



Social Media Re-Design for the

PROFESSIONAL LEADERSHIP PROGRAM

Laura Rengifo - PLP Social Coordination Student Director

Barbara Lamont- PLP Marketing Student Director

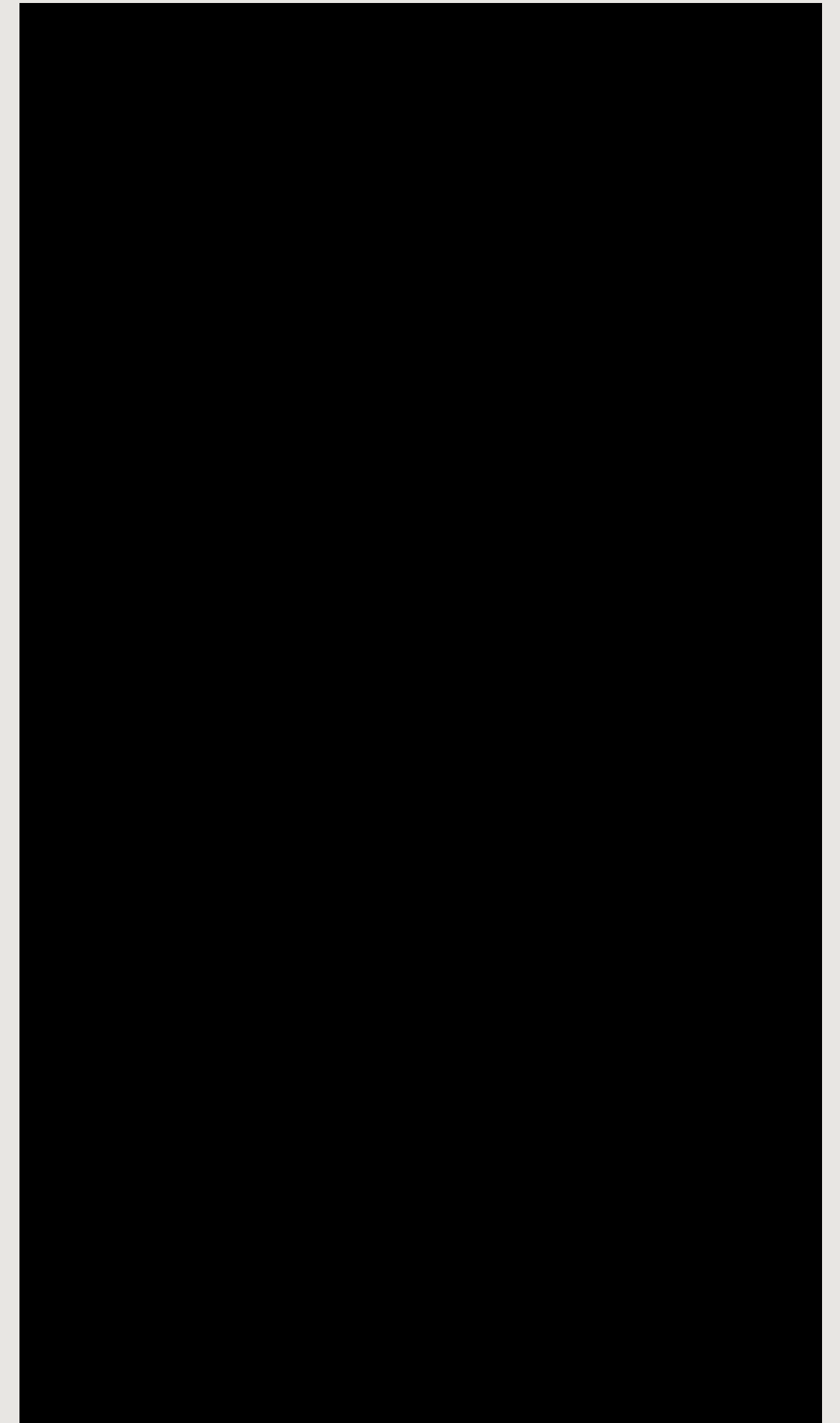
Why Social Media?

According to FORBES, video content is the future of Gen Z marketing.

The average Gen Z is watching video content such as TikTok for 12 hours a week.

Our Post Ideas

- 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 member spotlights
- Weekly meeting reminders
- Promotional video project




Our Vision

SpotLight



Laura Rengifo



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Program

Meeting Recap

**MENTEE
X
MENTOR**
SPOTLIGHT

Scott Sirianni Barbara Lamont




American Airlines Studen Director
Director, Multinational Senior Marketing Major, minor



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Resume Building

SpotLight



Saraa West

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August 23rd

**STUDENT
ORIENTATION**

Be sure to join us **Wednesday, August 23rd** in **BLB 170** at **5 PM** for PLP Student Orientation.


Be sure to dress business casual!



**MENTEE
X
MENTOR** + SPOTLIGHT +


Barbara what are your thoughts on the mentorship opportunities of PLP

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Why did you decide to be a mentor for our program



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Current Timeline

- We are managing out time using outlook to give ourselves deadlines.
- We also are planning to create templates for each different category of posts so that the creation process is more efficient.

Goals

- Create a stronger PLP community using social media.
- Showcase one of the “main attractions” of PLP: mentor/mentee relationships.
- Attract more potential members.

Today ^ 2023 September v						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Aug 27	28	29 9 AM PLP O ↻	30 4:15 PM SD ↻ 5 PM Create	31	Sep 1	02
03	04	05 9 AM PLP O ↻	06 SD's nominate 4:15 PM SD ↻	07	08 10 AM Board	09
10	11 8 AM SD story takeovers and post spotlights Post upcc ↻ Send out intere	12 9 AM PLP O ↻	13 Post this we ↻ 4:15 PM SD ↻ 5 PM Film "I	14	15 Meeting ↻	16
17	18 Post upcc ↻	19 9 AM PLP O ↻	20 Film event t Post this we ↻ 8 AM Film P 4:15 PM SD ↻	21	22 Meeting ↻	23
24	25 Goal: Post first Post upcc ↻	26 9 AM PLP O ↻	27 Post fritolay rec Post this we ↻	28	29 Meeting ↻	30