

I will lead APS of SWFL in redesigning their social media presence in March of 2024 where I will have the help of 5 student volunteers with graphic design interests. These students will be working collaboratively to create online posters, infographics, and shareable content. Additionally, volunteers will be helping to share the social media pages and create traction, helping to increase engagement so resources can be shared with the target public. The existing pages do not post helpful information and do not effectively communicate anything about the organization or the resources it offers. Additionally, they average 3 likes per post on the public Facebook page with 285 followers and they average 5 likes on their Instagram page with 229 followers. I would like to increase their engagement on both platforms, gaining at least 25 new followers and increasing their average interactions to at least 30 per post.