



# Professional Leadership Program

*SOCIAL MEDIA RE-DESIGN UPDATE*

Laura Rengifo - PLP Social Coordination Student Director

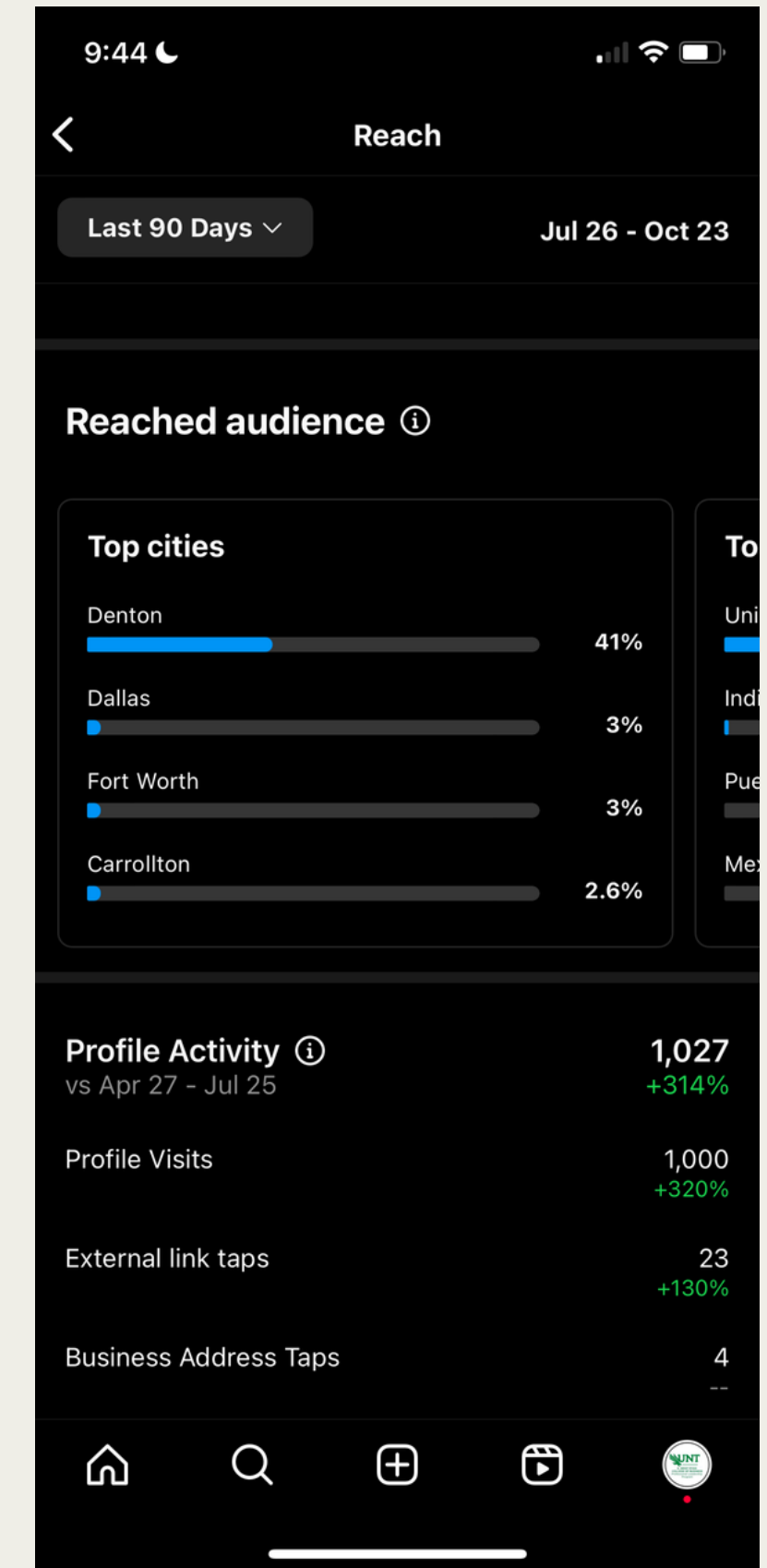
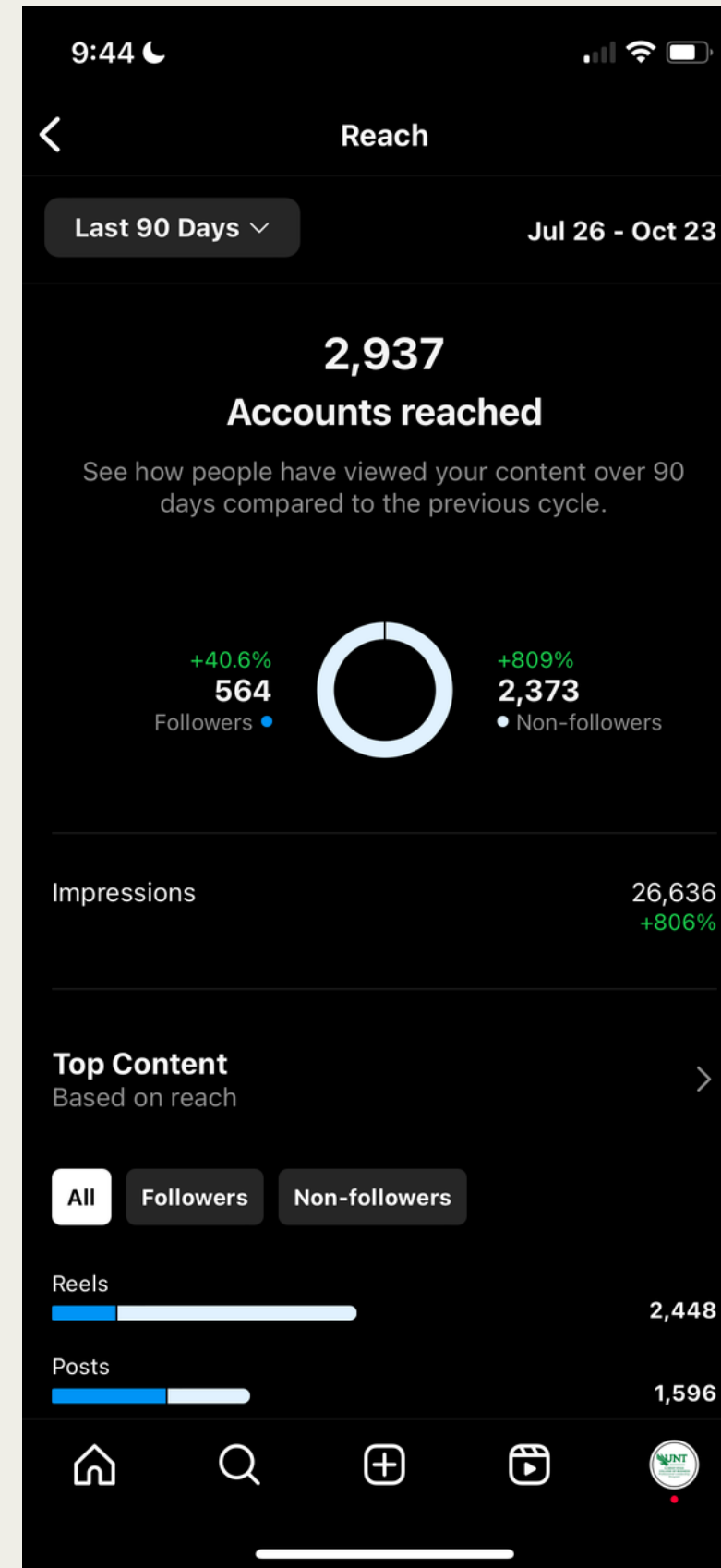
Barbara Lamont - PLP Marketing Student Director



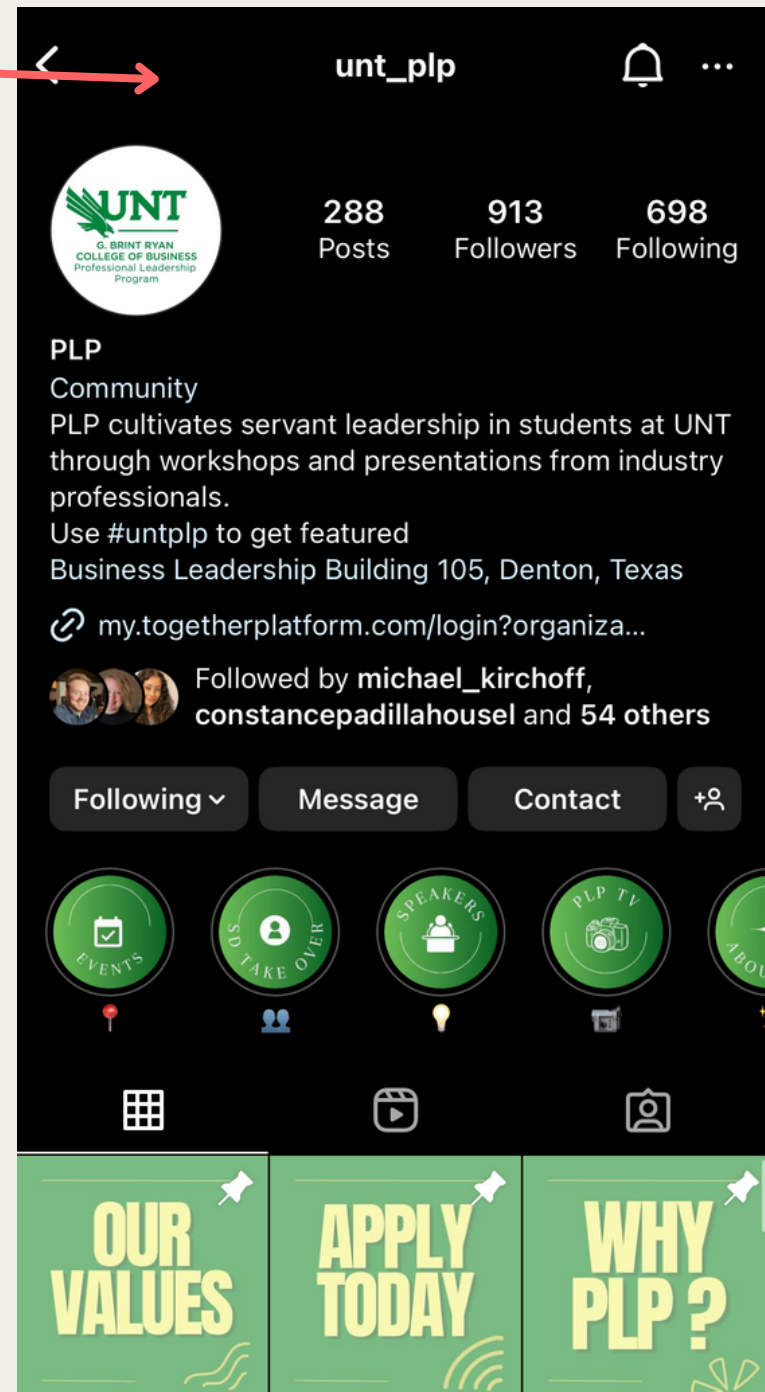
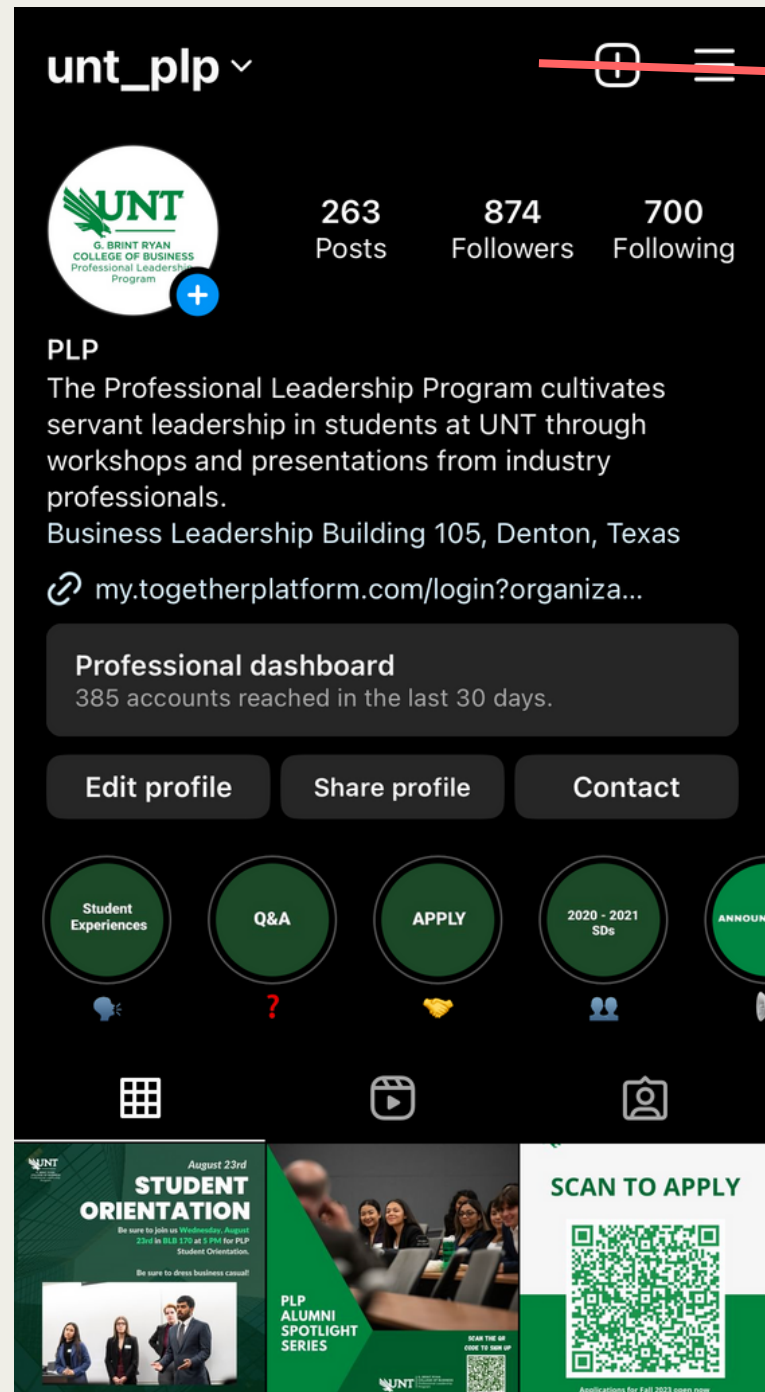
# Instagram Insights

In the Past 3 Months,

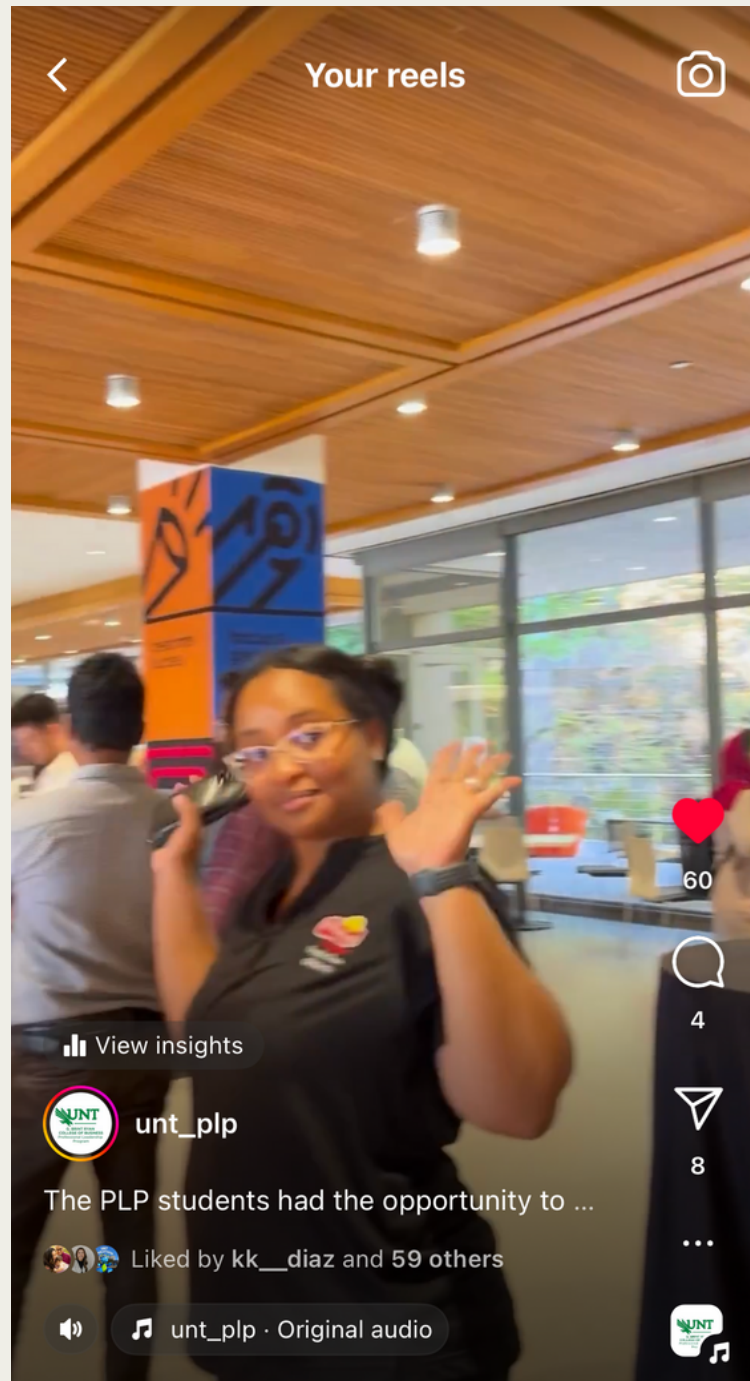
- Reached almost **3,000 individual accounts.**
- We have left over **26,000 impressions.**
- We have had **23 link taps** on our bio.
- Gained over 30 new followers



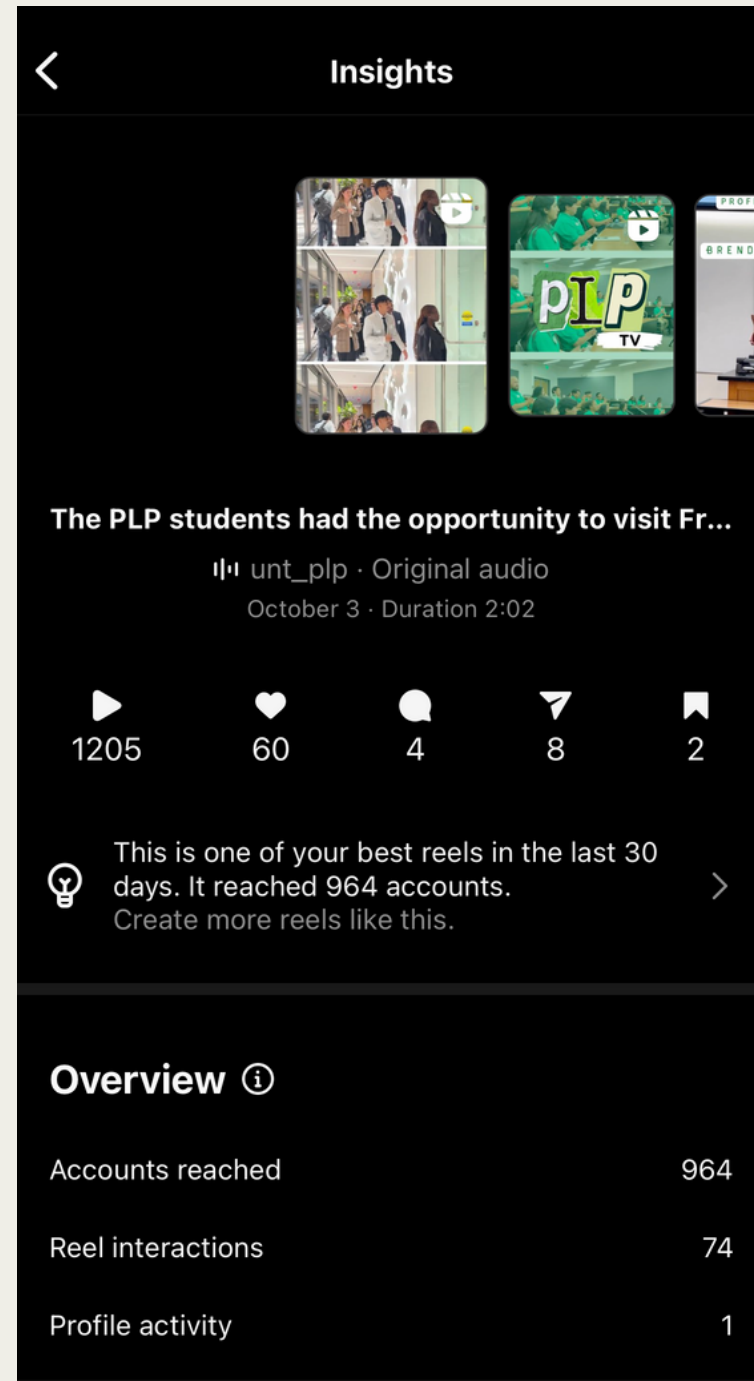
# Before & After



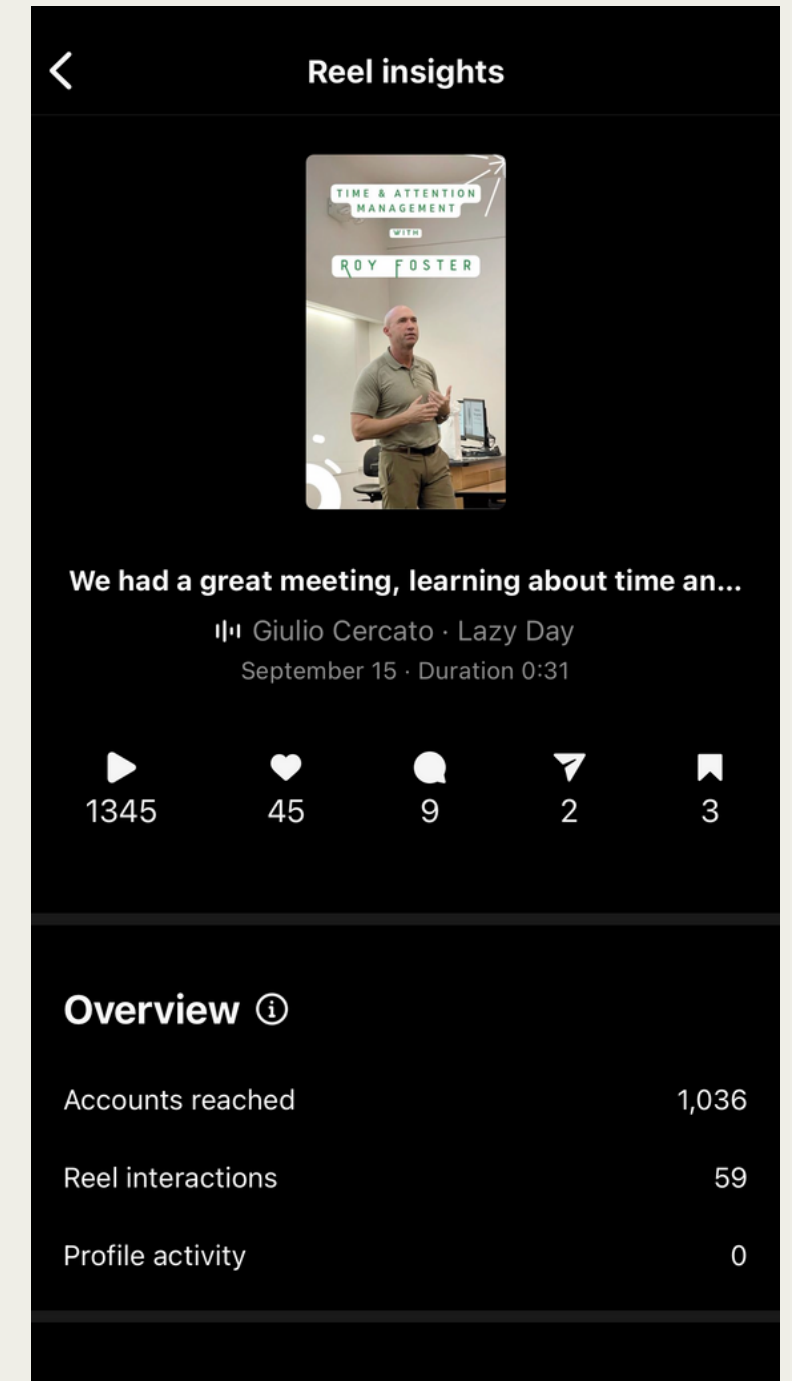
# Top posts



Top Engagement



Most Views



# LinkedIn Insights

- **94 profile views**
- **1,441 post impressions**, up **613.4%** in the past 7 days as of October 26th.
- Top performing post was a **PLP TV episode** which received almost **1,200** impressions, compared to older posts that received no more than **63** impressions.

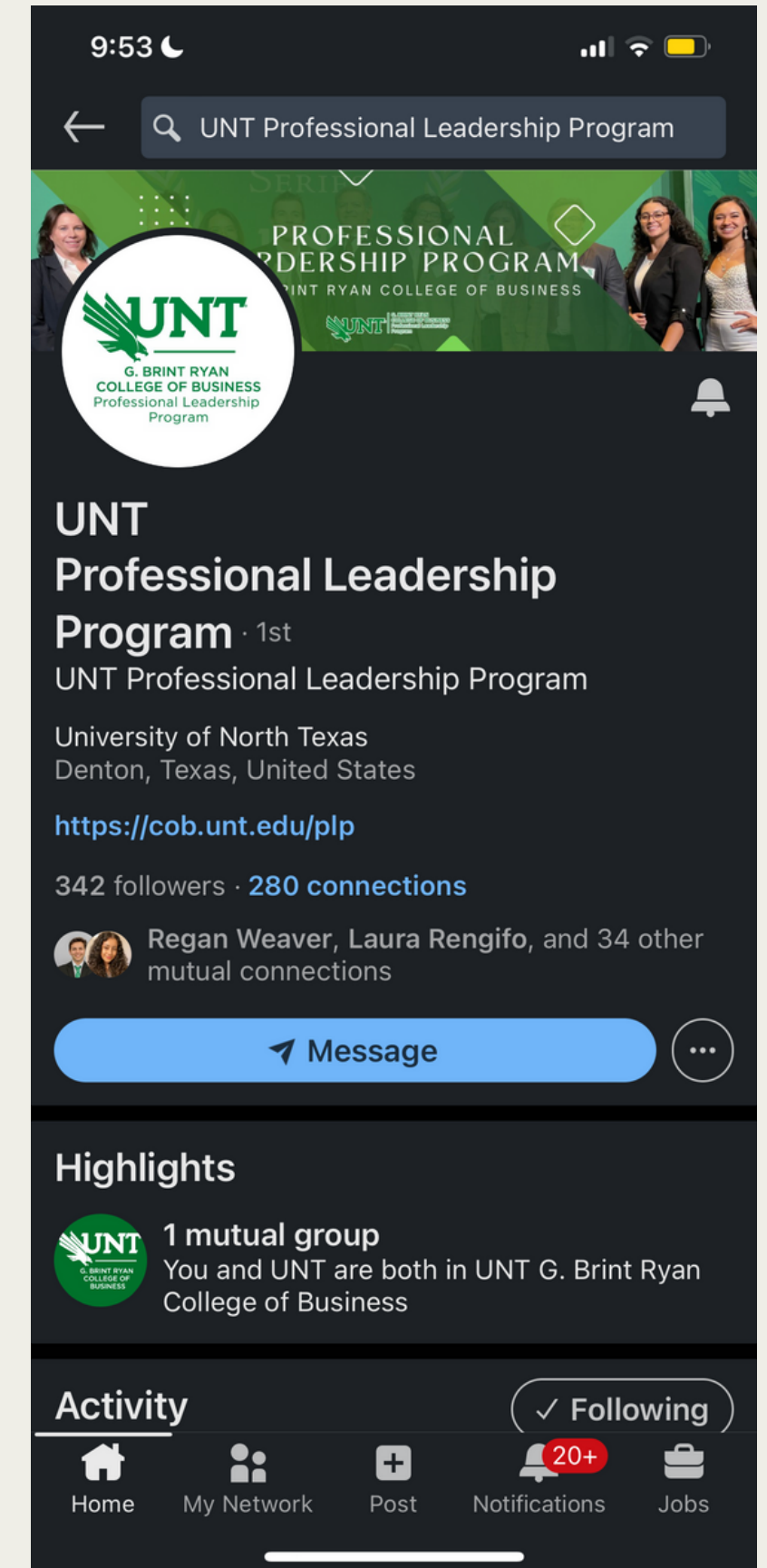


UNT Professional Leadership Program · UNT Professional Leadership Program · 2d ·

⚡ Please enjoy our first episode of PLP TV! We got the chance to interview some of our alumni about their experience in PLP.


⚡ Huge thank you to [Huda Nahas](#), [Diego Enriquez](#), [Darya Servatyuk, MBA](#), and [Warren Chapline](#) for coming!

⚡ Be sure to follow us on Instagram @unt\_plp to see more of our great members and speakers.



9:53

UNT Professional Leadership Program



PROFESSIONAL LEADERSHIP PROGRAM  
G. BRINT RYAN COLLEGE OF BUSINESS

UNT Professional Leadership Program · 1st

UNT Professional Leadership Program

University of North Texas  
Denton, Texas, United States

<https://cob.unt.edu/plp>

342 followers · 280 connections

Regan Weaver, Laura Rengifo, and 34 other mutual connections

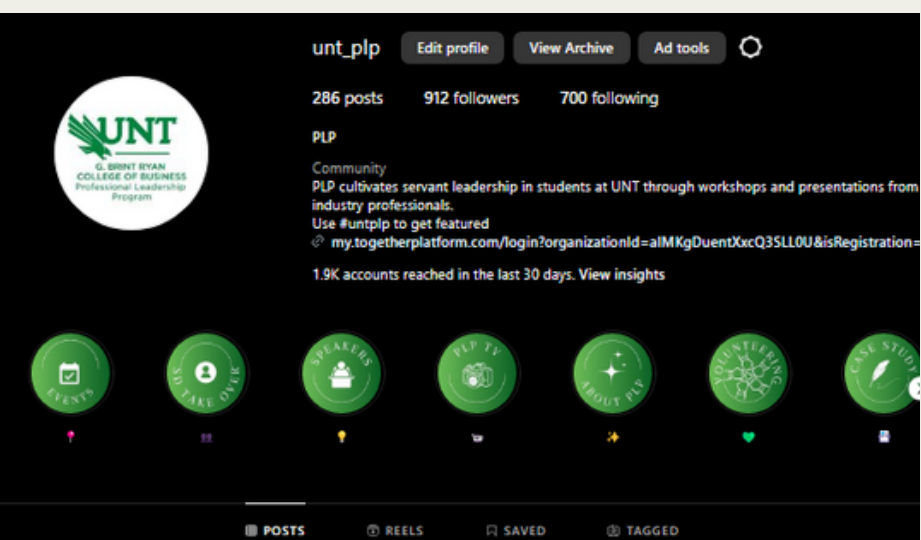
Message

Highlights

1 mutual group  
You and UNT are both in UNT G. Brint Ryan College of Business

Activity Following

Home My Network Post Notifications 20+ Jobs



**UNT Professional Leadership Program • You**  
 UNT Professional Leadership Program  
 1mo • Edited •

What a great semester it has been so far!

🔥 **SPEAKERS-**  
 Thank you to [Roy Foster](#) ( Time and Attention Management), [Beth Kent](#) (Job Search to Job Secured: Resumes), and [Adrian Terry](#)(How to Network) for coming to speak to our students. These presentations were very insightful and brought lots of value to our students. We strongly encourage all of our students to connect with them and ask them any further questions.

💡 **COMMUNITY INVOLVEMENT-**  
 In early September, several of our students participated in volunteering for a 5k charity run in honor of April Cain. A total of \$480.42 was raised from the event.

🔗 **NETWORKING**  
 Our PLP students attended a business after-hours at PepsiCo. This was an amazing opportunity for our members to learn more about opportunities at Pepsico as well as connect with professionals. A special thank you to [Benita Tubbs](#) for hosting us.

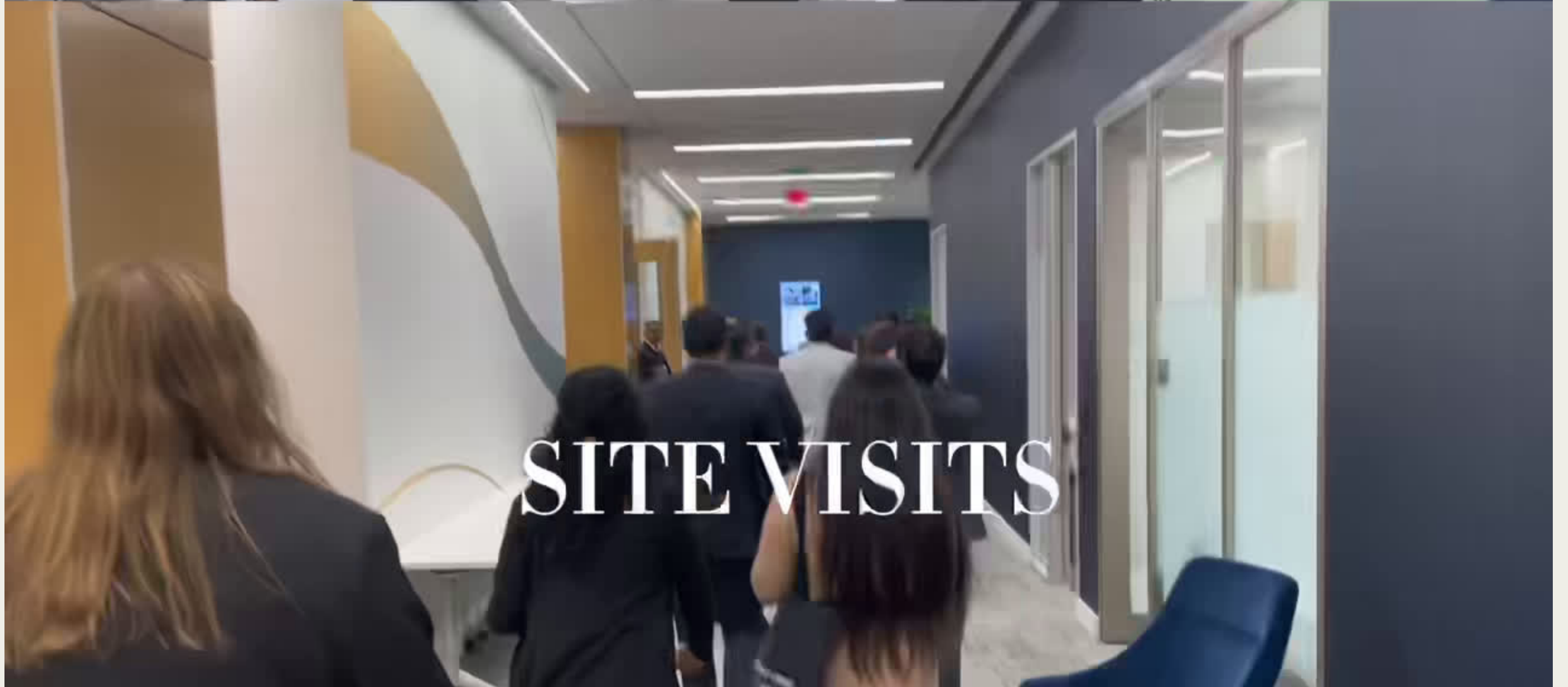
Also, thank you to [Spencer Wilk](#), [Huda Nahas](#), [Laketress S. Jones, MBA](#), John Miller, and Marissa Banks from Pepsico, and our mentors [Yuka Nakahara-Goven](#), [Navin Arora](#), [Ray White](#), and Fred Self for coming to speak with us.

This is just the beginning. We are excited for all the great times to come in PLP.

# Successful Posts

- **Monthly mentor/mentee spotlights**
- **“PLP TV” 1-2 times per month**
- SD Spotlights
- **SD Story takeover**
- **Instagram reel of site visits**
- **Instagram reel of volunteering events**
- Weekly LinkedIn blog posts
- **Weekly Student spotlights**
- **Weekly Student reminders**
- **Promotional video project**

# Recruitment Video



# What's next?

## REEL FREQUENCY

Increase our reel posting frequency and follow up on post ideas we haven't done yet.

## STUDENT INVOLVEMENT

Find more ways to get students involved on our Social Media, such as by using our hashtag.

## APPLICATION LINK

Bridge the gap between awareness and action when it comes to actually applying

## LINKEDIN POST

Post more on LinkedIn for our mentor/alumni community.

## SD TRANSITION

Continue creating guide for future SD's to manage social media.

## RECRUITMENT VIDEO

Refine our recruitment video.