

## Strategic Consideration

What do we want to achieve with our presence in SoMe and how does it relate to the overall goal?

To inform all BAA students about upcoming events.  
To attract international students

Which stories do we wish to tell and how we can make it relevant for our users on SoMe platforms?

Our main focus is on the first day at school. By our content we want to break the ice, make it more "hygge". What is more, show situations that might be stressful and uncomfortable (new place, new people while you are alone) in a funny way, not making a big deal of it.

Which types of users do we have and what type of the content are the most likely to react on/ interact with?

Main target group is first semester students.

This group is using SoMe every day such as Instagram, Tiktok. They like not only to see content produced by others but also create their own. They use it as a diary.

### **What is the market like? What are the competitors and what seems to work for them?**

Main competitors for BAA:

- Aarhus University
- Business Academy SouthWest
- VIA Design, Technology&Business
- VIA University College

### **Who should be involved in creating our content creation and marketing?**

We want our target group to get a feeling that BAA is close to them so that “break the ice” content shall be prepared by one of the current students to show that it’s possible to deal with uncomfortable situations. To have rather positive associations with them rather than negative.

### **How we will measure the effect and the success of our initiative.**

We want at least 40% of 1st semester students to attend our events.

Tik Tok/ Instagram - at least 1000 views, 100 shares and 10 comments.

## How will we improve and optimize going forward?

Instagram:

One tile infographic about DK will be extended to new sections:

- *Get to know social system in DK*
- *Mental health* - where can you find free help in Aarhus
- *SU* - how to apply, important things
- *SKAT/Taxes* in DK, important things
- *Interesting places to see in Aarhus*

Instagram takeovers by other students

Facebook:

- Creating online meetings with experts from psychology field - main focused on mental health(How to deal with stress, being shy, How to make new friends)
- Creating mental health workshops

Tik Tok:

- encourage more students to take part in Tik Tok's records
- Tik-Tok's takeovers by other students