Kyla Kane

Field Experience: Visit Grand Rapids

Position: Summer Campaign Leader

Campaign Leader Responsibilities:

- Coordinating and scheduling events
- Attending events and area attractions
- Taking pictures and recording videos
- Running digital social media campaign
- Weekly blog and newspaper articles, bi-weekly radio report
- Keeping track of giveaways, prizes and permission/release forms while at events

Project: Increasing Social Media Engagement on Facebook

- Implemented five step plan to increase engagement on Facebook, including likes, comments and shares on posts.

Findings:

- Five step plan increased engagement 275% between May and August
- Page likes and page outreach increased as engagement increased
- Followers like content they can relate to and content that feels more personal

Top Three Lessons I Learned:

1. Hard work does not go unrecognized
2. Networking is very important
3. Show pride in your work, even if you feel it is an unimportant task