

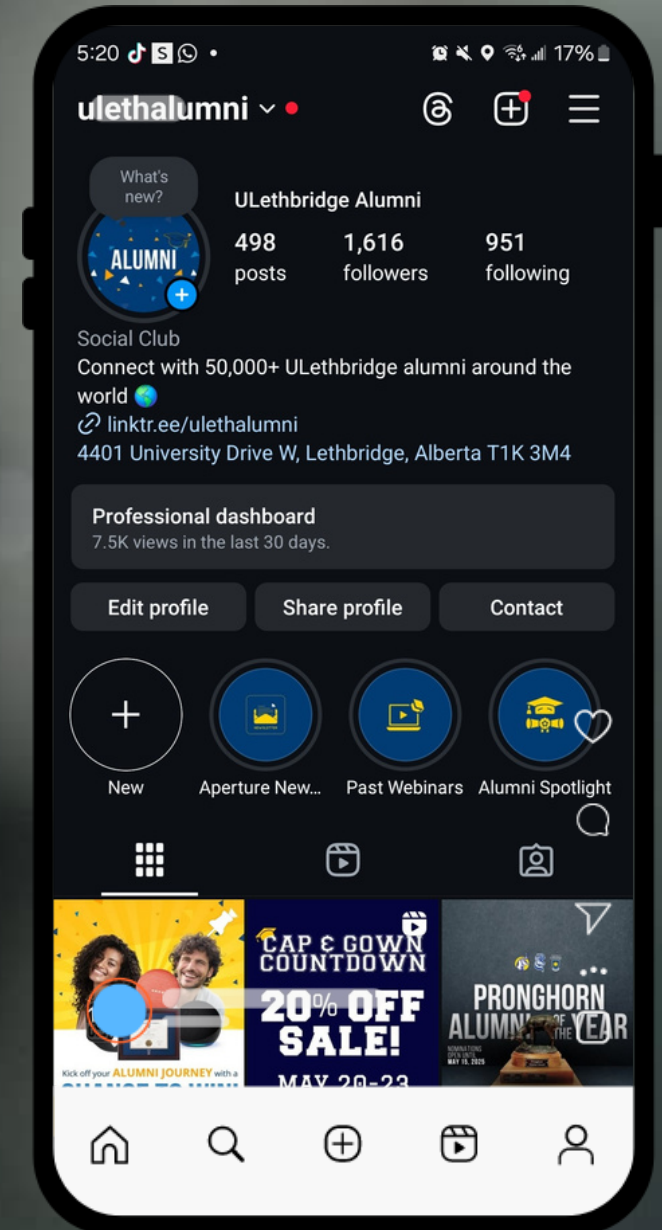
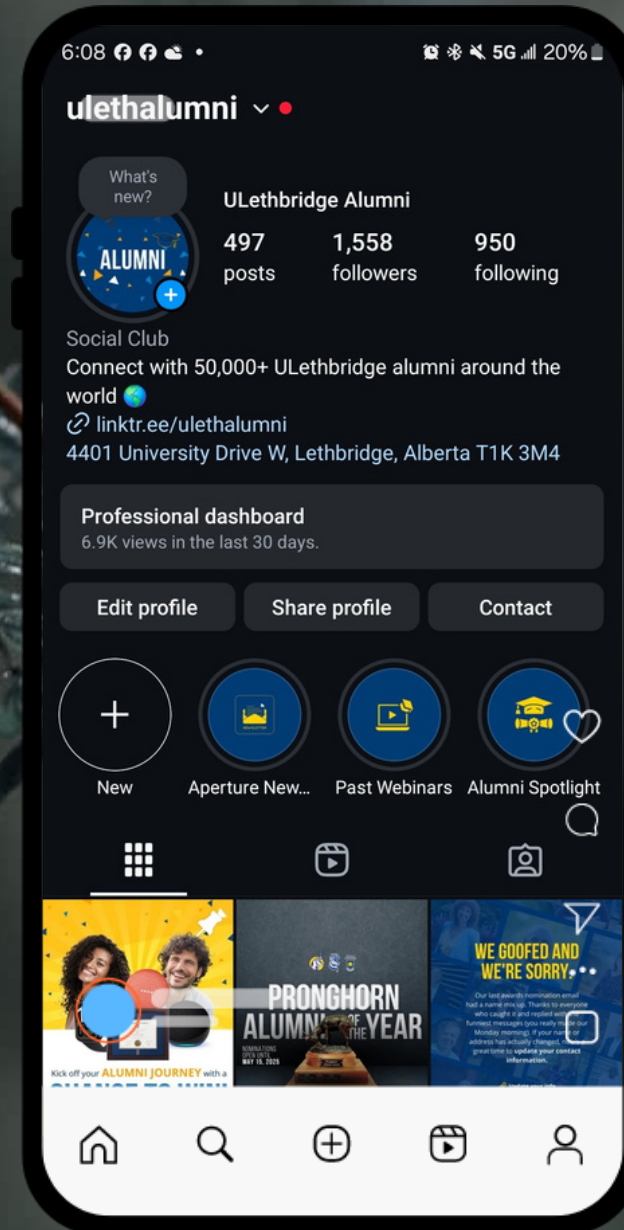


PORTFOLIO 1

UNIVERSITY OF LETHBRIDGE

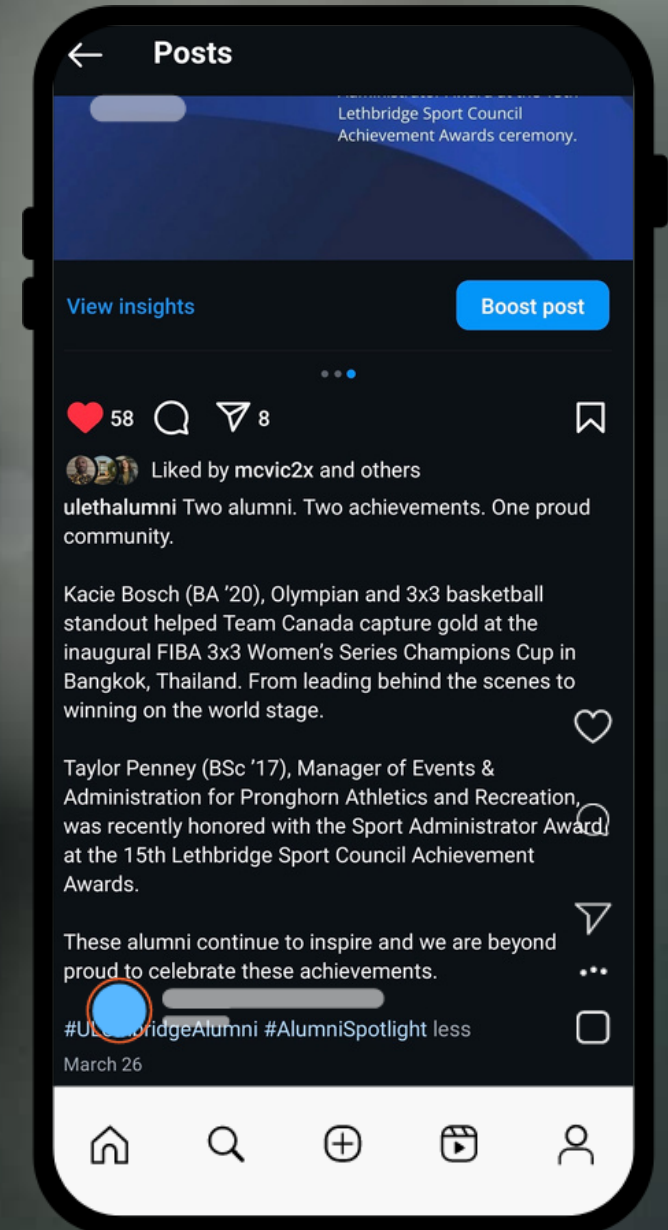
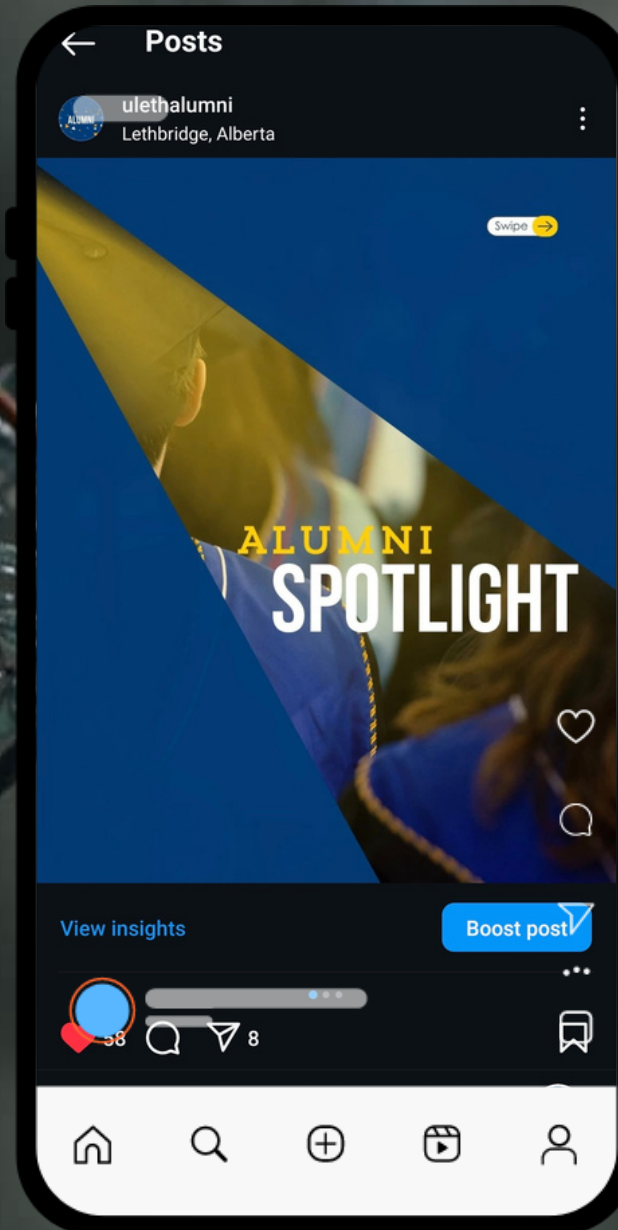
ENGAGEMENT METRICS

WITHIN 5 MONTHS, SOCIAL MEDIA ENGAGEMENT AND FOLLOWER GROWTH ON THE ULETHBRIDGE ALUMNI CHANNEL INCREASED BY OVER 7%, LEADING TO HIGHER ALUMNI PARTICIPATION IN EVENTS, IMPROVED EMAIL METRICS (OPEN AND CLICK-THROUGH RATES), AND A POSITIVE IMPACT ON DONATIONS. IT'S PROOF THAT WHEN YOU LEAD WITH CONNECTION, CONSISTENCY, AND A LITTLE CREATIVITY, THE RESULTS SHOW UP ACROSS THE BOARD.



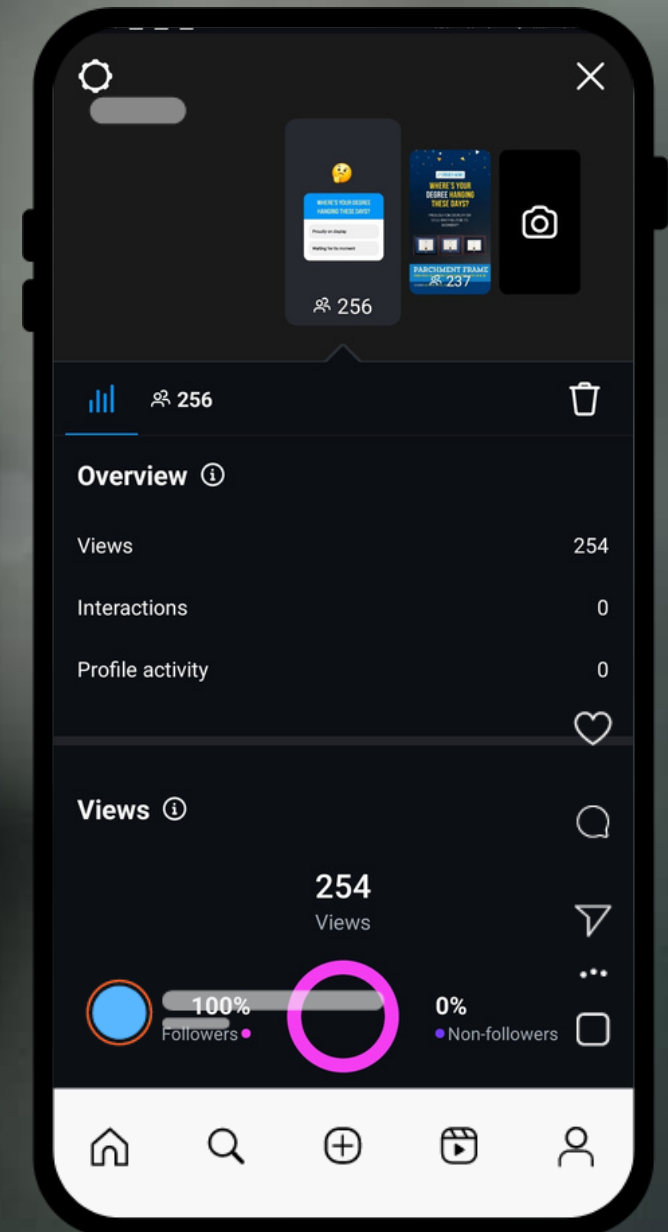
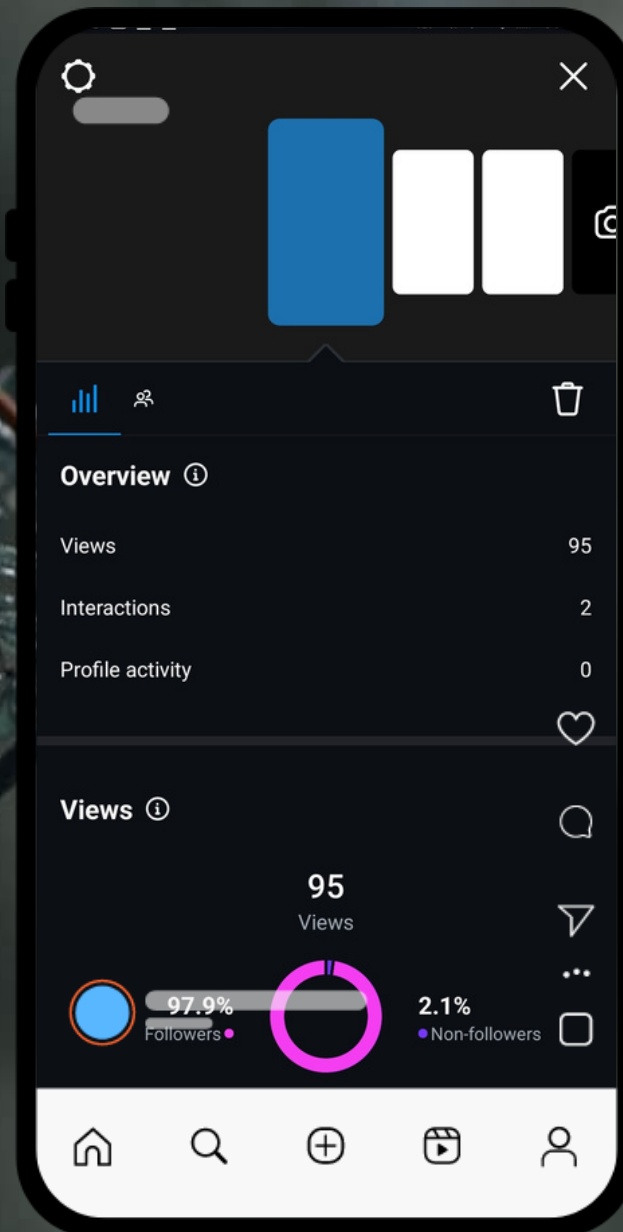
CONTENT VIEW

COMING UP WITH STRATEGIES TO
ENGAGE ALUMNI AND DONORS
HAS BEEN A KEY FACTOR IN OUR
SOCIAL AND COMMUNITY
ENGAGEMENT GROWTH.



ENGAGEMENT METRICS

ROBUST CONTENT STRATEGY AND OPTIMIZATION HAVE LED TO A 167% INCREASE IN STORY VIEWS ON THE ULETHBRIDGE ALUMNI CHANNEL.



CREATIVE ASSET



**CLICK TO HAVE
A LIVE VIEW OF
ALL CONTENT
(TEXT & DESIGN
ASSETS)**

ULethbridge Alumni (@uleth alumni)

Instagram photos and videos

 Instagram /



University of Lethbridge Alumni

2,560 followers

 Follow Page

 Share