

Script for Social Media Campaign Video

Hi. I'm Jayne Gillis. I'm a digital communications and marketing storyteller and Master's candidate in Writing and Digital Communication at Agnes Scott College.

I'd like to share with you my idea for a social media campaign for the 2019 Agnes Scott College Commencement.

My idea is hashtag Flat Agnes.

This campaign will be built around the Agnes Scott photo on a stick. Also called a puppet stick. Starting four weeks before commencement, the campaign will begin with an announcement for current students, alumnae and the community at large to join in by taking their photos with the Agnes Scott puppet that can be downloaded from a special website page and assembled. The photos may be taken locally, nationally, or globally, and then shared via social media sites:

Instagram and Twitter for current and potential students and Facebook for alumnae and the greater community. When the commencement speaker is announced, a teaser for the campaign will be started with the speaker announcing it by posting a picture of herself with Flat Agnes and using the accompanying hashtags---

#flat agnes

#scottie commencement 2019

#innovative agnes

#scotties lead

#leading everywhere

#scottie pride.

Flat Agnes is currently being used by students who study abroad as part of SUMMIT, the international study abroad program at Agnes Scott.

Since this is the first class of SUMMIT to graduate and Flat Agnes is already being used in pictures by SUMMIT students, Flat Agnes ties in nicely.

The benchmark for the hashtag Flat Agnes commencement social media campaign is the Flat Stanley Project, which is the longest running literacy project on the Internet. Flat Stanley was used in photos with many famous people including President Obama, Jackie Chan, Jon Stewart and aboard the Space Shuttle Discovery mission, which docked with the International Space Station. For benchmarking, I looked at what other sister women's colleges such as Barnard, Bryn Mawr and Spelman had done, but was unable to find any campaigns such as this. Flat Agnes is fun, engaging, and has the potential to go viral. Won't you join me and Flat Agnes in celebrating Agnes Scott's 130th Commencement and the first Summit class, which led US News and World Report to declare Agnes Scott the #1 Most Innovative Liberal Arts College, #2 in Undergraduate Best Teaching, and #1 for Social Mobility.