

ROOMEZ

Make Roommate Finding Easy

Social Media Campaign

ROOMEZ

Objectives:

There are two main objectives of our social media campaign.

Our first objective is to drive our audiences to donate on our Kickstarter page, ultimately aiming at raising 130,000 dollars. This money would go towards application development, security, profile management, and advertising, which is basically everything involved with making the application a reality.

Our second objective is to increase our brand awareness. The success of the application itself depends on the number of users on the app. If we can increase our brand's voice and awareness that it exists to our target audience, we can increase the number of users that sign up for the application.

Goals:

Our main goal is for our users to understand how easy, quick and affordable our app is. We can do this by employing different types of social media posts like videos that show users actually using the app or real-life reviews from users about the app. We can also build upon the emotional tole of having a roommate that isn't compatible and insert how users can fix that problem by using our app.

We also want to gain the trust of our users by demonstrating our security features and promoting credible sources that back our product up. This aids in users feeling more comfortable and confident that our app does what we say it does.

Finally, our last goal is to demonstrate how different and unique our app is from competitor apps. We can show this by creating posts that play on the emotional frustrations of having an app that does not do what you want it to do, and then give users a solution: RoomEZ.

Tasks:

In order to achieve our goals and objectives, there are certain tasks we must perform to do so.

1. Create user and creator stories about past roommate experiences to connect with the audiences.
2. Perform as many user interactions as possible through social media. This could be through polls, fun facts, comment below posts, etc... This also helps to give users as much information about our app as possible.
3. Spread word about the research we performed about the app to gain credibility. This can be done through graphics, videos, etc...

Reporting, Measuring, and Analytics:

We will measure the success of our campaign by analyzing and keeping record of certain metrics explained below.

- Referrals: Referrals are how a user lands on a webpage. We can measure the amount of referrals to our Kickstarter page since our two main objectives are for audiences to donate to the Kickstarter and to gain brand awareness.
- Followers/likes: The amount of people who follow/like our social media accounts. This data can help measure how many people we are reaching and if we are reaching the right audience.
- Post engagement: This includes likes, shares, comments, and any way a user interacts with a post. Tracking this information assists us in gauging if our posts are achieving our objective or brand awareness.

Communities of Interest:

- College students living on/off campus
- Those who already went through college and have had bad roommate experiences
- College residential life services
- Companies associated with living, i.e., apartment finding apps, moving companies, etc.
- Media outlets

Contacts:

Lebanon Daily News: Local print and digital news source that usually features local happenings, sports, business news, and more. They service the city of Lebanon and surrounding areas, and produce a classic style format through columns and headlines.

La Vie Collegienne: Lebanon Valley College's student run newspaper. This publication features stories about campus and student-related events, projects, etc. La Vie has a print publication, a website, and social media, and their readership covers students, faculty, and staff on campus, as well as families and friends of people on campus.

PennLive: A prominent local news information website and news station in central Pennsylvania. PennLive covers a lot of news, and services readers of all ages and demographics. They also have their own social media, which is great for sharing other content as well.

Handshake Blog: Handshake is a platform for students to connect with employers and companies for potential internships and employment. They also produce an online blog, which could cover all aspects of student life as well as getting a job. They are formatted like any other typical blog, with a homepage featuring new posts, and tags to help users find related stories. They have pages for students, employers, career centers and any other related audiences.

Specific College Blogs: Many colleges have their own blogs, like Harvard or Cornell, that post content relevant to their audiences of students, faculty, parents and future students. Typical blogs are connected to the college's main website and feature a typical blog style format.



@roomEZapp



RoomEZapp



@roomEZapp

*All account names currently available

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Editorial Calendar:

Post Name	Date	Content	Message	Platforms	Facebook	Instagram	Twitter	Kickstarter	Press Release
Week 1									
RoomEZ Brand Intro	5/16/2022	Image/Description	Brand Awareness		X	X	X		X
Press Release	5/17/2022	Text	Company Awareness		X	X	X	X	X
Why RoomEZ	5/19/2022	Image/Description	Why we made RoomEZ		X	X	X		
Fun Fact Friday	5/20/2022	Text w/Image	Fun fact about roommate finding		X	X	X		
Week 2									
Promotional Video	5/23/2022	Video	Awareness		X	X	X	X	X
Kickstarter Plug	5/24/2022	Image/Description	Advertising		X	X	X		
Functional Prototype Video	5/26/2022	Video	Awareness			X		X	X
Fun Fact Friday	5/27/2022	Text w/Image	Fun fact about roommate finding		X	X	X		
Week 3									
Statistics of Roommate Finding	5/30/2022	Image/Description	Show Pain Points		X	X	X		
User Testimonial	5/31/2022	Image/Description	Proof of Concept		X	X	X	X	
Trouble finding a roommate poll?	6/2/2022	Poll	Data Gathering		X		X		
Fun Fact Friday	6/3/2022	Text w/Image	Fun fact about roommate finding		X	X	X		
Week 4									
Research Findings	6/6/2022	Image/Description	Proof of Concept & Value Prop		X	X	X	X	X
User Testimonial	6/7/2022	Image/Description	Proof of Concept		X	X	X	X	
RoomEZ Swag Giveaway	6/9/2022	Image/Description	Share Post to Enter		X	X	X		
Fun Fact Friday	6/10/2022	Text w/Image	Fun fact about roommate finding		X	X	X		

Sample Social Media Posts:



RoomEZ Brand Intro Caption:

"Living isn't easy, why not share the cost? RoomEZ helps you find a roommate as quickly, easily, and as affordable as ever. Find out more by clicking the link."



Why RoomEZ Caption:

"Have you ever felt like this living with someone else? That's why we created RoomEZ, so you can go from 😞 to 😊 easily!"



"Fun Fact Friday! Did you know out of 80 college students, 88% Report who you room with affects your social life, sleep, and overall quality of life? Find a roommate that makes living easy with RoomEZ!"

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Kickstarter Plug:

"Why should you try RoomEZ? Here are three simple reasons:

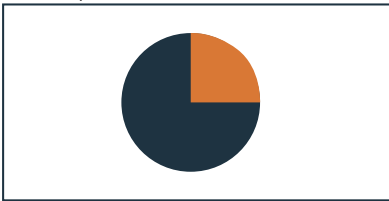
Saves you \$\$

Saves you 🤖

Saves you 😞

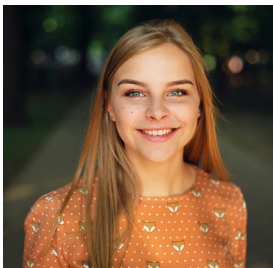
Check out our Kickstarter page for more information!"

Graph of Roommate Pain-Points



Statistics of Roommate Finding:

"Experts say that the things roommates disagree most about are cleaning, sleep schedules and being loud. Do you have another one? Comment it below!"



User Testimonial:

"Emily has had a rough past when it comes to roommates. Learn more about her struggles and how she overcame them with RoomEZ here:"

Trouble finding a roommate poll:

"Which of these things do you struggle with when finding a roommate?"

Option 1: living styles

Option 2: don't know where to find them

Option 3: bad previous experiences

Option 4: all three!"

Research Findings:

"We found that users find compatible roommates to be a 75% match or higher to their own preferences. Check out how RoomEZ presents you with these options 100% of the time!"

Image: Fact with Logo

RoomEZ Swag Giveaway:

"Like, share and tag a friend in this post for a chance at winning a free RoomEZ embroidered hat! #swaggivaway"

Image: Promotional Hat Image



Social Media Policies:

RoomEZ is committed to creating a safe and fun online presence through its app and social media. In order to prevent miscommunication and issues with brand image, we created guidelines by which RoomEZ employees abide when using any media or online platform.

The guidelines are as follows.

Be Respectful

Always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of [Employer]. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about [Employer], fellow associates, members, customers, suppliers, people working on behalf of [Employer] or competitors.

Post only appropriate and respectful content

- Maintain the confidentiality of [Employer] trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a “tip” on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.
- Do not create a link from your blog, website or other social networking site to a [Employer] website without identifying yourself as a [Employer] associate.
- Express only your personal opinions. Never represent yourself as a spokesperson for [Employer]. If [Employer] is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of [Employer], fellow associates, members, customers, suppliers or people working on behalf of [Employer]. If you do publish a blog or post online related to the work you do or subjects associated with [Employer], make it clear that you are not speaking on behalf of [Employer]. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of [Employer].”