

# VidaMeet – Social Media Marketing

---

## The Customer

VidaMeet is an app in its first year of development and operation. The foundation of VidaMeet is to create a place where people, especially college students could find other college students to network and socialize with. This is similar to a dating app, in the fact that students are able to host events and anyone can choose to attend the events. VidaMeet can also be used for business, presenters can post about an event and even charge a specific amount of money for tickets to the event. VidaMeet was started in February 2023 by Promise. Promise is the founder and CEO, he has a few people doing app development with him, but for now, it remains almost a solo business.

## The Situation

VidaMeet is a brand-new business. There are still some bugs with the app, but the biggest problem is getting brand awareness and exposure to those within the designated demographics. We were asked by the client to create a social media presence. Our client also was concerned about making sure his idea was a good one. He wanted to receive feedback on social media and from us about what needed to be improved about his app.

## The Solution

A team of RBDC interns was hired to create a social media presence through LinkedIn, Instagram, and Facebook for VidaMeet.

### Quick Overview

In need of a greater understanding of how to market on social media, we began with research. We researched for many hours how to create an audience on social media, what to post and when to post. We spent many hours designing social media posts. These social media posts were completed on Canva. We did a social media audit after many weeks of posting, we wanted to know how our posts were doing. We also compared our KPI's from the beginning of the semester to the end. To our surprise almost all the key indicators increased.

### Final Deliverables

- Final Presentation
- Content Calendar
- Social Media Profile Optimization Document
- Market Data/Insights Document
- Social Media Content

## Creating Content

Over the course of the semester, the team created many social media posts. Over 30 were posted on social media through Facebook and Instagram. The team posted a few reels, but mostly creative content made with Canva.

## Posting Content

The Team Lead was designated to be the one in charge of posting on social media for their client. He made sure group members had made social media posts that would be effective and beneficial for the client. He then scheduled posts for every day of the week. The team would make 2-4 posts per week, so the Team Lead had plenty of content to choose from. The content was placed in a content calendar with their deliverable document and a folder for the Team Lead to copy to the social media planner. Meta was the main focus of their work. They would post on Facebook and Instagram daily and LinkedIn two or three times per week.

## Facebook

	<b>October 16th</b>	<b>November 22nd</b>
<b>Followers</b>	69	73
<b>Reach</b>	16	46
<b>Visits</b>	7	30

## Instagram

	<b>October 16th</b>	<b>November 22nd</b>
<b>Followers</b>	5	6
<b>Reach</b>	204	349
<b>Visits</b>	1	96

## LinkedIn

	<b>October 16th</b>	<b>November 22nd</b>
<b>Followers</b>	387	441
<b>Reactions</b>	6	16
<b>Page Views</b>	144	31