**Social Media Marketing Proposal for the Digital Scholars Program**

**Introduction:** The purpose of this social media marketing proposal is to outline the strategies and tactics that will be employed to effectively market the Digital Scholars Program, with the aim of achieving the four goals identified in the marketing plan. This proposal focuses on utilizing social media platforms to increase awareness among first-generation students, establish collaborations with UW Bothell faculty and alumni, gain exposure in the tri-campus network, and attract donors to fund the program.

**Goal 1:** The first goal is to increase Awareness among First-Generation Students. To achieve this goal, we will primarily focus on utilizing Instagram, a popular social media platform among college students. This platform offers several features and functions that can effectively raise awareness and engage with the target audience. The strategies we will employ include, creating visually appealing and informative posts that highlight the benefits and opportunities offered by the Digital Scholars Program. These posts will feature success stories, and images of students participating in program activities. In addition, we will create unique and relevant hashtags specific to the program, such as #DigitalScholars or #FirstGenDigital, and encourage students to use them when sharing their experiences or expressing interest in the program which will increase visibility and user-generated content related to the program.

**Goal 2:** Establishing collaboration with UW Bothell Faculty and Alumni to facilitate collaboration, LinkedIn will be a key social media platform to focus on. LinkedIn offers a professional networking environment and allows for direct engagement with faculty and alumni. The strategies we will employ include, creating a dedicated Digital Scholars Program group on LinkedIn where faculty, alumni, and current students can connect, share insights, and engage in discussions related to the program and industry trends. This will foster a collaborative community. Furthermore, we will encourage program faculty, alumni, and industry professionals to contribute guest posts on the program's LinkedIn page, sharing their expertise and insights. This will enhance the program's credibility and visibility among the target audience. To add to that, regularly featuring alumni success stories on LinkedIn will showcase the program's impact and create a sense of pride among current students. It will also encourage alumni to remain engaged and provide mentorship opportunities.

**Goal 3:** Gain more exposure in the Tri-Campus network for increasing exposure in the tri-campus network, Twitter will be an effective platform due to its real-time engagement and wider reach. The strategies will include live-tweeting program-related events, conferences, and guest lectures, using event-specific hashtags. This will create buzz, reach a wider audience, and attract the attention of other campuses within the tri-campus network. In addition, we will identify influential student groups, clubs, and organizations across the tri-campus network and actively engage with them on Twitter. This includes retweeting their content, collaborating on joint initiatives, and attending or sponsoring their events. Also, organizing Twitter chats around topics related to digital marketing, career development, and industry trends will not only attract participants from the tri-campus network but also position the Digital Scholars Program as a thought leader in the field.

**Goal 4:** Attract Donors to Fund the Program. To attract donors, we will utilize Facebook and YouTube, platforms that offer extensive reach, visual content capabilities, and effective targeting options. The strategies include, creating impactful video content that showcases the success stories of Digital Scholars, highlighting the program's impact on their lives and careers. These videos will be shared on both Facebook and YouTube to reach a wider audience. Furthermore, Utilizing the events feature on Facebook, we will organize fundraising events both on-campus and online. These events will be promoted through Facebook's event listing and targeted ads, encouraging potential donors to participate and contribute to the program.

**Conclusion,** the strategies outlined in this social media marketing proposal aim to achieve the four goals identified in the one-page marketing plan for the Digital Scholars Program. By leveraging the features and functions of social media platforms such as Instagram, Facebook, LinkedIn, Twitter, and YouTube, we will increase awareness among first-generation students, establish collaborations with faculty and alumni, gain exposure in the tri-campus network, and attract donors to fund the program. Regular monitoring and evaluation of the implemented strategies will ensure their effectiveness and allow for adjustments as needed to maximize the program's social media presence and impact. Through these efforts, we are confident in significantly enhancing the program's visibility, engagement, and ultimately, its success in supporting first-generation students and their digital marketing aspirations.

Thank you for considering this social media marketing proposal for the Digital Scholars Program. We look forward to implementing these strategies and achieving the outlined goals. Should you have any questions or require further information, please do not hesitate to contact us.

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**Digital Scholar Program**

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