

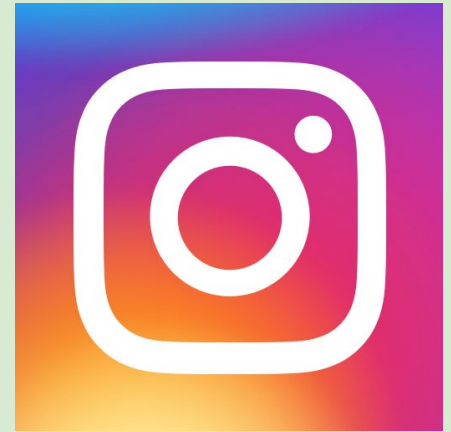
# **Downtown Springdale Social Media Plan**

Henry Suman, Kayla Ramsay, Lauren Wayles, Natalie Lieber,  
Kailey Hula

# **Our Platform**

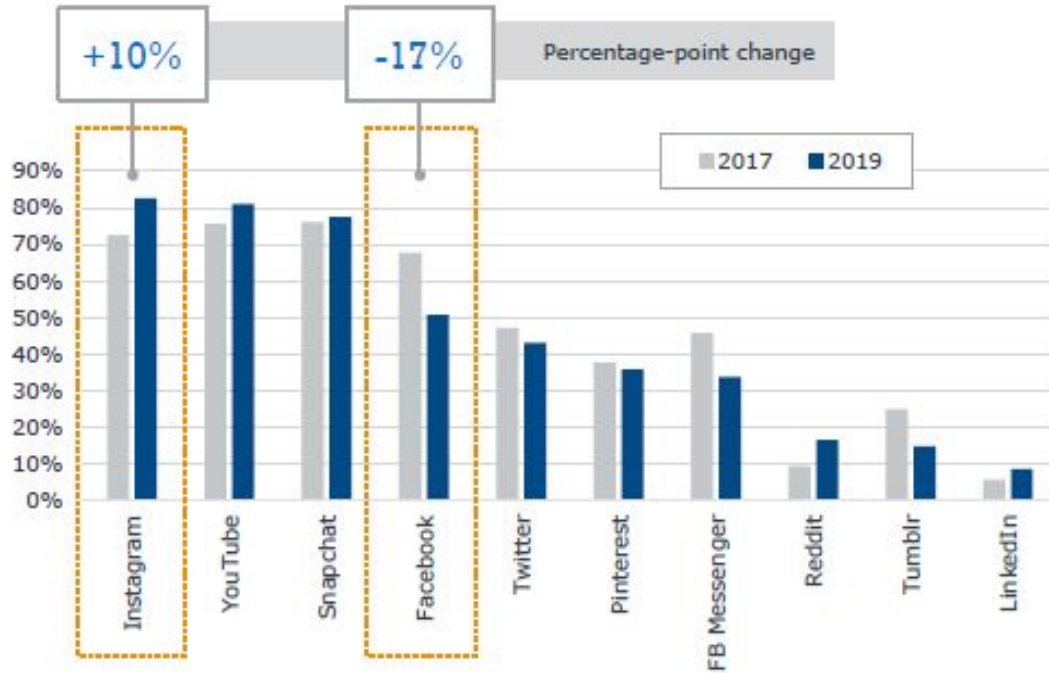
Our plan is targeting college-aged students at the University of Arkansas. Our research shows that most college students use the social media app Instagram.

We think that Instagram is the best way to get in touch with our target demographic and get them excited about Downtown Springdale.



## What Social Networks Are Students Using?

Percentage of Survey Respondents, 2017 Versus 2019



- More than 80% of college students use Instagram as their main social media source.

# Best Practices

To target college students, the best time to post on Instagram is

- Weekdays during the workday: 9 a.m.- 4 p.m.
- Wednesdays at 11 a.m. and Fridays from 10-11 a.m. are the best times to post on Instagram because of the high engagement rates

Post unique and high quality content on a regular basis to keep the audience engaged, but be sure not to over post because it can overwhelm a follower's feed.

We recommend posting every Monday at 1 p.m., Wednesday at 11 a.m. and Friday at 10:30 a.m. to establish consistency and hit peak engagement times.

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

# Post One

*An informational post announcing its specific event Brews and Tunes during Ozarktober week.*

Looking for something to do this weekend?

Come join us at Magnolia Gardens for some good brews and tunes! There's something for everyone, beer lovers and music lovers alike!

Tickets to sample from local breweries can be found online at our website.

The poster features a dark, atmospheric background image of a crowd at a concert or festival, with many hands raised in the air. The text is overlaid in a clean, sans-serif font. The event date and time are at the top, followed by the presenter's name. The main title 'BREWS & TUNES' is in large, bold, orange letters. Below it, the location '@ MAGNOLIA GARDENS' is written in a smaller, bold, orange font. A horizontal white line separates the location from the event details. The details include a celebratory message, the event's benefits (free music and craft beer), and the ticketing website.

OCTOBER 23RD | 2 PM  
DOWNTOWN SPRINGDALE ALLIANCE PRESENTS:

**BREWS &  
TUNES**

**@ MAGNOLIA GARDENS**

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Celebrate Ozarktober with us!  
Enjoy free music and try craft beer from our  
local breweries.

For tickets: [www.downtownspringdale.org](http://www.downtownspringdale.org)

# Post Two

## Reminder

We have TONS of volunteer options for students in Downtown Springdale.

(Help set up events, pass out sign ups, etc.)

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*Just a click away from your getting your hours!*

Visit [www.downtownspringdale.org](http://www.downtownspringdale.org)  
or  
find us on GivePulse!

*An informational post designed to attract students looking for service hours.*

Do you still need volunteer hours? If you're looking for fun and easy ways to get service hours, check out Downtown Springdale volunteer opportunities!