



## CREATIVE BRIEF

### #RiskActLead Video Recruitment Campaign

#### Timeline

September-November 2022

#### Goal

A vertical video social media campaign to support Act Six 2022 recruitment season.

#### Target Audience

- Act Six applicants and potential applicants
- Current Act Six scholars

#### Message

Act Six is an amazing opportunity to get your college degree, build connections, and grow as a leader so you can help others and make an impact.

#### Consistent Call to Action

Start your application today! Share with a friend (or high school senior) who wants to make a difference in their home community.

#### Dedicated Hashtag

#RiskActLead

#### Additional Hashtags

#degreesofchange #actsix #collegescholarship #leadershipdevelopment #diverseleadership

#### Tactics and Channels

Primary: Degrees of Change & Act Six Instagrams

- Post scholar reels to Degrees of Change Instagram throughout recruitment season.
- Invite Act Six national Instagram as collaborator (not tag) so reels appear on both accounts.
- Tag other relevant Act Six Instagram accounts, college partners, other stakeholders, etc.
- Geotag featured scholar's college.
- After posting, notify featured scholar, ask them to follow both Instagram accounts and to help share the reel.

### Secondary: Degrees of Change YouTube

- Cross-publish reels as YouTube shorts.
- Create YouTube playlist where videos can be viewed/shared all in one place.
- Important for people who do not have/use social media.
- Share playlist regularly with Degrees of Change staff and other stakeholders, ask them to help spread the word.

### Schedule

- Post reels/shorts 1-2x's per week.
- Mon-Thu or Sat, after 10:00 a.m.

### Creator Team

- Communications director (lead)
- Act Six directors
- Act Six program managers
- Contracted videographer

### Measuring Success

Track impressions and engagement on Instagram.

Regularly check in with Act Six directors and managers to gauge programmatic impact (external). Also, do they feel supported as staff in their recruitment efforts (internal)?

When campaign is complete:

- Go over analytics, metrics, notes.
- Evaluate tactics and outcomes.
- Review with Act Six staff.
- Create recommendation for future campaigns.