

Student Marketing Social Media BGD Needs

Social Media Posts on Bronco Giving Day:

- Bronco Trivia on Twitter/Fun Facts on Instagram
- Future Bronco Post
- Pizza for a Post
- Hidden Buster
- Best Greek Life Spirit Post
- Game Day Post
- Cute Pet Post
- Boise State Bakes - Best Recipe
- Student Stories of BSU
- Post Thank You Graphics For Social Media

To Dos:

- Create social media posts – largest driver of giving. Needs to be engaging, clever, show need and impact.
 - Thank you posts when gifts are made - use same graphics from BGD folder
 - Reminder posts of when challenges or matches are open or when gifts are close to being released.
 - Match/challenge post graphics
 - Student testimonials and quotes from a variety of different groups on campus
- Targeted Email Announcements to remind students
- Short Videos of students talking about impact of donations and involvement (posts will vary throughout the day depending on fund pushes and needs)
- Trivia Questions written out and posted on Twitter (posting time will vary throughout days)
- Create Matches for winners of posts
 - Social Media Quizzes on Twitter and Fun Facts on Facebook/Instagram - \$200 (\$50 per trivia post - 4 throughout day)
 - Future Bronco Challenge: The best post of a future Bronco receives a \$100 bonus to the fund of their choice.
 - Pie Hole Sponsorship: Students who post with #BroncosGive will receive a free slice of pizza.
 - Best Greek Life Spirit Post - \$100 bonus to fund of their choice
 - Game Day Post - \$100 bonus to fund of their choice
 - Cute Pet Post - \$100 bonus to fund of their choice
 - Boise State Bakes: Best Recipe - \$100 bonus to fund of their choice
- Rec Center coordination for student games around campus (Jason is working with his team on ideas, as well)
- Posters/Fliers for Residence Halls
- Banners for Campus Awareness (quad, lecture halls, dining halls, bathrooms)
- Outreach to Piehole for pizza for a post (ask if they would donate/sponsor challenge)
 - 11:00am-1:00pm

Timeline: Facebook/Instagram Stories/Twitter

Wednesday, March 2

8 a.m.

What is Bronco Giving Day Post

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

12 p.m.

How to Support/Be Involved

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

4 p.m.

Matches and Challenges Pro

Graphic: [Buster Bronco](#)

Copy:

Study up on matches and challenges to double — or triple — your gift!

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

11 p.m.

60 Minutes to Start

Graphic: [Countdown Graphic](#)

Copy:

Bronco Giving Day Begins at Midnight

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

Thursday, March 3

12 a.m.

Welcome Bronco Giving Day!

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

8 a.m.

1st Student Story on Instagram

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

9 a.m.

Student Trivia Kickoff on Twitter

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<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

10 a.m.

Future Bronco Post

Graphic: To come

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<https://brongosgive.boisestate.edu>

10:30 a.m.

Pie Hole Post

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

11 a.m.

Student Trivia on Twitter

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

11:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongsgive.boisestate.edu>

12 p.m.

Student Story on Instagram

Graphic: To come

Copy:

<https://brongsgive.boisestate.edu>

1 p.m.

Student Trivia on Twitter

Graphic: To come

Copy:

<https://brongsgive.boisestate.edu>

1:30 p.m.

Thank You Post

Graphic: To come

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<https://brongsgive.boisestate.edu>

2 p.m.

Cute Pet Post on Instagram

Graphic: To come

Copy:

<https://brongsgive.boisestate.edu>

3 p.m.

Student Trivia on Twitter

Graphic: To come

Copy:

<https://brongsgive.boisestate.edu> To Come

Graphic: To come

Copy:

<https://brongsgive.boisestate.edu>

3:30 p.m.

Post Winner of Trivia Twitter

Graphic: To come

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<https://brongosgive.boisestate.edu>

4 p.m.

Student Story on Instagram

Graphic: To come

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<https://brongosgive.boisestate.edu>

4:30 p.m.

To Come

Graphic: To come

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<https://brongosgive.boisestate.edu>

5 p.m.

Boise State Bakes on Instagram

Graphic: To come

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<https://brongosgive.boisestate.edu>

6 p.m.

Thank You Post

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

6:30 p.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

7 p.m.

Student Story on Instagram

Graphic: To come

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<https://brongosgive.boisestate.edu>

7:30 p.m.

To Come

Graphic: To come

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<https://brongosgive.boisestate.edu>

8 p.m.

Best Greek Life Spirit Post

Graphic: To come

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<https://brongosgive.boisestate.edu>

8:30 p.m.

To Come

Graphic: To come

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<https://brongosgive.boisestate.edu>

9 p.m.

To Come

Graphic: To come

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9:30 p.m.

To Come

Graphic: To come

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<https://brongosgive.boisestate.edu>

10 p.m.

Thank You Post

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

10:30 p.m.

To Come

Graphic: To come

Copy:

<https://brncosgive.boisestate.edu>

11 p.m.

To Come

Graphic: To come

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<https://brncosgive.boisestate.edu>

11:30 p.m.

To Come

Graphic: To come

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<https://brncosgive.boisestate.edu>

Friday, March 4

12 a.m.

To Come

Graphic: To come

Copy:

<https://brncosgive.boisestate.edu>

12:30 a.m.

To Come

Graphic: To come

Copy:

<https://brncosgive.boisestate.edu>

1 a.m.

To Come

Graphic: To come

Copy:

<https://brncosgive.boisestate.edu>

1:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

2 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

2:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

3 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

3:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

4 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

4:30 a.m.

COHS

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

5 a.m.

To Come

Graphic: To come

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<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

5:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

6 a.m.

Student Story

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

6:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

7 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

7:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

8 a.m.

Game Day Post

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

8:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

9 a.m.

Thank You Post

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

9:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

10 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

10:30 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

11 a.m.

Student Story

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

11:30 a.m.

To Come

Graphic: To come

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<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

11:45 a.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

12 p.m.

To Come

Graphic: To come

Copy:

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

When Talled

Final Tally

Graphic: Created on the fly

<https://brongosgive.boisestate.edu>

#BroncosGive @boisestateuniversity

As Soon as Calculated

Final Tally

Graphic

Created the Day of

Copy

To come.

Learn more at <https://brongosgive.boisestate.edu/>.

#BroncosGive #BoiseState #WeAreBroncos #BroncosThankDonors

Will be boosted on all channels for \$100 each