# Task 1: The 7-Day Campaign Blueprint.

**Event*:*** *Pixel Pioneers*

**Target Audience:** *Students interested in Design, Development, and AI.*

**Platform Strategy:**

*As the Social Media and Marketing Lead/Co-lead, my strategy for this campaign is to focus on a few key platforms where our target audience are most active and engaged.*

**Instagram:-**

*In my opinion, the primary platform should be Instagram. Since students are always active there, we can use a mix of Reels, Stories, and posts to create excitement in the students.*

**LinkedIn:**

*We'll use this platform to highlight the professional value of the event.Here we can talk about the skill development and networking opportunities that "Pixel Pioneers" provides.* *The content will be more informative toward a career-oriented audience.*

*And final we will use is the whatsapp groups which is our direct line to the community.*

***The goal is to make our content feel less like a formal announcement and more like an engaging***

**Content Calendar:**

|  |  |  |
| --- | --- | --- |
| **Day** | **platform** | **content** |
| Day 7 | Instagram  LinkedIn | Multi-image post  We'll drop a vibrant post announcing the event of what "Pixel Pioneers" is all about, like a sneak peek of some cool AI art.  Post  A more formal announcement post.  This one will focus on the networking opportunities. |
| Day 6 | Instagram | Story & Poll  We'll run a quick poll on our Story: "What are you more excited about:  Its about engaging. |
| Day 5 | Instagram | Reel  We'll release a high-energy, fast-cut Reel showing off some amazing AI-generated art with a great soundtrack. |
| Day 4: | Instagram | Story  A countdown sticker.  For creating a sense of excitement. |
| Day 3 | Instagram  LinkedIn | Post  We'll create a graphic, highlighting the workshops, the art battle  A "sneak peek" post about the live AI art generation battle, explaining how it works |
| Day 2 | Instagram | Story & Q&A  We'll open up a Q&A box on our Story to answer any questions people have about the event |
| Day 1 | Instagram  LinkedIn | Story & Reel  ! We’ll do a last-call post and a dynamic Reel that gives a quick tour of the venue to get people excited  A final, urgent post reminding people that registration closes soon |

**Sample Captions:**

**Instagram Announcement Caption:**

*Hey everyone! The wait is over. Get ready to merge the worlds of tech and creativity at Pixel Pioneers.*

*We're talking about interactive workshops on AI-powered design tools, a live AI art battle, and a great chance to meet fellow students who are just as passionate as you are.*

*It’s going to be a fun and inspiring day. Get your spot and come be a pioneer with us! The link to register is in our bio.*

*A brand-new event by GDG VIT Bhopal.*

*#GDGVITBhopal #PixelPioneers #AIArt #Design #TechEvent #StudentLife*

**LinkedIn Announcement Caption**

*As the Social Media and Marketing Lead for GDG VIT Bhopal, I'm excited to announce our upcoming event, 'Pixel Pioneers'—a unique, full-day experience designed to bring together the next generation of tech innovators and creative minds.*

*This is a fantastic opportunity to:*

* *Level up your skills in AI-powered design , Network with fellow students & Gain hands-on experience in our interactive workshops***.**
* *Join us on [Date] at Academic Block 1 to be a part of this transformative event*
* *Register here: [Insert Registration Link]*
* *#GDG #VITBhopal #PixelPioneers #AI #TechEvent #Design #Development*

**Key Performance Indicators (KPIs):**

***Registration Clicks:*** *We'll use trackable links to see how many people click on our registration links.*

***Impressions and Reach****: We'll look at how many people see our content and how many times it is shown to them.*

***Story Views & Swipe-Ups****: On Instagram, we'll pay close attention to the number of views on our Stories and how many people swipe up to the registration page.*

# Task 2: Crisis Management & Outreach Strategy

**Day 1 ( hours out): The Urgency Play**

* ***Instagram Reel****: A super fast-paced, high-energy video using a trending audio. The text overlay will say something like, "2 Days Left to Pioneer the Future of Design" with rapid-fire cuts of AI art and the event details.*
* ***Instagram Stories:*** *We'll use a countdown sticker that links directly to the registration page.*
* ***LinkedIn Post:*** *A direct, professional post with a strong call-to-action.* *Final registrations close in 48 hours.*

**Day 2 (24 hours out): The Push**

***Instagram Stories****: A constant feed of Stories. We'll use interactive elements like a poll asking, "Did you register yet?" and a Q&A box for last-minute questions.*

***Instagram Post****: Our final static post. It will be a simple but powerful graphic with a huge "REGISTER NOW" and a timer icon , This is your final chance to be a Pixel Pioneer!"*

***WhatsApp Groups****: We'll send out a final reminder in the groups*

**Innovative Outreach:**

**Collaborate with Campus Influencers:** *We'll identify three or four popular student accounts on campus (influencers, club leaders, etc.) and give them a personalized message and a simple graphic to share on their own Stories. This is more effective as students definitely follows the popular student.*

***On-Campus Registration Booths****-We'll set up a small, eye-catching booth at a high-traffic area,* *Our team will have QR codes linked directly to the registration form. We can offer a small prize or sticker to anyone who signs up on the spot.*

** ***Personalized Outreach:*** *This option emphasizes the one-on-one, personal nature of the communication, highlighting the friendly and direct approach.*

# Task 3: Leadership & Strategy

***Event Day Plan:***

*Okay, so it's event day, and we need to get everything on social media. We will make a team of three people.*

***Member 1: The Creators***

*Best aT Making things look good* *as they are great with Instagram Stories and making quick videos.*

***Member 2: The Strategists***

* *Best at Staying organized. This person is good with words and can write clear, professional posts for LinkedIn. With good communication skills.*

***Member 3: The Reporter***

* *Best at Telling a story. This person is great at talking to people and can get fun interviews with speakers or people who came to the event.*

***Morning (10:00 AM - 12:00 PM):*** *Let's focus on the beginning—the first people arriving, the welcome talk, and the start of the first workshop.*

***Afternoon (12:00 PM - 2:00 PM):*** *This is the main part of the day. We'll cover the workshops, people networking, and the start of the AI art battle.*

***Late Afternoon (2:00 PM - 4:00 PM):*** *We'll wrap things up by covering the final art battle, the prize ceremony, and the last bit of networking.*

***My Role as Team Lead:***

*I'll be making sure we're all on track and have what we need.I will* *help if anything goes wrong and I'll handle any major posts that need to go out.*

*Once the event is over, I'll write a final thank-you post for everyone who attended.*