

# 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 too 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*