Parr Center Marketing Pod 2020-2021

Caitlin Davis, Akankshya Jena, Tendo Nakasenge, Autumn Puello
Our Team

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Sophomore  
Public Policy & Economics

Akankshya Jena  
Sophomore  
Quantitative biology

Tendo Nakasenge  
Senior  
Management and Society & Sociology

Autumn Puello  
Junior  
Psychology & Philosophy
Our Purpose

Amplify Content
The Parr Center holds numerous events throughout the semester. We wanted to ensure info about these events reached as many people as possible, as well as information about the projects our fellows work on.

Encourage discussion
This is arguably one of the most critical roles of the Parr Center on UNC’s campus and in the larger community. With COVID-19 requiring us to move online, we wanted to identify opportunities to promote virtual ethical inquiry.

Highlight our fellows
Our fellowship doubled in size between 2020-2021 and the previous school year. We wanted to recognize our fellows unique interests, backgrounds, and passions in order to “put faces” to the Parr Center Fellowship.
We posted on the Parr Center’s preexisting social accounts, focusing primarily on Instagram, Twitter, and Linkedin (linked above).
Year-long tasks

- **Fellow Feature Fridays** → Series of social media posts showcasing each fellow's unique perspective and interests... We aren’t all philosophy majors!
  - Project lead: Caitlin Davis

- **Ponder this!** → Series of twitter posts meant to incite conversation with public and allow expression of opinions from different perspectives
  - Project lead: Tendo Nakasenge

- **Ethics at a Glance** → Series of instagram stories highlighting various, well-known branches of ethics
  - Project Lead: Akankshya Jena

- **Fellow Achievements** → Our fellows are pretty extraordinary! We sought to give credit where credit was due and brag about the scholarships and job offers our fellows have received.
Fellow Features

- Project lead: Caitlin Davis
- What: Series of social media posts recognizing each fellow's unique perspective and interests. Also provide insight about fellow experiences within the Parr Center.
- Where: 1 Fellow Feature was posted every Friday on @theparrcenter Instagram, Twitter, and LinkedIn
- How: Editing platform, Canva, used to design template
- Why: We chose this project to raise social media interaction with the Instagram community. Through moving visuals and short, easy to understand definitions, the stories introduced the “ethics” portion of the Parr Center, while being easily understandable to a wider range of viewers than just those involved in the Parr Center.
Our Template

- Our design was informed by the Parr Center’s Brand Guide

- **Background**: Geometric and interconnected pattern. “These shapes symbolize bringing people together for connection and learning about ethics”

- **Frame**: Intended to ‘personalize’ template, akin to casually taping something meaningful on a wall

- **Colors**: Deep Parr Center blue complemented by accent references to UNC Chapel Hill’s colors
  - Highlights how the Parr Center and the university are interconnected
Top-performing Linkedin Posts

Meet Shiv!
Carolina Forum for Ethics Team
Major: Neuroscience with minors in Social & Economic Justice and Education
Passions: addressing education inequalities, playing tennis, and running

814 organic impressions

Meet Kobe!
Carolina Forum for Ethics Team
Major: Global Studies & Arab Cultures
Passions: Soccer, volunteering as an Arabic tutor

528 organic impressions

Organic Impression: number of times content was shown to Linkedin members (unpaid)
I love that the Parr Center allows me to learn about ethical topics that I wouldn't normally learn in some of my classes. It provides a space for me to discuss important ethical issues with other passionate students, and I'm so grateful to be able to do that!

- Shiv Bhargava
The Parr Center gives us a platform to intentionally challenge our viewpoints as well as those of our peers in a non-confrontational way. Our events aim to expose attendees to differing perspectives rather than simply trying to convince an audience one way or another.

- Kobe Spells
Fellow Feature Reach

• Fellow features created: 25  (to be posted into the Summer)

• Instagram: 4 FFs among top 10 highest performing posts this year
  • 235 individuals reached on average
  • (i.e. 235 people saw the post on their timeline or explore page)

• FF highest performing Linkedin post:
  • 814 organic impressions (number of times content was shown to members)
  • 12% engagement rate
Ponder This!

- Project lead: Tendo Nakasenge
- What: Series of twitter posts meant to incite conversation with public and allow expression of opinions from different perspectives
- Where: 1 Fellow Feature was posted every Thursday on Twitter
- How: Newsletter content w/ corresponding GIFs
- Why: Ponder this! Was regularly included in the Parr Center’s weekly newsletter. We wanted to repurpose this content to engage the wider community with the topics discussed within the fellowship. Twitter was the optimal location because it’s a conversation platform by its very nature. GIFS that were fun and relatable, especially for Gen Z and Millennials were chosen to try to reduce any perceived barriers to engaging with a ‘serious’ topic.
Is ghosting a relationship justified? Let us know what you think! #pcforethics

Quandary of the day: Is it better to be feared or loved? What do you think? #pcforethics #ponderthis
Ethics at a Glance

- **Project lead**: Akankshya Jena
- **What**: Series of Instagram stories highlighting various, well-known branches of ethics
- **Where**: 2 ethical theories were featured biweekly on @theparrcenter Instagram story
- **How**: Editing platform, Canva, used to design stories
- **Why**: We chose this project to raise social media interaction with the Instagram community. Through moving visuals and short, easy to understand definitions, the stories introduced the “ethics” portion of the Parr Center, while being easily understandable to a wider range of viewers than just those involved in the Parr Center. We sought to strike a balance between being overly reductionist and making our explanations accessible to the general public.
Fellow Achievements

- Project lead: Akankshya Jena
- **What**: Series of Instagram posts meant to recognize any awards, scholarships, or job offers received by our fellows
- **Where**: Content was posted on Instagram
- **How**: Editing platform, Canva, used to design template
- **Why**: The fellowship encourages our fellows to think critically and always be mindful of ethics, two traits that are extremely desirable to companies and organizations. We thought it was important to highlight our fellow’s achievements and gain insight into

Featured Content

We identified fellow achievements by following updates to the “Featured Content” section of Notion (main fellowship platform), as it frequently featured job fellow achievements.

Internal reporting → social media, public awareness
The Critical Language Scholarship Program is a US Department of State cultural and educational exchange program that offers students the opportunity to participate in an intensive language study abroad.

"I love how I'm able to interact with other Parr Center members through CFE events and listening to podcasts."

"I'm really excited to be able to learn more about Slavic culture and improve my Russian language skills!"
Our Impact

• Launching the Parr Center’s Linkedin presence
• Increasing engagement across platforms
  • Instagram, Twitter, Facebook
• Utilizing platforms to streamline content delivery
  • Scheduling posts (specific dates and times) in Hootsuite to create consistency in our social media campaigns
• ‘Highlight’ reels with staying power
  • Our Ethics at a Glance posts will remain at the top of Parr Center’s Instagram Profile indefinitely
• Designed unique social media templates
  • 3 social media friendly templates
  • All of our templates were directly informed by Parr Center branding guide, so they can continue to be used moving forward
  • Fellow can easily contribute to PC social media
Next Steps

• Hootsuite: This is a platform the Parr Center uses to schedule social media posts. Seeing as we have more completed Fellow Features than we’ve posted, we’ll be scheduling the remaining ones into Hootsuite to be posted throughout the summer.

• Develop social campaign focused on driving Twitter engagement
  • Next Year: Potential collaboration between marketing and NHSEB
  • Twitter chat to engage with NHSEB participants and create excitement in anticipation of NHSEB events

• Consistently utilize event feature on Linkedin to promote the Parr Center
  • Refining Linkedin Content with an emphasis on highlighting Parr Center Staff and Fellow achievements, as well as promoting our events on Linkedin → programming events into Linkedin Calendar
Acknowledgements

Thank you to the Parr Center’s staff, benefactors, and our fellow fellows!

Special thank you to Sally Moore for support and encouragement as the fellowship transitioned online.

Also, thank you to Carolina Creative for the PC’s brand design!