

Intersection Social Media Style Guide

What and When

We will have guaranteed 3 posts a week. Those posts will go out Monday, Tuesday, and Thursday. Our posts will go out between 3pm and 6pm because that's when our followers are most active. Each day will have a theme as shown below.

Monday- Mondays will be Muncie themed posts. This consists of showing off Muncie businesses, sharing pieces of Muncie history, and telling fun facts about Muncie.

Tuesday- Intern/Intersection activities and projects. Also "getting to know the interns" posts and content from the office.

Thursday- Local things to do over the weekend. Examples: Places to eat, downtown events, Muncie Civic shows, bike on the greenway.

We will post stories at least twice a week, but not limited to that. Stories will be more spontaneous and be things such as polls, shots around the office, little vlogs of downtown Muncie, etc. We will also use stories to feature our posts and share other accounts posts. Additional posts include holiday posts.

Audience

Our audience includes people in the 18-34 age group. 72.6% of our audience is women and 27.3% is men. They are located mostly in Muncie and Indy areas. We want to connect with the Muncie community and create pride in the community, encourage college students to get involved in the Muncie community, and inform future applicants about the program and what it has to offer.

Muncie community

- Connecting with the people in Muncie will help us achieve our goal of creating pride for the city and showing off the gems and businesses that people may overlook. Citizens of Muncie and local businesses make up a majority of our following and clientele, so representing them is important to our brand.

College students

- With Intersection being so close to Ball State, it's natural that we'd cater our content towards college students. We want college students to get out into the community more and be involved in the place that is like their second home to see what activities there are to do when they're not on campus. Gen-Z makes up a majority of college students and that's what the intersection voice has catered more to in recent years.

Prospective interns

- Internships are a great way to get your foot in the door and get a taste of the real-world. Intersection has positions available every Summer and seeks college aged students. We can easily reach these students via social media to show them how it can be a fun and informative experience.

Goals

- Build and maintain a consistent schedule.

- Our biggest goal is to curate a consistent schedule to build trust with our followers and keep us on task to reach attainable goals for our posts. Each day has a separate theme to make our posts unique and full of variety.
- Create unique, fun, and memorable content – bring brand awareness
 - Going along with our previous goal, we want to have content that shows who Intersection is by informing and entertaining. We want to increase our brand awareness and make ourselves stand out from other agencies.
- Get more reach, engagement/followers
 - Once we bring more awareness to the Intersection brand, we would want people to have an incentive to stay and follow us along our journey. Getting more followers gets us more engagement and can widen our reach to other audiences who may not have known about us before.
- Create pride for Muncie
 - Muncie can be overlooked in many ways and Intersection is here to bring awareness to the businesses and people that make Muncie so amazing.

Purpose

The purpose of our social media pages is to inform and engage our audience. We will do this by staying true to the Intersection brand while showing our own personal creative style with our posts. Our posts will be a fun way to show users what we as interns do for the agency while also understanding Intersection's beliefs and values. We want Intersection to be a fun prospective place to work.

Audit

As of Summer 2023, Intersection only uses Facebook and Instagram. In the past the aesthetic has been minimalistic, bright, and has had consistent branding. There were consistent weekly posts last year on MWF.

Instagram

Summer 2022

Posts: 30

Highest likes: 22

Lowest likes: 5

Average (rounding down): 12

Current

Followers: 276

Total Posts: 250

Following 487

2022 Followers: 262

2021 Followers: 229

Facebook

Summer 2022

Posts: 30

Highest likes: 5

Lowest likes: 1

Average: 2

Current

Followers: 211

Following: 5

2022 Followers: 213

2021 Followers: Not available

Recommendations

On our socials, we'll have some subtle animation that are unique, but not distracting. One of our biggest goals when posting is to have posts that show off our specific style while staying true to the Intersection brand. We'll have a good mixture of graphics, animations, and photos to encourage higher engagement and post diversity. We don't want to be too photo or too graphic heavy. We'll also utilize Instagram stories and polls to increase engagement - posting our own polls, putting our post on our story, sharing other accounts posts, etc. Colors should stay bright and light when editing photos and graphics. Since our audience is a majority women, it may be something to keep in mind when finding local businesses or events being help to post about.

Who we follow

Agencies around Muncie, Ball State and surrounding students in related majors (marketing, design, journalism, PR and Advertising, photojournalism, TCOM/Media), professors in associated fields, clients, etc.

Hashtags

Hashtags will vary based on content, but some will say consistent: #internsection, #intersection, #internlife, #internship, #marketingagency, #agencylife

Intersection Voice

Our voice will remain the same as it has been. Our posts will sound professional and formal while also being energetic and excited to make marketing seem more accessible. We'll implement modern slang and subtle humor with a bit of sarcasm.

Content Style

Examples of posts

Post Ideas

- Welcome post for interns: We'll have one post introducing all four interns for Summer 2023, and then we will have four separate posts introducing each intern. Caption would include who we are, what we do at Intersection and a fun fact about each of us.
- Mondays in Muncie: Businesses that are new and old in Muncie that we at Intersection love or think are underrated.
- Behind The Scenes (of us!): A series of what we do in our free time when we're not at Intersection, this could be a video or carousel of photos through our day. Could be a takeover or day in the life.
- Marketing madness: a graphic/quote of something our interns learned about marketing that week or a fun fact about a marketing trend or incoming social media platform.
- Holiday posts: Major and minor holidays – Donut day for example is coming up, Juneteenth, Independence Day, Father's Day, Flag Day, etc.
- To-Do Thursday: These weekly posts promote fun things we're doing around Muncie or fun things to do in general in Muncie. For example, YART is on Thursday June 1st – Yard art sale held in Muncie
- Intersection Insights: Photos around the office showing off what our interns are doing that week and general behind the scenes around the office.

Story Ideas

- Polls
- Shots around the office (Everyone gathering around for Monday meetings)
- What movies and TV shows people have been loving recently (similar to "Today's Vibe where past interns posted about the music they were listening to)
- Reposting from other Muncie brands Instagram's
- Behind the scenes from projects

Content Calendar

May 30 - Meet the interns preview

June 1 - Meet: Jacob

June 2 – National doughnut day (Graphic)

June 5 - Meet: Payton

June 6 - Website update (Graphic)

June 8 - Meet: Colton

June 12 - Meet Taylor

June 13 - Project

June 15 - Weekend event

June 19 – David letterman (Graphic)

June 20 - Interns favorite places to eat in Muncie

June 22 - Weekend event

June 26 - Clubhouse

June 27 – What we're learning (Video – Tik Tok style reel)

June 29 - Weekend event

July 3 - Fireworks at Muncie Central tomorrow

July 4 - 4th of July post (Graphic)
July 6 - Weekend event and first Thursday story
July 10 - Minnetrista
July 11 - Project
July 13 - Weekend event
July 17 – Muncie NFL team
July 18 - Post of office
July 20 - Weekend event
July 24 - Caffienerly (Graphic + Photo)
July 25 - Intern update
July 27 - Weekend event
July 31 - Fire-up downtown
August 1 - Intern favorite movies (Graphic)
August 3 - Thank you/goodbye reflection post (Graphic mixed with photos)