

# Advertising Strategy for General Election





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# Approach

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By election we saw some trends as this was the highest filled student council and GFC we have had in years.

Social Media engagement was the biggest reason for this increase

We are addressing these three questions to have successful election

- What are we doing for Social Media?
- Why we feel like this election is going to be popular than before?
- How are we engaging other campuses of Ualberta?

# Social Media

● MarkComms Timeline of what is going to be posted

# Popularity

- We believe having the General Election in the new Howirtz Theater is going to draw a bunch of new students in.
- With the ongoing issues in the world, students are wanting to know what the next executive council will do to help the students on campus.
- Have the use of Perks during the election will also be a plan to help

# Engagement

- Having forums in all of the campuses will help promote the General Election.
- Having our posters be translated to French engage with our francophone students



## What we need from Council?

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- ⦿ Election party for the General and Council Election
- ⦿ Social media platforms should be allowed for the election