

UA Little Rock Grad School Social Media Campaign



Hannah Darden





Campaign Purpose

Continued an existing themed social media campaign to motivate, support and inform graduate students through consistent relatable content.

My Role

- Wrote all post copy for #MotivationMondays, #WellnessWednesdays and #GradFactFridays.
- Designed simple static images to pair with each post
- Planned content calendar and maintained a steady posting schedule throughout the semester.

Consistency

Posted most Mondays, Wednesdays and Fridays to keep the audience engaged and strengthen the graduate school's online presence.

Key Skills

- Social media copywriting
- Basic static image design
- Content planning
- Campaign strategy

[RETURN TO PORTFOLIO](#)



UA Little Rock Graduate School

Published by **Hannah Darden**

💪 Happy Monday! 💪

The weekend may be over, but it's the perfect time to tackle new challenges and opportunities! Let's make this week count! ✨

#UALittleRock #GradSchool #GradMotivationMonday





UA Little Rock Graduate School

Published by **Hannah Darden**

New week, new goals!

Graduate school is a journey filled with challenges, but perseverance is what turns dreams into reality. Keep pushing forward, stay inspired, and remember—every step you take brings you closer to success! 💡🎓

#UALittleRock #GradSchool #GradMotivationMonday





UA Little Rock Graduate School

Published by **Hannah Darden**

It's Monday 🌟💪📖 – a fresh start and a new chance to grow.

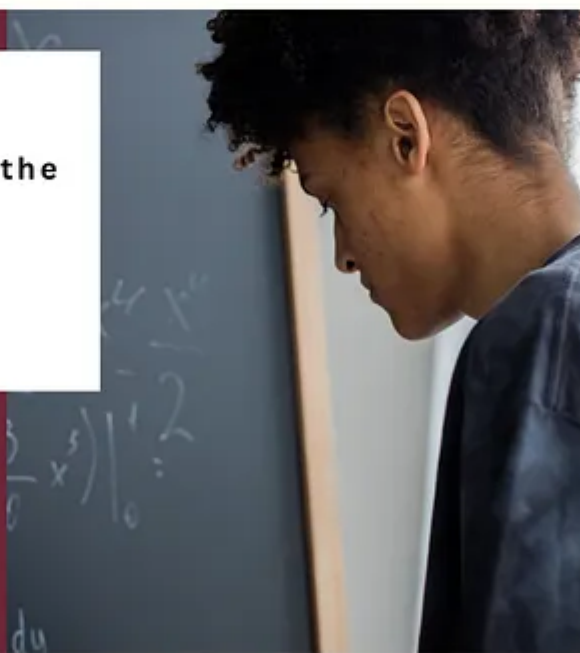
📖🌟 In grad school, we're not just gaining knowledge – we're growing into the kind of people who lead with purpose, compassion, and integrity. Trust the process, believe in yourself, and keep moving forward. You've got this!

#UALittleRock #GradSchool #GradMotivationMonday

**Intelligence plus
character – that is the
goal of true
education.**

- Martin Luther King Jr

**UA
LITTLE
ROCK**
GRADUATE SCHOOL





UA Little Rock Graduate School

Published by **Hannah Darden**

Midweek's a great time to check in with yourself. 🌱

Pick out one day on which you don't feel bad for not working. It both motivates you to finish up what you're doing on the day before, and keep procrastination activities (e.g. Netflix bingeing) to a minimum by giving you the decision to do that on your off day.

#UALittleRock #GradSchool #GradWellnessWednesday





UA Little Rock Graduate School

Published by **Hannah Darden**

Grad school isn't just the next step—it's a professional investment in your future.

Treat it like a job and getting training to perform your job better. This means putting in full days and focusing on actually learning material, not just barely passing courses.

At UA Little Rock, our graduate programs are designed to equip you with the tools, knowledge, and mindset to thrive.

#UALittleRock #GradSchool #GradFactFriday

**Don't treat
it like your
undergrad
schooling**

preshouse.org

**UA LITTLE
ROCK**
GRADUATE SCHOOL

