

Use Scenario for the Instagram Campaign

What?

Rita is looking for channels, including those on social media such as Facebook and Instagram that will provide information to help her with researching universities. She is looking for information about the different programs offered by a university and the requirements to get into these programs, which will help her with deciding a future career. Rita is also interested in finding out more about university life and the challenges involved.

How?

Rita owns a laptop and a smartphone, primarily uses these devices for communication via messaging, email or Facebook. For information about the programs offered by the University of Waterloo, she relies on the University of Waterloo email newsletter or website. More recently, Rita has seen a couple of university pages on Facebook and Instagram. She remembers seeing one of the educational institutions in an Instagram ad. She does not like to interact with the Instagram ad since it seems irrelevant the way it is presented. Rita would follow a university on Instagram or Facebook if it was posting information relevant to her research or one that posted some content that struck her as amusing or interesting.

Why?

Rita thinks that social media is an interesting mode to get information across. She feels that at times, it is a better mechanism to learn new things than a person explaining a concept face to face. Rita is looking for every opportunity to learn more about her university, and what would improve her chances of getting in. She would love to know the things that she needs to have done to get into her program of choice. Social media accounts may act as instructional pieces that would provide her with information that may be of help to her with her efforts and research towards joining an institution that would have a major impact on her career.