






Social Media Campaign – “Campus Hustle Stories”

Campaign Overview

| Metric | Value |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
|  Students Featured | 12 Student Entrepreneurs |
|  Platforms Used | Instagram (Reels + Posts + Stories) |
|  Duration | 6 Weeks |
|  Highlights | Featured in Local Youth Magazine, Shared by College Pages |
|  Campaign Skills | Content Batching, Interviewing, Digital PR, Scheduling |

Campaign Idea & Objectives

Concept:

Build a community-driven storytelling campaign showcasing student side hustlers. From graphic designers to thrift store owners – we captured real stories.

Objectives:

- Give visibility to student creators & entrepreneurs
- Build a content calendar that mimics real brand workflows
- Practice digital PR and organic reach
- Apply content strategy, batching, and publishing skills

Project Execution Flow

↓ Campaign Flowchart:

[Ideation]

↓

[Outreach to 20+ Student Hustlers]

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[Finalize 12 Participants]

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[Create Questionnaires & Interview Scripts]

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[Conduct Interviews & Shoot Reels]

↓

[Design Instagram Posts & Carousels]

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[Schedule Weekly Posts (Batching)]

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[Engage + Cross-Promote via Tags, College Pages]

↓

[Track Reach, Shares, Mentions]

Content Calendar & Posting Plan

| Week | Content Piece | Format | Student | CTA/Goal |
|--------|---------------------------|----------------|----------------------|-------------------------------|
| Week 1 | Teaser Post | Static Graphic | N/A | “Tag a student side hustler” |
| Week 2 | Interview 1 + Graphic | Reel + Post | Freelance Designer | Share Journey |
| Week 3 | Interview 2 + Infographic | Reel + Story | Art Page Owner | DM to Connect |
| Week 4 | Mid-Campaign Recap | Carousel | All Participants | Save & Share |
| Week 5 | Interview 3 + 4 | Reel + Static | Thrift Seller + Poet | Visit Profile |
| Week 6 | Final Recap + BTS | Reel | All | Feedback + Next Season Teaser |

Creative Examples

1. **Instagram Grid Mockup**

👉 Use Canva or Figma to create a 3x3 sample mockup of how the grid looked with stories, interviews, and highlights.

2. **Behind-the-Scenes Shot**

👉 Add a photo of interviewing or editing moments – even a screenshot of your Notion/Google Sheet used for planning.

3. **Reel Performance Snapshot**

👉 Screenshot of Instagram Insights – impressions, reach, saves, shares.

4. **Magazine Feature Photo**

👉 Add a visual of the youth magazine article where the campaign was featured.

Key Learnings & Wins

| Learning Area | What I Practiced |
|-----------------------|------------------------------------------------------------------------|
| 💡 Campaign Planning | Structured interviews, timelines, and deliverables |
| 📦 Content Batching | Created assets 2 weeks ahead using Airtable/Notion |
| 🤝 Digital PR | Collaborated with college page admins and got featured in a youth mag |
| 📊 Data Tracking | Observed which formats got more saves and shares |
| 🗣️ Community Building | Built a loop of engagement with students tagging friends and resharing |

Impact Highlights

- ⚡ **Shoutout by College Official Page** – leading to 30+ profile visits in 24 hrs
- 📰 **Local Magazine Feature** – Highlighted as a youth-led storytelling series
- 💬 **DMs from Juniors** – Asked how to start a hustle and get featured next season