

Pre-event Timeline

Monday, February 4 – Sunday, February 10, 2019

| Social Media Platform | Monday (2/4) | Tuesday (2/5) | Wednesday (2/6) | Thursday (2/7) | Friday (2/8) | Saturday (2/9) | Sunday (2/10) |
|-----------------------|--|---------------|---|----------------|---|----------------|---|
| Instagram | <p>(announcement) “The Department of Mass Communication Study Abroad program would like to invite you to participate in a photo contest on Instagram starting Monday, February 11th! One lucky winner will win a prize.</p> <p>Hint: brush up on your locations! #eaglesabroad”</p> | | <p>(countdown) “The photo contest will start on Monday, February 11th! Are you ready? #eaglesabroad”</p> | | <p>(countdown) “How much do you know about other country’s landscapes? We’ll be testing your knowledge soon. The photo contest will start on Monday, February 11th! #eaglesabroad”</p> | | <p>(contest rules) “Before we kick off the photo contest tomorrow, make sure you know the rules. After we post a photo from a country, comment which country you think it is! If you guess correctly, your name will be added to the drawing to win a prize. #eaglesabroad”</p> |
| | Graphic for event | | Graphic for event | | Graphic for event | | Graphic for event followed by one that has the rules written out. |
| Facebook | <p>(announcement) “The Mass Communication</p> | | <p>(countdown) “The photo contest will start on Monday,</p> | | <p>(countdown) “How much do you know about other</p> | | <p>(contest rules) “Before we kick off the photo contest</p> |

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| | <p>Department Study Abroad program would like to invite you to participate in a photo contest on Instagram starting Monday, February 11th! One lucky winner will win a prize.</p> <p>Hint: brush up on your locations! #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | | <p>February 11th! Are you ready? #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | | <p>country’s landscapes? We’ll be testing your knowledge soon. The photo contest will start on Monday, February 11th! #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | | <p>tomorrow, make sure you know the rules. After we post a photo from a country, comment which country you think it is! If you guess correctly, your name will be added to the drawing to win a prize. #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> |
| | Graphic for event | | Graphic for event | | Graphic for event | | Graphic for event followed by one that has the rules written out. |
| Email | | | (contact Bert about sending an email to the entire department on this day to announce the contest. Will include graphic for the event.) | | | | (contact Bert about sending an email to the entire department on this day to announce the contest. Will include graphic for the event and rules.) |

Event Timeline

Monday, February 11 – Friday, February 15, 2019

| Social Media Platform | Monday (2/11) | Tuesday (2/12) | Wednesday (2/13) | Thursday (2/14) | Friday (2/15) |
|-----------------------|---|--|--|--|--|
| Instagram | (start contest) “The time has come! Can you guess what country this is? Comment your guess to be entered to win! Winner will be announced Friday. #eaglesabroad” | (day 2 of contest) “Round 2! Who’s knows what country this is? Comment your guess to be entered to win! Winner will be announced Friday. #eaglesabroad” | (day 3 of contest) “Round 3! Can you guess what country this is? Comment your guess to be entered to win! Winner will be announced Friday. #eaglesabroad” | (final day of contest) “This is your last chance! Comment which country you think this is to be entered to win! Winner will be announced tomorrow! #eaglesabroad” | (announce winner) Congratulations (winner’s name)! Thank you to everyone who entered the contest. We hope this week has helped further your knowledge of the study abroad programs we offer. Please fill out the form for more information (link in bio). #eaglesabroad” |
| | Spain photo followed by information about taking all of your classes in English. | England photo followed by information about still being able to graduate on time. | Australia photo followed by information about being able to easily travel to other countries (ties back to still being able to speak English). | Ireland photo followed by information about being able to intern abroad (ties back to still being able to graduate on time). | Winner’s name followed by photos with country names. |
| Facebook | (announcement) “Head over to Instagram to participate in our | (announcement) “Head over to Instagram to participate in our | (announcement) “Head over to Instagram to participate in our | (announcement) “Head over to Instagram to participate in our | (announce winner) Congratulations (winner’s name)! Thank you to everyone who entered the contest. We |

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| | <p>photo contest! #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | <p>photo contest! #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | <p>photo contest! #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | <p>photo contest! #eaglesabroad”</p> <p>(post on various FB groups as well as the department’s page.)</p> | <p>hope this week has helped further your knowledge of the study abroad programs we offer. Please fill out the form for more information (link in bio). #eaglesabroad”</p> |
| | <p>Infographic for that day.</p> | <p>Infographic for that day.</p> | <p>Infographic for that day.</p> | <p>Infographic for that day</p> | <p>Winner and link to survey (in post, not in bio).</p> |

Post-event Timeline

Saturday, February 16 – Tuesday, February 19, 2019

No specific content will be published on any social media platform during this time. The group will work to collect data to see if the campaign was successful. We will contact the contest winner and deliver the prize to them before the end of this timeframe.

Optional post: photo with winner of the contest. Could be used to further urge students to inquire about the study abroad programs.