

Part A

Linkledin



Caption: 📣 Announcement: Niagara College announces first ever incubator for international students, \$1.5M in grants. NC to reward International students' innovation, skill, and creativity! Read on → <https://lnkd.in/gXSTv4Pw>.
Character count- 176

X/Twitter

“We are delighted to announce a pioneering initiative, Niagara College's International Students' Incubation Centre. With \$1.5M in grants, infra, and consultancy support, international students can thrive like never before! Read on → <https://lnkd.in/gXSTv4Pw>.”

Character count: 257

Picture credit: This photo was taken on my iPhone during NC's marketing photoshoot.

Part B

Instagram Story



Character count: 102

Twitter/X

“📷: Minister of Colleges and Universities @JillDunlop1 has arrived at the venue! #NCISICLAUNCH #NCCARES”

Character count: 102

PS- The story will be in series of stories explaining what NCISIC and the event is.

Source: <https://www.niagaracollege.ca/insidenc/2022/09/30/minister-of-colleges-and-universities-returns-to-nc-tours-schools-of-trades-and-technology/>

Part C

Facebook

Caption: Yesterday, we launched the country's first ever Incubation Centre for International Students. The centre will foster innovation amongst our international student community and support them with grants, infrastructure & consultancy. More info www.niagaracollege/ncisic.ca

Creative: A creative with the minister's quote (below), which will gain traction from the media and interest among students to apply.

"Congratulations & well done to Niagara College on making sure that International students have the necessary resources to succeed after they graduate. This will inspire many other organizations to take bridge the gap between theory and practice. NCISIC has our support." -Jill Dunlop, Minister of Colleges and Universities, Ontario

Character count: 270 & 269

Instagram/Facebook



Caption: International Students- do you want to be your own boss? NCISIC is here to help you through grants up to \$500,000. All you need is a business idea which stands out! Application form: www.niagaracollege/ncisic.ca
#AppliedDreams #NCCARES #NCISIC

Character count: 245

Criteria	0-1	2	3	4	5
	Unsatisfactory (does not address all criteria)	Poor (touches on aspects of criteria but incomplete job)	Good (meets basic levels of criteria)	Excellent (adds level of insight, effort, analysis or creativity)	Exemplary (extends beyond scope of required work in meaningful ways)
Effective use of Social Copywriting Techniques: P-A-S / call-to-action / poses question / or similar formula	<i>Little to no evidence of social copywriting techniques</i>	<i>Scant evidence of social copywriting techniques Attempt</i>	<i>Moderate use of social copywriting techniques</i>	<i>Solid, effective use of techniques</i>	<i>Mastery of the technique. Compelling, engaging. Clickable.</i>
Spelling, Grammar, Punctuation	<i>Five or more errors.</i>	<i>More than three errors.</i>	<i>Fewer than three errors.</i>	<i>Mostly perfect copy (1 or two errors)</i>	<i>No errors. Perfect copy.</i>
Overall Style	<i>No flow</i>	<i>Very choppy</i>	<i>A little choppy</i>	<i>Smooth</i>	<i>A pleasure to read</i>
Final Mark					/15
Late policy -5 marks per day					