



SOCIAL MEDIA MANAGER & GRAPHIC DESIGNER

BELONGING COMMITTEE

At Labette Community College

@BELONGING.LCC



Overview

During my time at Labette Community College, I worked as the Social Media Manager and Graphic Designer for the Belonging Committee. The committee's main goal was to foster a sense of belonging for both students and faculty, raising awareness around key issues through educational content and promoting inclusivity on campus. Each month, the committee focused on a different theme, such as Black History Month, Women's History Month, Mental Health Awareness Month, and International Student Month. My role was to create and manage all the social media content on platforms like Instagram, including designing visual elements, developing a content calendar, and crafting posts that would engage and educate the community. This position allowed me to combine creativity with strategy to build an online presence that promoted awareness and inclusion.

Contributions

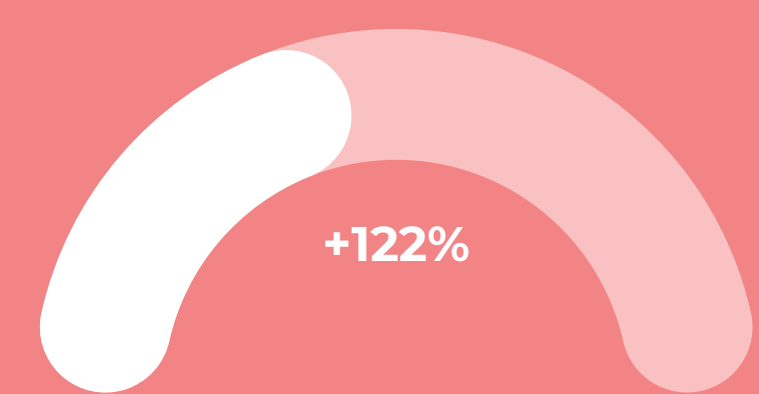
When I first joined in December 2023, one of my major contributions was revamping the committee's overall visual identity. I developed a modern and simplified look, which included designing a brand-new logo to represent the committee's goals. To create a cohesive and visually engaging Instagram feed, I came up with the idea of assigning a color theme to each month that corresponded with the awareness topic being highlighted. This approach not only gave the page a fresh and unified aesthetic but also helped make each month's theme stand out. Additionally, I created a wide range of content, from educational posts and event announcements to interactive stories and videos, all with the aim of engaging students more effectively. On top of social media content, I also designed fliers and posters to promote campus events and committee initiatives.

I made a concerted effort to produce content that would resonate with students and encourage them to participate. One example of this was the creation of posts featuring international students and student-athletes, which helped the page connect with a broader audience. These interactive elements brought more visibility to the committee and fostered a sense of community. I also managed a content calendar, ensuring that posts were timely and aligned with the monthly themes, while consistently tracking the page's growth and engagement metrics.

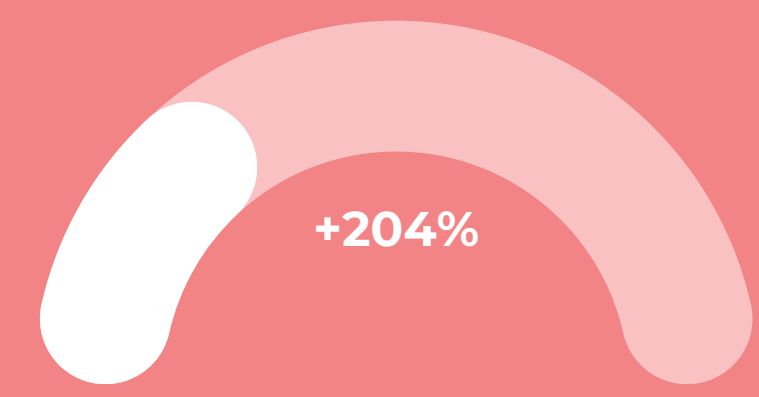


Accomplishments

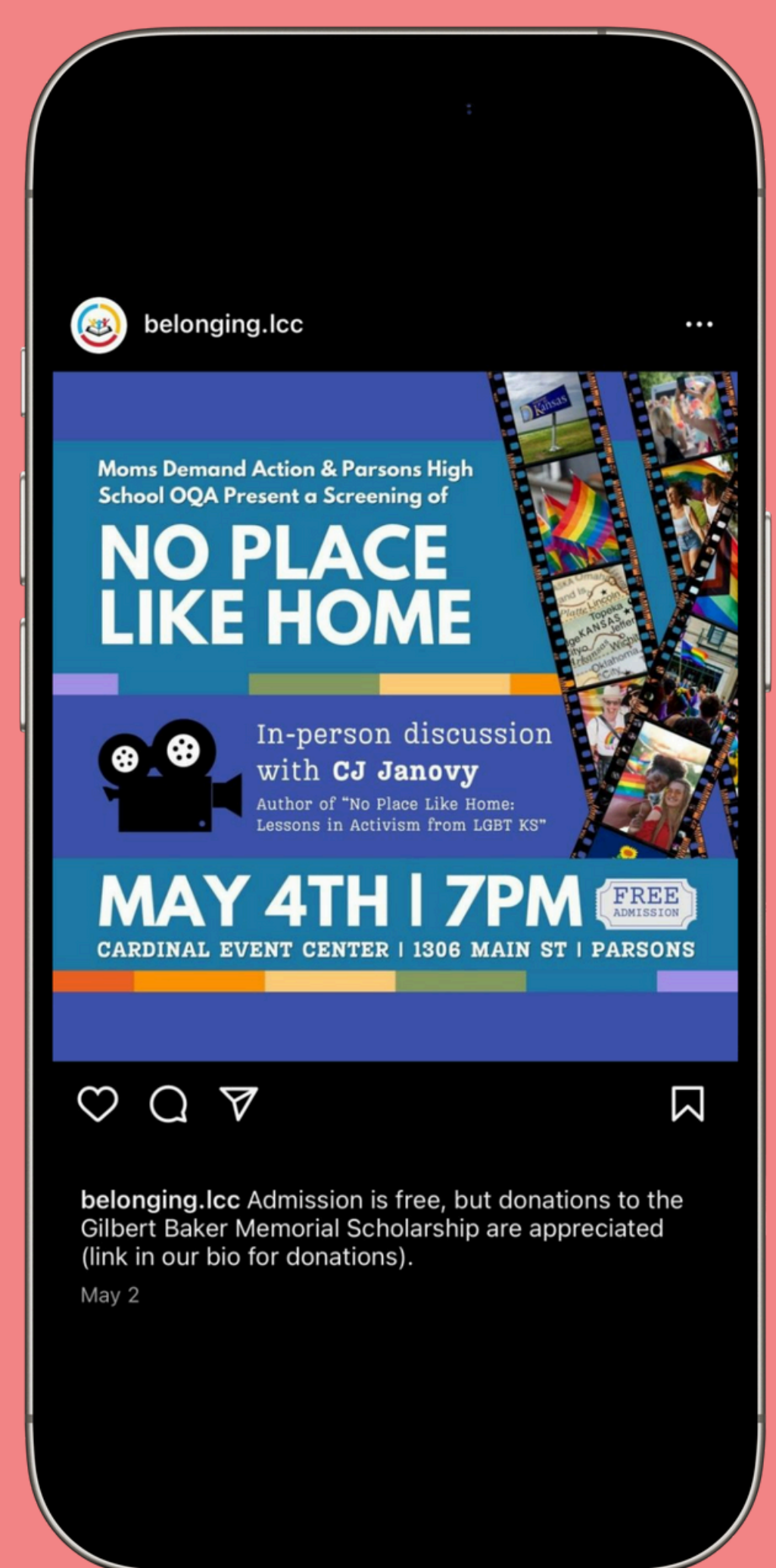
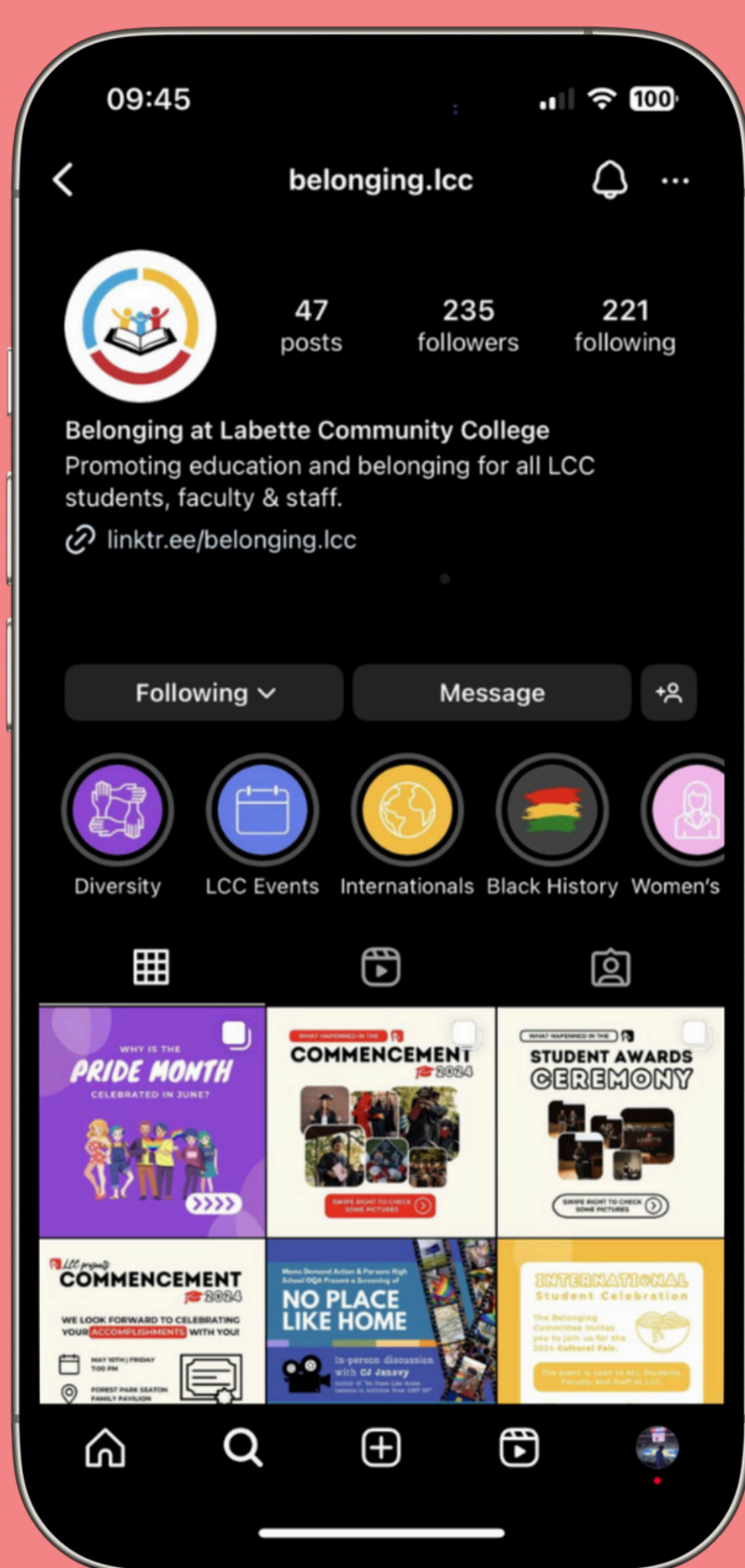
- Increased followers by 122% in six months
- Boosted accounts reached by 204% on average per month in six months
- Created a new logo and cohesive visual identity
- Engaged more students through interactive content
- Produced diverse content formats, including videos and stories
- Enhanced event promotion with fliers and posters



Followers before and after



Average of accounts reached before and after



@belonging.lcc on Instagram | Dec 2023 - July 2024