show at RockTown. These videos can then be posted to our Instagram tagging both the artist performing at RockTown *and* the artist cutting the Cameo video.

Live stream one or two songs during a show. This allows us to not only further expose the band via their live music, but we can also be sure to put the camera on the crowd to show how much fun they are having and provide social proof that crowds are attending the shows.

Rocktownlounge

...

300
Posts

300
Followers

300
Following

Rock Town Lounge

Live music, Entertainment, and a place to go in Slippery Rock, PA
We have weekly events!
Find us below

Follow   **Message**

Food Trucks   Music   Events   Food   Fun

TikTok

Username: @/rocktownlounge

Purpose:

RockTown Lounge has decided to create a TikTok account because of the platform's recent popularity and reach, particularly to those included in our target audience and market. TikTok is popular among young adults and allows for quick, simple messaging that attracts multiple forms of measurable engagement. The platform also allows businesses to link other social media platforms and websites to their TikTok account. RockTown Lounge plans to share content regularly that can be spread amongst young adults as well as others living in the Slippery Rock and ultimately greater Pittsburgh areas. We are also using a linking system to our website for our events, and we will be able to figure out through those clicks, who is following our account and events, and when they do so, so we are able to post at reasonable times to when we are getting the most click-throughs.

Profile:

Our platform on TikTok will be easily accessible to all. The content will be organized into folders/playlists for each event or weekly food trucks. These videos in the playlists will be about each week's lineup on themes, food trucks, and events. Our bio will include a link to our Linktree which has all of our other social media accounts, all under the same username, as well as our website RockTownLounge.com where visitors will be directed to events and the weekly food trucks there. Our platform is accessible to all ages, as our business is open to all ages, so there will be no explicit content, even for promotions for 21 and up events.

Strategy:

Audience interviews in the form of a video where a representative asks the attendees of an event what types of events and activities, they would like to see at RockTown Lounge in the future. This way, members of the target audience have a voice and can provide feedback as well as show others who may be interested in an event what to expect.

Behind-the-scenes content of bands warming up, food trucks setting up their spots, and conversations with those involved. This would provide interesting insight into how much work goes into putting on an event. Promotional posts will be featured to show what musicians and vendors will be at each event to not only spread awareness of the brand but also spark interest in community members who may be interested in coming out to an event.

Easy access to tickets and an event section that features a link to ticketing and information about artists and vendors to provide an idea of what to expect and keep a record of the history of the brand.

@RockTownLounge

394	**1.1M**	**23.4M**
Following	Followers	Likes

Follow | 📷 | ▼

Live Music and Events
Located in Slippery Rock, Pennsylvania

🔗 https://linktr.ee/ **RockTownLounge**

||| ♡⊘

Facebook

Username: @RockTownLounge

Purpose:

We chose to adopt this platform so we can reach a wide range of people and reach a majority of the objectives that we have for our brand. We plan to use our Facebook page to reach other brands and companies whom we want to partner with and who want to partner with us. We also want to reach the older people in our audience as we are a family-friendly establishment, and this would be the place to do it as they tend to be on Facebook more than Instagram and TikTok. On Facebook, we can also promote the events we host so the other brands and our audience can see what we are doing and want to do. Event promotion is available on our other social media as well, but on Facebook, we can have everything about the event under the events tab, so it's easier to find the information.

Profile:

Our Facebook profile includes the RockTown Lounge logo in the profile and a photo from a RockTown event on the banner. The banner also consists of a slogan RockTown uses throughout this Facebook campaign. "Your Music. At Home." is intended to be a phrase that employees and customers can associate with the brand. We want people to associate our lounge with the local music and other locally sourced food and drinks. Slippery Rock culture is an essential aspect of the RockTown brand, and we hope it can become a place where community members feel safe.

RockTown posts to Facebook for three primary reasons. The first is to "tease" a new local artist, event, or local business partnership. The second is to announce an upcoming event or artist. And the third is to ask for suggestions for who RockTown should partner with for upcoming events. Overall, RockTown tries to utilize any opportunity to interact with its audience and create interest in its events.

Lastly, RockTown's Facebook utilizes the intro to talk about the environment of the lounge. The page links to their website, Instagram, and TikTok pages and provides location and contact services. If a user wants to access our website or get to our other social media, this is a centralized place to do so. It also eliminates any confusion if someone needs to find the address for the lounge since we've provided it at the top of our Facebook page.

Strategy:

#yourmusicathome: with every post we make on our page, we plan to attach #yourmusicathome as a brand hashtag that can be used for general posts, photos, and events. This hashtag was chosen because it summarizes the brand and tells people who we are, what we are about, and what they can expect if they come to our establishment.

Detailed event information on the events page, where we will archive all past events and post any upcoming events so that brands wanting to partner with us can see what we do for specific events. But we will also list different information about the event, like age restrictions, food that will or will not be provided, what music acts may or may not be there, etc.

Photos tab, where we will put all photos from events and small gatherings during the week. This is another way for people to see what we have to offer but with these photos, we will

also use them in the future for promoting events and special theme nights that we have. It is also

a chance for our guests to submit the photos they take while they are there and have a chance for

them to be featured on the page.

Social Media Content

Caption reads "Another unforgettable Friday night at #RockTownLounge. Thank you @band for bringing the energy! #rocktownlounge #livemusic #fridaynight

RockTown Lounge
Sponsored · 🌐

FoodTruckVendor leading the charge for setup this weekend! Come eat with **FoodTruckVendor2**, **FoodTruckVendor3**, and **FoodTruckVendor4** TONIGHT ONLY!

WWW.ROCKTOWNLOUNGE.COM
Ticketing: RockTown Lounge

Learn More

👍❤️ 541   26 Comments 87 Shares

👍 Like   💬 Comment   ↪ Share

Caption reads "@FoodTruckVendor leading the charge for setup this weekend! Come eat with @FoodTruckVendor2, @FoodTruckVendor3, and @FoodTruckVendor4 TONIGHT ONLY!"
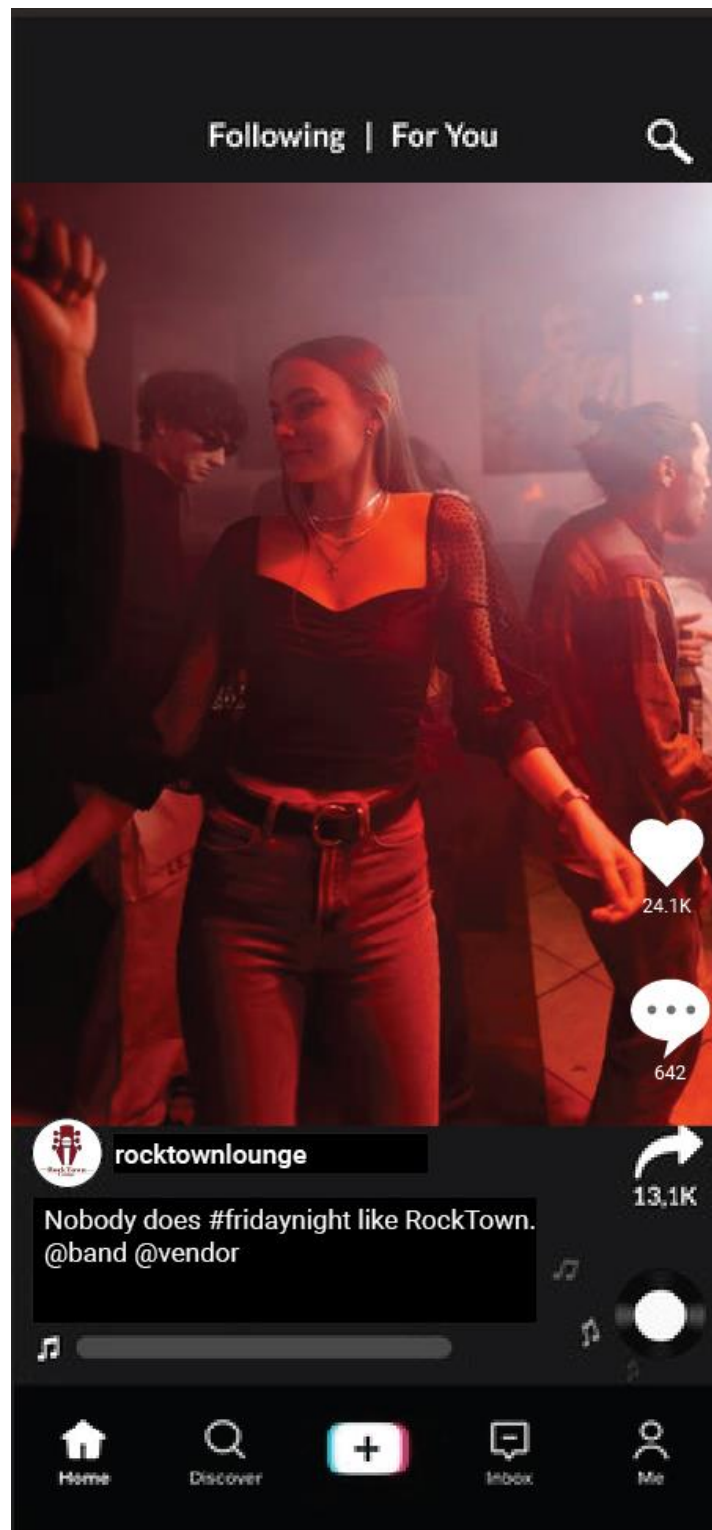
Caption reads "Nobody does #fridaynight like RockTown. @band @vendor"

Brand Website

RockTown Lounge's website will be the central spot people can go to to find anything they need for RockTown's services. The www.rocktownlounge.com domain is available to use, so this is what we will be using. On the home page, a customer can find general information. They can go to the About page to learn about RockTown's mission, vision, team, FAQs, and goals. The pages will also specify information about the music, events, and food trucks. These pages will provide information about current and future partners and on how to become a partner. Finally, the Contact page is where people can book an event, ask questions, and apply for a job at RockTown Lounge.

Home

The home page is represented in the navigation bar with the logo. By clicking on the logo, you can return to this page, which also serves as the index for the website. When someone searches for RockTown Lounge on a search engine the home page will be what appears first. At the top of the page is a rotating gallery of images taken from RockTown Lounge social media pages. There is a gallery button that, when clicked, will take the user to the event page. Below this is the featured events section which has links to both the *Music* and *Food* pages. There are image links that showcase recent events like recent singers performing, and people enjoying the food from food trucks. There is also a location tab that can be clicked on, and a pop up will appear prompting the user to select their preferred maps app in order to access directions. The footer of the page has social media links, this footer will follow across all the pages.

About

The About page houses all the information about RockTown's mission and vision, staff, FAQs, and goals. Like the home page, the page will have a carousel of photos that showcase the

environment of the lounge. The top of the page outlines RockTown's mission and vision and why these goals are essential to the brand. There is also a short paragraph about the history of RockTown and its significance to Slippery Rock. Then, a "meet the team" section showcases photos of employees and the RockTown founders with a brief bio on them and their goals. Finally, a short FAQ section can clear up any questions or concerns someone may have. You can click a "ask a question" button, which provides a pop-up form that the user can put their question into.

Food

RockTown can be challenging to source food for larger events, and the ultimate goal of the lounge is more focused on the music and environment than food and drinks. So RockTown occasionally brings in food trucks and other vendors to supply these thingsThis page explains why we use food trucks, the benefits of vending with us, and contact information for anyone wanting to talk to a manager before jumping in. Much like the last two pages; users can look through photos and videos to get a feel for the environment of vending with RockTown. Then, they can select a button and be redirected to a webpage that walks them through applying to become a vending partner with RockTown. This experience is intended to be simple and streamlined, with the vendor's needs in mind. This page will also be heavy with visuals. Photos will be taken of the food trucks, staff, and customers at each event and added to the gallery in the *Events* tab. One photo will be selected as a cover photo for the food trucks and added to a *Rectent Events* section of the Food page.

Music

Similar to the *Home* page the top of this page has a rotating carousel of photos and a clickable link that says, "be featured by RockTown today," where any artist can fill out a form

and get a chance to perform at a RockTown event. Below are photos and videos showcasing current and past artists who have completed at RockTown and are growing their careers in music. There are also short testimonials from artists, mentioning their positive experience performing at RockTown and links to the artists' social media platforms. The goal of this page is to encourage people to sign up, and to showcase the performances that make RockTown so special.

Events

This page serves multiple purposes. The first purpose is to book events. This page would include all information related to booking, whether it was being sought by a local resident wanting to host a wedding reception or a band wanting to schedule a show. We would have a form in which the interested party can fill out their contact information, the date or dates they were looking to secure the venue, what (if any) preference they have regarding the type of food(s) sold by the food trucks. Additional information appearing on this page would include all rules and regulations regarding use of the venue, insurance information, and details on security deposits for Rocktown Lounge. The second purpose is to showcase previous events. As aforementioned this page will host a gallery that shows off all the recent events with links back to the food trucks, vendors, performers, and partners as needed. Lastly, here you can purchase tickets for upcoming events.

Contact

As per most contact pages: you'll be able to find the legal mailing address for the venue, a general use email address, and the venue's phone number. We would include a general contact form for people to fill out with any questions regarding upcoming events with that message dropping directly into the venue's general email account. There will also be a section titled

Interested in working at RockTown? The section will have various photos of current employees showing the vast array of jobs RockTown offers. Each image has short captions explaining the position and what goes into it. If you hover over the photo, a pop-up will appear asking if you want to apply for this job. When clicked, the pop-up will redirect you to the application page. The bottom of the page will also have an "apply today" button, which will take you to the application page. As mentioned above the links to social media platforms is in the footer of every page.

Web version:
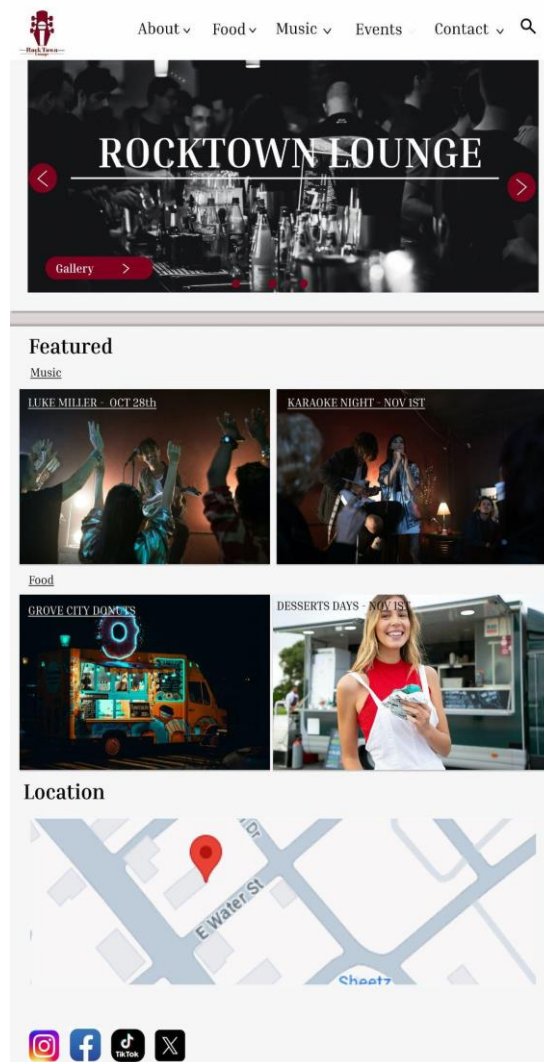
Mobile version:
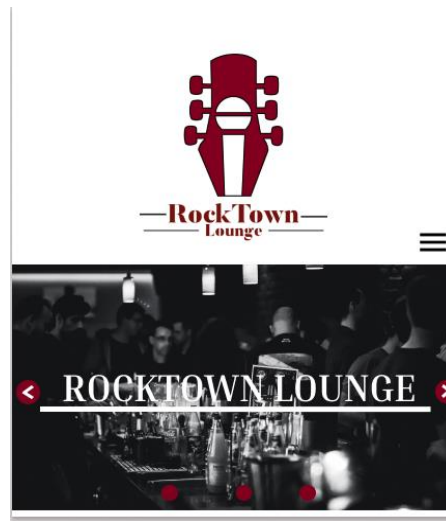
Social Media Campaign
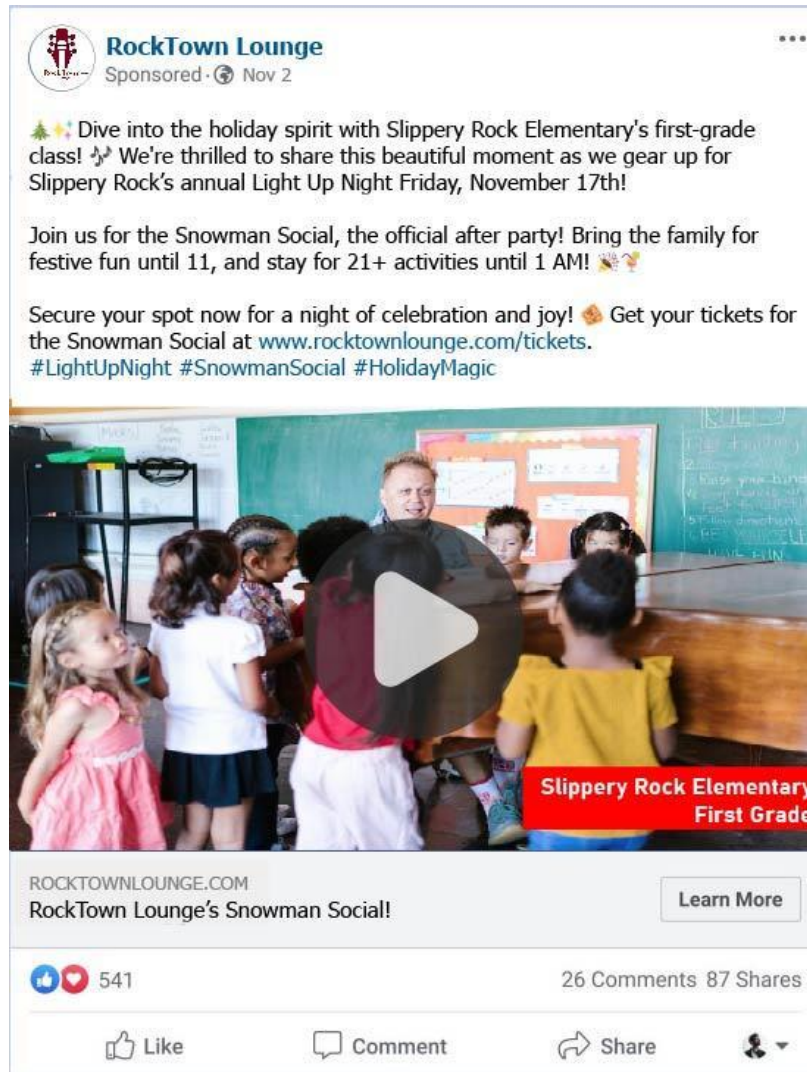
Caption reads: "Dive into the holiday spirit with Slippery Rock Elementary's first-grade class! We're thrilled to share this beautiful moment as we gear up for Slippery Rock's annual Light Up Night Friday, November 17th! Join us for the Snowman Social, the official after party! Bring the family for festive fun until 11 and stay for 21+ activities until 1 AM! Secure your spot now for a night of celebration and joy! Get your tickets for the Snowman Social at www.rocktownlounge.com/tickets. #LightUpNight #SnowmanSocial #HolidayMagic"
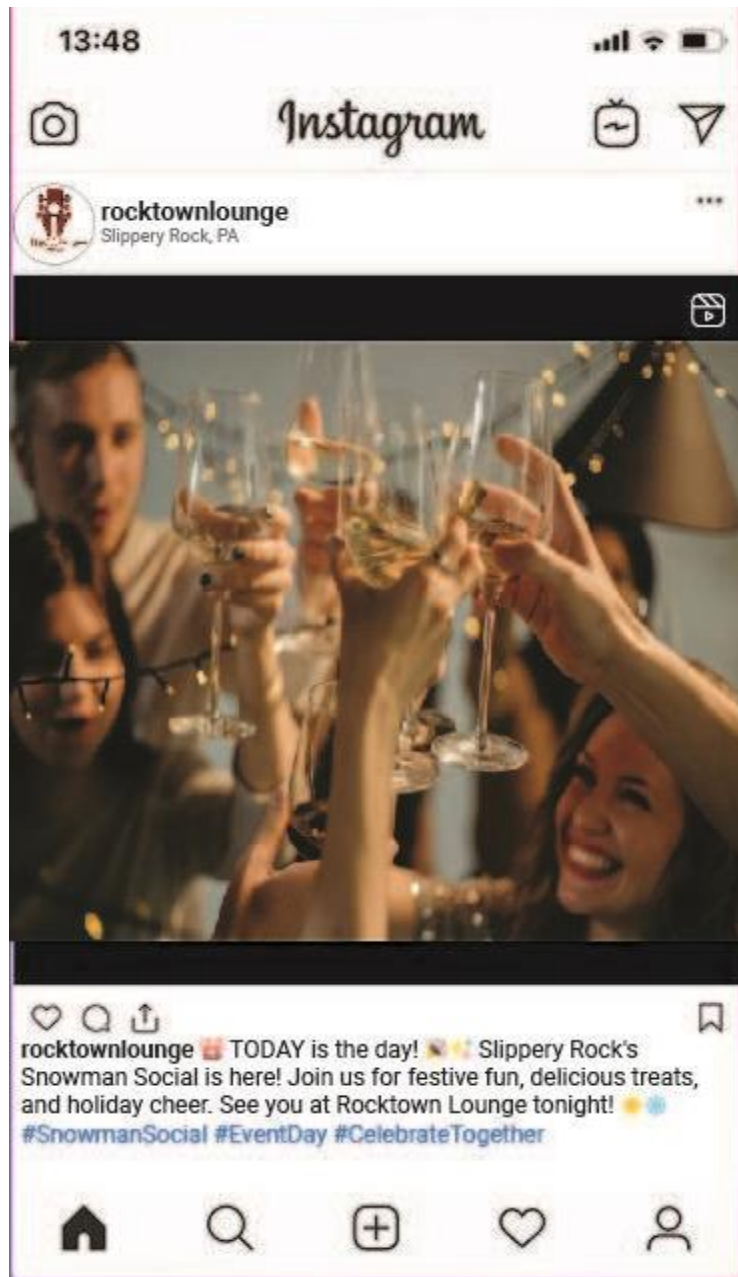
Caption reads: "TODAY is the day! Slippery Rock's Snowman Social is here! Join us for festive fun, delicious treats, and holiday cheer. See you at RockTown Lounge tonight! #SnowmanSocial #EventDay #CelebrateTogether"

RockTown Lounge

🤍✨ Alex in Action! Bringing holiday joy to Slippery Rock's Snowman Social. 🎄🧑 Get your tickets at www.rocktownlounge.com! #SnowmanSocial #SavorBitesCafe

Caption reads: "Alex in Action! Bringing holiday joy to Slippery Rock's Snowman Social. Get your tickets at www.rocktownlounge.com! #SnowmanSocial #SavorBitesCafe"

Description

Our campaign, Snowman Social, is being created to promote a holiday-themed event at RockTown Lounge that will take place after Slippery Rock Borough's annual Light-Up Night festivities. With the borough's event typically operating from 4:00 pm to 7:00 pm on a Friday evening, we identified the hours after the Light-Up Night party as a prime opportunity to attract people of all ages looking to squeeze a few more hours of celebrating the new holiday season.

The social event at the lounge is intended for families who enjoy music, dancing, and food, and those who won't be quite ready to head home at 7:00 pm once Light-Up Night concludes. Our event is split into two timeframes, with the first being an all-ages celebration at RockTown Lounge that runs until 11:00 pm, and an after-party for ages 21 and over that ends at 1:00 am. Due to the nature and target demographics of our campaign and event, we have selected the following social media platforms for our outreach: Facebook, Instagram, and TikTok.

We have set our sights on two primary components for the campaign, both of which involve the posting of <u>highly shareable videos</u> that we will create in partnership with the community (community being one of the major purpose drivers of RockTown Lounge):

- A series of videos of local preschools and Kindergarten classes singing holiday carols
- A series of videos of local business owners and their employees recounting some of their favorite holiday memories.

Each video and/or post will include information detailing the social at RockTown Lounge taking place after Light-Up Night. We believe this specific type of content serves several important purposes:

- Parents *love* sharing videos of their children online, increasing the likelihood of engagement and sharing of every video created in partnership with the local preschools and Kindergarten classes. Parents sharing it leads to grandparents sharing it, and so on and so on. This all results in more exposure to the celebration at RockTown Lounge, as each video will include a pitch for the event.

- Business owners *love* having great content to share on their business social media pages, mostly if it is timely and sheds a good light on the business and the people working there. We will shoot these videos at their respective business properties and each video will include a pitch for the event at RockTown Lounge. We will also include a section in Rules and Regulations requiring any business that takes part in the campaign to share their respective memories video on the business social media pages. This will further increase the engagement and reach of the event's promotion.

- Getting the preschools, Kindergarten classes, and local businesses involved in such a manner reinforces RockTown Lounge's mission to be an asset to the community. It also helps us establish and build relationships with local business owners that could become a factor in RockTown's success in the future in opening the door for future collaborations. So, this approach to promoting our event goes beyond simply creating social media content for the sake of promotion.

Rules and Regulations

- Due to the diverse nature of the community, particularly with the presence of the college campus, preschools and Kindergarten classes taking part in carol videos are asked to perform only carols that would be considered non-denominational in nature.

- All videos, whether they be of carol performances or holiday memories, must be less than two minutes in length.

- All videos will be recorded by RockTown Lounge staff and will be shot on location at either the classroom or at the business.

- Businesses and schools wanting to take part must confirm their intention to participate by October 20th.

- All on-location video shoots must be scheduled to take place during the week of October 22nd. Time slots are available on a first-come, first-serve basis and must take place between 9:00 am and 3:00 pm. Limited time slots are available.

- Time slots for all on-location video shoots will not exceed 20 minutes in length.

- Each video must include a pitch by participant(s) (teacher, student, business owner, employee, etc.) pitching the event at RockTown Lounge and inviting viewers to attend. This pitch will take place at the end of the video.

- All students taking part in carol videos must have parental permission to participate. RockTown Lounge will provide the schools with a release form to distribute to parents prior to recording day. Signed releases must be returned prior to the recording of the video.

- All schools and businesses are required to share their carol/memories video on their respective social media channels at least two times prior to Light-Up Night and the event

at RockTown Lounge. The second post must be shared at least 24 hours after the first post. Posts must take place between 5:00 pm and 7:00 pm.

- All posts sharing carol/memories videos are required to include text promoting the event at RockTown Lounge. We will provide the text, which must be shared in the post-as-is and without any changes.

- All video content, as well as its respective audio, is the sole property of RockTown Lounge and may not be used without expressed written permission.

- RockTown Lounge reserves the right to *not* publish any carol/memories videos shot as part of the campaign for any reason.

Online and Offline Content

Online content

Instagram Post

       The purpose of this post was to maintain engagement of our audience by showing our past successful events. It can also be helpful to post before the event as well in order to build anticipation. Posting both before and after events can help to paint the whole picture for the audience. It can also create a fear of missing out or "FOMO". This can be a good tactic in order to persuade your audience to attend the events because they will see photos and videos and will be more likely to attend the next event if they see the success online. The post is also to show appreciation for our collaborators that took the time to partner with us

Offline Content

Flyer

The purpose of this flyer is to provide a resource to market our brand and events that is physical and may be more applicable to other audiences. Since downtown Slippery Rock sees a substantial amount of walking traffic because of all of the businesses that are along it, it is important to add a physical resource like flyers. They could be placed on windows or telephone

poles to allow individuals to be exposed to it. This flyer itself is meant to showcase all that we

offer as a business. It also provides contact information if whomever is interested.

Content Calendar

The content calendar that is planned out for the Snowman Social Campaign is a quarterly one, it runs from September 1st until November 30th. It is broken down into three stages: before, during, and after. The before stage has a lot of planning being done and it runs from September 1st until October 31st. The during stage is when our campaign is going to be active and we will be posting a lot more, it runs from November 1st until November 18th. Then the after stage begins and runs for the remainder of the time, from November 19th until November 30th.

After figuring out how long to do the content calendar for the next thing that happened was figuring out what would be included on the calendar and then color-coded it so it was easy to tell different meetings and deadlines apart. The colors used for the content calendar are purple for social media posts, green for offline marketing components, blue for team meetings, and red for phone calls, emails, and travel. Lastly, orange is used for all deadlines. The week leading up to the actual event is color-coded in yellow so that anything that needed to be done that week was a priority, so it wasn't forgotten about and to also help make the day of the event run as smoothly as possible.

During the before or planning stage, there are still normal social media posts going out, and the deadlines to have those posts ready. There is also the first quarterly meeting happening during this period and the first phone call going out to schools, happening on September 8th, to see if any children would be willing to participate in the Christmas caroling part of the campaign. All of the deadlines have to be done by early afternoon depending on the social media platform, also all of the actual social media posts are going out in the evening time when most people are free and on their social media accounts. After all of the normal posts are made more of the planning stuff for the campaign is happening. A meeting is planned for October 16th to break

everyone into smaller committees and to start brainstorming stuff. The following day the social media team is meeting to get started since a lot of the campaign revolves around the brand's social media being active and up to date. During this week more reaching out to local businesses and get final confirmation from both the schools and businesses is happening so planning for videos can happen. During the before stage the first video from the schools and the first video from the businesses is being shot and edited before the campaign actually starts which sets the brand up well. During this time flyers are being designed and sent to the printers to be printed so they can be done in time to go up around town about a month before the event happens.

When the actual campaign starts during the two weeks before the event happens there are days planned out to go to the last two schools and the last two local businesses as well. During this same time, all four videos get done and edited. Once they are edited and ready to be posted they go up November 9th, 12th, 16th, and 17th. When it hits the week of the event two reminder posts are going up on Facebook and Instagram along with the last videos for the schools and businesses being posted as well. Nothing is going out on social media the day of so all team members can focus on getting set up but also enjoying the event that so much time and effort was put into. During this time the social media team is coming up with a thank you post that will be put out when the campaign is done as a way to be able to thank and bring light to everyone who helped make the event happen and get the word out for it as well.

When the campaign comes to an end, two weeks are planned to help wrap up anything that still needs to be completed or to take stuff down around town, like flyers or posters. The thank you post goes out the day after the event, and it's going out on all platforms that the brand has, Facebook, Instagram, and TikTok. On November 27th there is a full team meeting planned so that a review can be done of everything that happened for the campaign and so notes can be

taken on what did or didn't work so when the next campaign or event happens it can be even

better, and more interaction can happen.

QUARTERLY CONTENT CALENDAR						
September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 FIRST QUARTERLY TEAM MEETING 10 AM	5 Instagram Post deadline 2pm	6 Instagram 6pm	7 TikTok 2pm	8 Call schools to inquire about Christmas caroling	9 Facebook 5pm
10	11	12 Instagram 6pm	13 Facebook Post Deadline 1pm	14	15 Tiktok Post Deadline 12pm	16
17	18 Tiktok 2pm	19 TikTok Post Deadline 12pm	20 Facebook 5pm	21 Tiktok 2pm	22 Facebook Post Deadline 1pm	23
24	25	26 Facebook 5pm	27 Instagram Post Deadline 2pm	28 Facebook Post Deadline 1pm	29 Instagram 6pm	30
October						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2 Facebook 5pm	3	4 TikTok Post Deadline 12pm	5	6 Instagram Post Deadline 2pm	7 TikTok 2pm

Sun	Mon	Tue	Wed	Thu	Fri	Sat
8	9 Instagram 6pm	10	11 Facebook Post Deadline 12pm	12	13 Facebook 5pm	14
15 First week of planning	16 The first meeting assigns committees and jobs to a team member Brainstorming	17 Social media team meeting Have flyer design(s) planned out and finalized	18 Call Local Businesses to inquire about Christmas Memories	19 Have flyers sent to the printer	20 Get final confirmation from schools and business	21
22 Second Week of Planning	23 First-week recap meeting	24 Go to school number 1	25	26 Go to 1st local business	27	28 Flyers/Posters Hanging up around town deadline
29 Week the campaign begin First caroling video edit deadline	30	31 First Business video edit deadline				

November						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 First campaign day Go to school number 2	2 First caroling video posted	3 Go to 2nd local business	4 First Business video posted
5 Second caroling video edit deadline	6	7	8 Go to school number 3 Second business video edit deadline	9 Second caroling video posted	10	11 Go to 3rd local business

12 Reminder Post Sent Out - Facebook 10 am Third caroling video edit deadline Second business video posted	13 Thank you post-deadline	14 Third business video edit deadline	15	16 Third caroling video posted	17 Reminder Post Sent Out - Instagram 2 pm Third business video posted	18 LIGHT UP NIGHT SNOWMAN SOCIAL & AFTER PARTY
19 Wrap-Up Starts Send a Thank You Post Out - Instagram/TikTok/Facebook 12 pm	20 Start taking Posters/Flyers Down	21	22	23	24	25 Get offline marketing posters taken down
26	27 Final Campaign Recap Meeting	28	29	30		

Bios and Headshots

Madeline Bundy

Madeline Bundy is in her fifth year at Slippery Rock University as a dual major in Communications: Multimedia Journalism and Criminology and Criminal Justice Studies. She works in the Housing and Residence Life department for her on-campus job. She also contributes to the student-run newspaper on campus in the opinion section. She is also an active member of WSRU-TV, and she typically runs one of the cameras for multiple shoots that are done during the week.

Chloe Kemp

Chloe Kemp, from Moon Township, PA, is a sophomore Strategic Communication and Media major with a concentration in Public Relations and a minor in Writing. She is currently the Promotions Director for WSRU-FM, a member of the SRU Marching Pride, and the social

media intern at the Moon Area Education Foundation. Chloe also works as a lifeguard in the Aebersold Recreation Center on campus.

Alexa Mazzarini

Alexa Mazzarini is from Whitehall, PA. She is a junior at Slippery Rock University, majoring in Integrated Marketing and Communication. Currently, she is the President of the Sales Club and the Marketing Coordinator for the Women's Club Lacrosse Team at Slippery Rock University. She believes she has learned many marketing, advertising, and social media skills from these positions, as well as skills that she has learned from her family's small business.

Ariana Mixter

Ariana Mixter, from New Brighton PA, is a senior Strategic Communication and Media major with a concentration in Digital Media Production and an emphasis in Television Production at Slippery Rock University. She is currently the executive producer of The Soul

Food Initiative, a production at SRU highlighting the connection between food and culture. In this role, she ensures all finalized episodes are successful in storytelling.

Lucy Rabak

Lucy Rabak, from Beaver, Pennsylvania, is currently an undergraduate student completing a bachelor's degree in strategic communications and media with a focus in Integrated Marketing Communications and Digital Media. Lucy gained her associate degree of science in Communications at the Community College of Beaver County. Lucy has experience with social media marketing and communications in and out of schooling, including on social media platforms. Lucy is also part of the WSRU-FM Radio club and has her own show.

Ethan Skinner

Ethan Skinner is a liberal arts major from Slippery Rock University with a minor in computing. He has experience in the field of app development with Kratesoft and skills in

graphic design software such as the Adobe suite and blender. He also has taken classes in social media applications and marketing.

Wade Sutton

Wade Sutton is a mission-focused digital marketer and certified Scrum Master with extensive experience coaching and mentoring highly skilled teams. He is able to manage Agile (Scrum and Kanban) delivery practices and events including planning, retrospective, backlog refinement, estimation, and release planning using Jira to manage project delivery and backlogs. Wade spent nearly ten years working in the music business doing digital marketing, music PR, live show production, and tour planning for bands all over the world. He now works in software development focusing on AI-driven digital marketing and designing prototypes for mobile applications.

Harley Wolfgang

I'm a junior at Slippery Rock University, double majoring in Strategic Communication and Media with a concentration in Digital Media Production; and Philanthropy and Nonprofit

Management. Since my sophomore year, I've been the Treasurer for College Dress Relief, and I recently became the Treasurer and a Producer for Slippery Rock's on-campus TV station: WSRU-TV. I've always been a determined and ambitious young woman. I'm currently looking into finding an internship to broaden my communication skills within both the Nonprofit and Digital Media Production industries.

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