

ACE Ideas

Short Term/Higher Priority

- GBM 1 announcement post to ACE instagram

GBM Next Wednesday

After posting, send to related orgs and ask to share to their followers

Chairman repost to their pages

- Work with art chair to create a consistent visual brand for ACE

Develop a more concise color palette

Choose fonts to use consistently

- Event recap posts (photos from events)

goal is to have one recap post for each event.

Allows us to show attendance/faces of ACE members while promoting future events. People will feel more included in the org if they are on the page.

Will build a portfolio of ACE programming on Instagram throughout the year

- Make a linktree for Instagram BIO

QR code not as accessible when viewed digitally

Discord link. RSVP links. Links to resources that we are promoting. Etc

Allows us to track how many times a link is accessed through the link tree

- Build connections with other orgs by continuing to repost each other's event announcements on Instagram stories

- Make Instagram posts calendar event posts.

Allows users to sign up for a reminder

Supplemental Content

- Tik toks/reels

 - Brainstorm throughout the year

 - utilize trends to promote ACE; informative and engaging

Other

- Board instagam story takeover

 - More insight into ACE operations/ACE community

 - Planning: outline/scheduling.

 - Upperclassmen showcasing classes

 - Add to highlights

- Merch (collaborative project with Art Chair, Outreach Chair, ETC)

More

Weekly educational posts (consistency)

Daily study hour

Story posts (multiple per week)