

Nina Rachal Social Media Plan

Kennesaw State University New Student Programs

Instagram: <https://www.instagram.com/ksuorientation/>

Social Media Request Form

<https://forms.office.com/Pages/ResponsePage.aspx?id=5W7yRTTxnkO8k->

[bH4z1hwg_1KJa8IkZCp4JL2M2Hp7ZUMldMSjVUMzUzMEQ4R05MQTZKMUMzVzBZRC4](https://forms.office.com/Pages/ResponsePage.aspx?id=5W7yRTTxnkO8k-bH4z1hwg_1KJa8IkZCp4JL2M2Hp7ZUMldMSjVUMzUzMEQ4R05MQTZKMUMzVzBZRC4)

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Editorial Calendar

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
	post OL reveal post		OLs post GTKM		*Sophia TO* -Training post	








23	24	25	26	27	28	29
	-Meet the Team Monday (Hope) -Tabling Post	-EL Tabling	-EL Tabling		*Hope TO* -Training post	
30	31					
	-Meet the Team Monday (Judson) -Tabling Post					

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		-EL Tabling	-EL Tabling -Info Session		*Judson TO* -Training post	
6	7	8	9	10	11	12
	-Meet the Team Monday (Jess) -Tabling Post	-EL Tabling	-EL Tabling -Info Session		*Jessica TO* -Training post -New Team Headshots	

13	14 *last day to apply to EOL job* -Meet the Team Monday (Tay)	15	16	17	18 *Taylor TO* -Training post	19
20	21 -Meet the Team Monday (Kyla)	22	23 -Orientation Study Night Post	24	25 *Kyla TO* -Training post	26
27	28 -Meet the Team Monday (Sophia)					

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 EOL Intro Meeting	5
6	 7	 8	 9	 10	 11	 12
 13	14	15	16 -Orientation what to do	17	18	19

			before orientation			
20	21	22	23	24	25	26
					-Training post	
27	28	29	30	31		
	-Meet the Team Monday (Kennedy)		-Orientation tips for your orientation			

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 -End of Training Sentimental Post	2
3	4	5	6 *1 st Orientation* -Orientation what to expect	7 *Orientation*	8 *Orientation*	9
10	11	12	13	14	15	16

	-Meet the Team Monday (Dwight)	-What I love bout the orientation office post				
17	18	19	20	21	22	23
					Orientation	
24	25	26	27	28	29	30
			OL Alum Graduation Post		OL Alum Study Night	*Orientation*

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	Last Day of Classes				*Orientation*	
8	9	10	11	12	13	14
		Last Day of Finals				
15	16	17	18	19	20	21
22	23	24	25	26	27	28


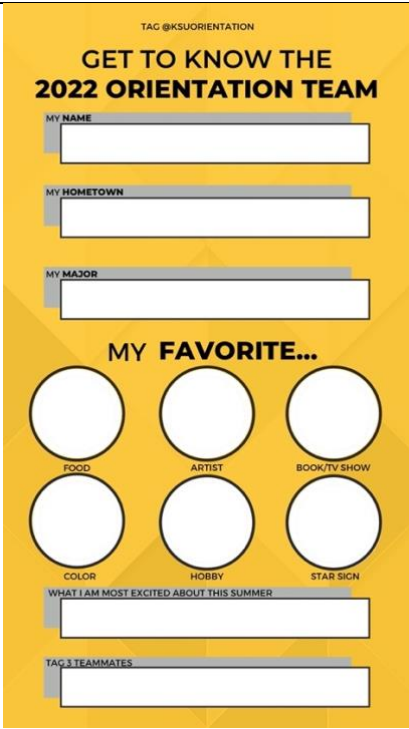

29	30	31				
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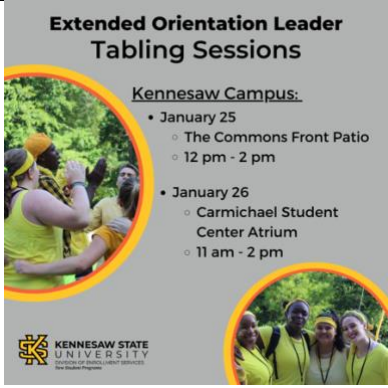
Instagram Post Schedule



Key:




- New Student Orientation
- Extended Orientation / First Flight
- Retention Initiatives
- New Student Programs
- TO – Takeover
- MTTM – Meet The Team Monday
- GTKM -Get To Know Me
- OT – Orientation Tips

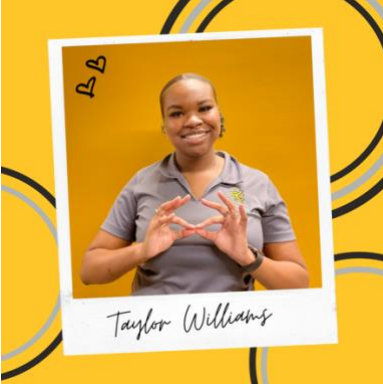

When Posted (Date and Time)	Content Description	Image Posted	Instagram Caption



1/17/22	OL Reveal 2022		<p>Welcome our new 2022 Orientation Leader Team! We are so excited for y'all to get to know them this year and they are just as excited to meet you! Here's to another year of welcoming new students! ❤️❤️</p>
1/19/22	OL GTKM		<p>N/A</p>
1/21/22	Sophia TO	<p>On Teams</p>	<p>N/A</p>
1/21/22	Week 2 Recap		<p>Here's our Week 2 recap of our training with the 2022 Orientation Leader Team!! They are so excited to get to meet y'all! ❤️❤️</p>


<p>1/24/22</p>	<p>MTTM: Hope</p>		<p>Welcome to our first Meet the Team Monday of 2022! Meet one of our 2022 Student Directors, Hope!!</p> <ul style="list-style-type: none"> • <p>Hey y'all! My name is Hope LeMaster and I'm a senior hospitality management major from Calhoun Georgia! I enjoy dancing, hiking, playing spikeball, and cuddling with my dog for a good movie night. I'm so excited for another great summer of orientations! Hooty Hoo!!</p> <ul style="list-style-type: none"> • <p>Tune in next Monday to see who's next and don't forget to tune in to Hope's Instagram takeover this Friday!</p>
<p>1/24/22</p>	<p>Tabling Post</p>		<p>Interested in learning more about being an Extended Orientation Leader? Come to one of our many tabling sessions over the next few weeks. This week we have tabling on Tuesday and Wednesday, so come out and see us to learn more!!</p> <p>♡♡</p>
<p>1/28/22</p>	<p>Hope TO</p>	<p>On Teams</p>	<p>N/A</p>




<p>1/28/22</p>	<p>Week 3 Takeover</p>		<p>So thankful for our Orientation Leaders this week as we head into Week 3 of OL Training and thank you to our wonderful campus partners for joining us again this week! Our OLs are getting ready to meet you, Hooty Hoo!!</p>
<p>1/31/22</p>	<p>MTTM: Judson</p>		<p>It's time for another Meet The Team Monday! Meet Judson, another one of our 2022 Student Directors!</p> <ul style="list-style-type: none"> • <p>Hi guys!!! My name is Judson Wilson and I'm second year Exercise Science major from Rome, GA. I like cooking, driving around, hanging out with friends, and watching movies (especially Marvel ones). I'm so excited to get this orientation season started! Hooty Hoo 🗣️</p> <ul style="list-style-type: none"> • <p>Tune in next Monday to continue meeting the team! And tune into our story on Friday if you want to get to know Judson even more!</p>

1/31/22	Tabling Post	<p>Extended Orientation Leader Tabling Sessions</p> <p><u>Marietta Campus:</u></p> <ul style="list-style-type: none"> February 1 <ul style="list-style-type: none"> The Atrium 12 pm - 2 pm <p><u>Kennesaw Campus:</u></p> <ul style="list-style-type: none"> February 2 <ul style="list-style-type: none"> Carmichael Student Center Atrium 11 am - 2 pm 	The application to apply to be an Extended Orientation Leader is still open! Don't wait to apply and come see us table this week at these locations! Can't wait to meet y'all!
2/4/22	Judson TO	On Teams	N/A
2/7/22	MTTM: Jessica		<p>Time for another Meet the Team Monday! Everybody meet one of our 2022 Student Directors, Jessica!</p> <ul style="list-style-type: none"> Hey everybody! My name is Jessica Taylor. I'm a sophomore accounting major from Hiawassee, Ga. I love marvel movies, baking, and photography. I'm so excited for this next year of orientation 🤍❤️ If you want to see more of Jessica, she'll be taking over the Instagram this Friday!!
2/7/22	Tabling Post	<p>Extended Orientation Leader Tabling Sessions</p> <p><u>Marietta Campus:</u></p> <ul style="list-style-type: none"> February 8 <ul style="list-style-type: none"> The Atrium 12 pm - 2 pm <p><u>Kennesaw Campus:</u></p> <ul style="list-style-type: none"> February 9 <ul style="list-style-type: none"> Carmichael Student Center Atrium 11 am - 2 pm 	

2/11/22	Jessica TO	On Teams	N/A
2/14/22	MTTM: Taylor		<p>Time for another Meet the Team Monday!! Meet one of our 2022 Student Directors, Taylor Williams!!</p> <ul style="list-style-type: none"> • Hey everyone my name is Taylor Williams, I'm a sophomore Psychology major from Austell, Ga. I like watching movies, hanging out with my friends, and playing games. I'm so excited to work with the best team on campus and have fun memories for orientation! • Taylor will be taking over the Instagram on Friday so make sure to tune in!!
2/18/22	Taylor TO	On Teams	N/A
2/21/22	MTTM: Kyla		<p>Y'all know what time it is! It's Meet the Team Monday! Everyone meet one of our 2022 Student Directors, Kyla!!</p> <ul style="list-style-type: none"> • Hey, Everyone! My name is Kyla Bruce and i'm a sophomore psychology major from Canton, Georgia. I enjoy cooking, hanging out with friends, painting, shopping, & wheezing. I can't wait to get to know the team more and build connections with everyone. This year is going to be great! Hooty Hoo! • Kyla will be taking over the

			Instagram this Friday so make sure to tune in!!
2/25/22	Kyla TO	On Teams	N/A
2/28/22	MTTM: Sophia		<p>Meet the Team Monday!</p> <ul style="list-style-type: none"> Last but not least we have one of our 2022 Student Directors Sophia Valencia! Hey y'all! My name is Sophia Valencia and I'm a third year nursing major from Jesup, GA. I love traveling, hanging out with friends, cooking, and Tik Tok. I'm so excited for this next year of orientations and making connections with everyone! Hooty hoo!!!👁️
3/16/22	OT: What to do before Orientation	<p>WHAT TO DO BEFORE ORIENTATION:</p> 	<p>Our first Orientation is less than a month away! Here are some tips on what you need to do before your Orientation session!</p> <ul style="list-style-type: none"> #orientation #ksu2026 #kennesawstateuniversity

<p>3/28/22</p>	<p>MTTM: Kennedy</p>		<p>Welcome to Meet the Team Monday where you meet some of the people on the Extended Orientation Team!! Meet Kennedy!!</p> <ul style="list-style-type: none"> • Hey everyone! My name is Kennedy Spicer, and I am one of the Student Directors for First Flight and Owl Expedition. I am a second-year student majoring in Psychology from Nashville, Tn. I enjoy listening to music, hanging out with my friends, and online shopping in my free time. This summer, I am excited to be with the Extended Orientation team! We will have a great time with one another, and I cannot wait for this summer!
<p>3/30/22</p>	<p>OT: Tips for Orientation</p>	 <p>TIPS FOR YOUR ORIENTATION DAY!!</p> <p>TO HAVE A SUCCESSFUL ORIENTATION DAY, MAKE SURE THAT YOU:</p> <ul style="list-style-type: none"> • MEET WITH YOUR ADVISOR BEFOREHAND SO THAT YOU CAN BE READY TO REGISTER AT ORIENTATION • BRING YOUR DRIVER'S LICENSE OR STATE ID FOR CHECK-IN AND TO PICK UP YOUR TALON CARD • WEAR COMFORTABLE WALKING SHOES AS THERE WILL BE A LOT OF WALKING DURING YOUR ORIENTATION DAY 	<p>Orientation is next week!! Here's some tips for how your day should go!!</p> <ul style="list-style-type: none"> • #ksuorientation #orientation #kennesawstateuniversity #ksu

<p>4/1/22</p>	<p>End of Training Sentimental Post</p>		<p>We've missed y'all the last few weeks, here's what we've been up!! We're ready to go for our first Orientation next Wednesday!!</p> <ul style="list-style-type: none"> • #ksu #kennesawstateuniversity #ksuorientation #hootyhoo
<p>4/6/22</p>	<p>OT: What to Expect</p>		<p>Our first Orientation is today!! Here's some things to expect!!</p> <ul style="list-style-type: none"> • #hootyhoo #ksu #ksuorientation #kennesawstateuniversity #ksu26
<p>4//11/22</p>	<p>MTTM: Dwight</p>		<p>Time for another Meet the Team Monday!! Meet Dwight!!</p> <ul style="list-style-type: none"> • Hey everyone, my name is Dwight Smith Jr I am a second year Criminal Justice. I am from St. Louis, MO. I currently service in the US Army as a signal soldier, I hope to one day become a warrant officer in my MOS. Some hobbies of mine are photography, video games, working out, and sleeping. This summer I'm looking forward to school to be out

			and working mainly because I love money like Mr. Krab and also moving off campus to the Retreat.
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