

Marketing Plan: Instagram Outreach Strategy for Duke's Campus Groups

Step 1: Ask clubs and organizations to allow the team to take photos and videos of their events.

Step 2: Create marketing content from the event with images and videos collected

We were able to put our theories through an initial test run of our content with two reels of 10-20 seconds on the Instagram account. The test provided us with meaningful insight into the potential our plan holds. The reels performed exceptionally well, resulting in increased reach and engagement with the account.

Our [Holi celebration at Duke reel](#) (image at right) and [Crochet Conversations: Machismo in Latin America reel](#) posts reached 2,115 accounts (128% increase), engaged 140 accounts (164% increase), and had 2,088 followers (.3% increase).

a: Create 10- to 20-second reels featuring one or a few events. Each reel should focus on introducing the trainees to the resource, event, or element of Duke's community life.

b: Tag appropriate accounts on the reels such as groups and organizations or individuals involved.

c: Create an event list post every week that includes information on activities, resources, and events of that week (create a series that trainees can follow).

d: Host a weekly Q&A session to discuss trainees' experiences, collect feedback, and address queries, connecting them with knowledgeable individuals as needed.

e: Create a 'Pat of Appreciation' series to recognize and honor the hard work, creativity, leadership or skill.

f: Use 'Quick Tip' and 'Reminder' series posts [examples below] to share helpful tips, skills and encouraging words to help boost morale, provide comfort, and help trainees.

Step 3: Redesign the Instagram accounts associated with Duke Groups and encourage clubs and groups to engage more with Duke Groups on those platforms by tagging Duke Groups in their event stories and posts, reposting, and more.

Step 4: Include "Duke Groups" on the Instagram account bio to avoid confusion.



Step 5: Use the [“How To”](#) video to access the Duke Groups website and post your club or organization’s event, as well as find other events of interest.

Step 6: Advertise the Instagram account and website to trainees:

a: Request to highlight Duke Groups Instagram account and website in The Graduate School newsletter and in Postdoctoral Services listserv.

b: Include Duke Groups Instagram QR code and website link in the guide to [Graduate & Postdoc Campus Clubs](#) designed by a 2023 Emerging Leaders Institute team.

c: Distribute this information in the resources and orientation events held for new trainees.

