

Marketing Curation: Instagram Giveaway

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Most of the media projects up until this point have been to increase Roosevelt University's football team's attendance or enhance their media presence on their social platforms. For this project, it will be no different. Recent research has shown me that the football team's presence on their Instagram platform has been a little less than consistent (this may be due to a coach handling the account). However, I have noticed that they've been receiving more likes and views on their page.

That being said, I think it would be best to promote the team by jumping on this wave of viewership and activity. This would be done by giving our audience an incentive to attend said games while also frequently checking the team's Instagram page. The idea I had in mind for this incentive would be to start a weekly giveaway on their homepage. From what the players and coaches have discussed with me, they have plenty of new and old merch to give to newly transferred players and recruits or to act as a replacement for the current players if theirs gets lost or damaged.

That being said, I believe offering a piece of merch as well as two free tickets to the upcoming game would be a great incentive to achieve audience activity, both online and in-person at the games. From attending some of the games, the first official game of the season had a decent amount of people, especially since the university provided a fan bus and that game was considered their "senior night" game.

However, from that point on, there was an evident decrease in attendees to their games. So, I would propose to host a weekly giveaway on their Instagram page. If we were to follow the schedule calendar, their season began on September 14th, but the team started practicing for their season in early August. So, I think the best way to schedule the giveaway would be to tailor the

giveaway to align with their home games. The team had ten games this season, and only 5 of them were home games- since that is the case, I propose announcing four winners per giveaway- with a total of 20 winners in total.

The giveaway details will be posted on Fridays at 4 P.M, as many users will either be getting off of school or have a little bit of free time to catch up on their social media before heading out for the night, etc. The winners will be announced on the following Friday at 4 P.M., a day before the Saturday home games. To potentially win in the giveaway is simple, the user would have to be following the Roosevelt University Football page on Instagram, like the post, and comment down below. We will keep track of each winner in a Microsoft Excel sheet by formatting the winners of each giveaway (along with including the date) as well as the Instagram handles of each winner.

The winners will be DM'ed that they've won, as well as announcing the winners on the page. To retrieve their prizes, they will have to attend the game and showcase the DM to the staff handling the tickets. From there, they will receive their merch and their two free tickets. We will also encourage the users to continue participating in the giveaway if they didn't win the prior giveaway, and we will also encourage the winners to post themselves at the game with their RU football merch with a specific tag, which we will repost on our Instagram as well.



🎉 **Hey Lakers!** 🎉

Do you want a chance to WIN **two free tickets** to the next home football game AND a sweatshirt to show off your Laker pride? 🏈❤️

Here's how to enter:

Follow our account

Like this post

Drop a comment with the hashtag **#RUProud**

🌟 **FOUR lucky winners** will be announced next Friday at 4 P.M. 🌟

Don't miss out—show your spirit and get ready to cheer on the team in style. Good luck, Lakers! 🙌👊

#GoLakers #FootballFever #WinBig