

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]
- ↓
- [Finalize 12 Participants]
- ↓
- [Create Questionnaires & Interview Scripts]
- ↓
- [Conduct Interviews & Shoot Reels]
- ↓
- [Design Instagram Posts & Carousels]
- ↓
- [Schedule Weekly Posts (Batching)]
- ↓
- [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