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CAS + E



College of Arts,
Sciences & Engineering

SHIPPENSBURG UNIVERSITY

PR PLAN

SITUATION OVERVIEW

What is CAS+E?

Shippensburg University's College of Arts and Sciences creates a space for students that are inspired by imagination, innovation and informed by knowledge and discovery. Within CAS+E, the School of Engineering operates offering hands-on bachelor's and master's programs that prepare students for dynamic careers in civil, computer, electrical, mechanical, and software engineering, as well as computer science.

Key Problems

When we took a look at the CAS+E presence in social media, we can analyze little to no presence: the college doesn't have an Instagram, Twitter, LinkedIn or TikTok accounts. This makes it difficult for key publics to engage, stay informed, and connect with the college. The college does have an official website that is available to be found through Shippensburg Universities website, which is designed to provide information about programs, faculty, and student opportunities.



SWOT ANALYSIS

1

STRENGTHS

- Unique programs
- Faculty expertise
- Strong student stories
- Small class sizes
- Dedicated faculty

2

WEAKNESSES

- Limited awareness
- Inconsistent posting
- Low engagement
- Equally covering all the unique programs will be hard

3

OPPORTUNITIES

- Collaborations
- Reels trends
- Cross-Departmental features

4

THREATS

- Competing colleges
- Content fatigue
- Limited staff time

John L. Grove College of Business – Instagram Analytics Summary

| Category | Metric | Value |
|---|---------------------------------|-----------------------|
| Account Info | Instagram Handle | @shipbusiness |
| | Posts | 165 |
| | Followers | 498 |
| | Following | 39 |
| Posting Activity | Posts in Last 7 Days | 1 |
| | Posts in Last 30 Days | 8 |
| Engagement (Last 30 Days) | Most Likes | 45 |
| | Fewest Likes | 5 |
| | Like Range | 40 |
| | Most Comments | 1 |
| | Fewest Comments | 0 |
| Post Topics (Last 30 Days) | Event Recap | 1 |
| | Announcement / Reveal / Promo | 3 |
| | Faculty / Student Spotlight | 2 |
| | Evergreen / Seasonal Holidays | 2 |
| | Trends / Memes / Fun Interviews | 0 |
| | Other / Not Sure | 0 |
| Post Visual Types (Last 30 Days) | Static Graphics / Flyers | 6 |
| | Photos | 1 |
| | Memes | 0 |
| | Reels | 1 |
| | Non-Reel Videos | 0 |
| Caption Data (Last 30 Days) | Other / Not Sure | 0 |
| | Average Hashtags per Post | 3 |
| | Average Accounts Tagged | 0 |
| | Longest Caption (Words) | 50 |
| | Shortest Caption (Words) | 22 |
| | Word Range | 28 |
| Call to Actions (Last 30 Days) | Brand Voice / Persona | Ordinary / Fitting In |
| | Questions for User Reply | 0 |
| | "Link in Bio" | 0 |
| | Save the Date / Future Events | 3 |
| | Listen / Watch | 0 |

RESEARCH HIGHLIGHTS

When it came time to conduct our primary research, we decided to take a deeper look into what a fellow Shippensburg College was doing on social media. We researched the Grove College of Business' social media presence, and were able to gain an abundance of information based off of how they have been successful on social media. The instagram account (@shipubusiness) has 498 instagram followers and 165 posts. Through our research it was evident that the account is moderately active as they posted 1 time the past week and 8 times in the last 30 days. The account has a decent amount of engagement as they get around 40 likes per post and typically have 1 comment. We noticed that there were not links available that take students to informative pages and there were not interactive posts that students can engage with.

With that being said, we knew that when it came to crafting our own social media page we needed to be more engaging to our followers in order to increase our interactions and overall boost the College of Arts and Sciences. Examples of being more engaging to our followers will be posting more content per week, producing exciting content that our followers can interact with (such as questionnaires, links, etc.)

AUDIENCE IDENTIFICATION



Key Publics and Why They Matter

- **Primary** - Students
 - Students are considered a primary public because they are the main group we are trying to target and engage with in order to pull students towards the College of Arts and Sciences.
 - Students who are already enrolled at Shippensburg University - in specific, those who may be looking to switch majors or those who are undecided - will need to have a clear understanding of the College of Arts and Sciences in order to understand if the college aligns with their academic and career goals.
- **Secondary** - Faculty, Parents, Alumni, Prospective Students
 - Faculty, parents, alumni, and prospective students are considered a secondary public because they are also crucial to be targeted.
 - Each group is crucial in shaping a student's experience and they also shape the perspectives that students may have of a college and/or program. Alumni and Parents may also add financial benefits to CAS+E.
 - With this being said, their opinions and guidance are crucial in getting people interested in the college and by sharing their experiences on social media, we can draw prospective students in.
- **Intervening** - Marketing staff, student media
 - The marketing staff and student media is considered an intervening public because they are crucial in presenting our social media to be attractive to our key publics.
 - With a good social media presence that explains CAS+E well, the College of Arts and Sciences is more likely to attract a greater amount of students who will want to enroll in the college.

KEY MESSAGE PLATFORM

Stay Connected. Stay Curious. Stay CASE

SMART GOALS:

- Post at least 3 pieces of student-focused content per week during the Spring 2026 semester
- Gather 100 responses from students about preferred Instagram content via a QR-linked survey by April 2026
- Achieve 200 uses of an official CAS+E hashtag by the end of the Spring 2026 semester
- Provide more access to information about CAS+E to prospective and current students

Our Goal: To launch a CAS+E Instagram and to promote CASE to Shippensburg University Students



AUDIENCE PERSONAS

EMILY CARTER

A CURIOUS ENGLISH STUDENT

- SOPHOMORE ENGLISH MAJOR LIVING ON CAMPUS.
- SHE LOVES WRITING, READING, AND CREATIVE PROJECTS, AND WANTS TO CONNECT WITH PROFESSORS AND CLASSMATES.
- EMILY OFTEN MISSES WORKSHOPS, READINGS, OR CONTESTS BECAUSE SHE DOESN'T HEAR ABOUT THEM IN TIME,
- SOMETIMES FEELS DISCONNECTED FROM OTHER ENGLISH MAJORS.
- SHE PRIMARILY USES INSTAGRAM FOR STORIES AND REELS, TIKTOK FOR ENTERTAINMENT, AND TWITTER TO STAY UP-TO-DATE ON NEWS OUTSIDE SCHOOL. SHE ALSO CHECKS HER EMAIL AT LEAST ONCE A DAY FOR SCHOOL UPDATES.
- SHE IS VERY MOTIVATED TO GET MORE ENGAGED WITH THE COMMUNITY, BUT CAN'T FIND THOSE OPPORTUNITIES.

JAMIE SILVER

A CONFUSED BUT MOTIVATED FIRST-
GENERATION COLLEGE STUDENT

- A FIRST-YEAR STUDENT HERE AT SHIPPENSBURG UNIVERSITY. SHE GREW UP IN SHIPPENSBURG AND IS A PROUD FIRST GENERATION COLLEGE STUDENT.
- SHE STRUGGLES WITH THE LACK OF GUIDANCE HER FAMILY HAS GIVEN HER WITH HER COLLEGE CAREER, AND CONSTANTLY FEELS SHE IS AT A DISADVANTAGE DUE TO IT.
- UNSURE OF WHAT SHE WANTS TO DO AS HER CAREER, JAMIE DECIDED TO DECLARE HER MAJOR AS UNDECIDED SO THAT SHE COULD EXPLORE DIFFERENT OPTIONS HERE AT THE UNIVERSITY TO SEE WHERE SHE BEST FITS.
- AS A QUIET AND SHY PERSON, JAMIE HAS STRUGGLED TO MAKE MEANINGFUL CONNECTIONS AND FINDS IT DIFFICULT TO FORCE HERSELF TO ATTEND DIFFERENT EVENTS HERE ON CAMPUS.
- JAMIE IS A MODERATE SOCIAL MEDIA USER, WHOSE MAIN SOCIAL MEDIA PLATFORMS ARE TIK TOK, INSTAGRAM, AND SNAPCHAT. SHE MAINLY USES INSTAGRAM TO KEEP UP WITH HER SMALL CIRCLE OF FRIENDS, AND UTILIZES TIK TOK TO SCROLL AT NIGHT MINDLESSLY TO EASE HER ANXIETY.
- SHE STRIVES TO MAKE HER FAMILY PROUD, AND IS DETERMINED TO FIND THE PLACE IN WHICH SHE BEST FITS IN HERE TO SET HER UP FOR A SUCCESSFUL CAREER.

STRATEGY AND TACTICS

Content series “Meet the Club / Org”: Work alongside student clubs and organizations to create reels to post on the CAS+E account briefly introducing who they are, the opportunities they provide, and contact information to learn more.

Upcoming Events posts: Weekly Upcoming Event posts to update students on what’s going on in the college community. These posts should include the event name, date, time, location, and registration or RSVP links when applicable.

Informational / Tips Carousel: Share helpful tips, resources, and guides that aren’t tied to a specific event. To create engagement with this post, we encourage interaction with CTAs like “Comment your favorite tip!” or “Share this with a friend who needs it.”

Launch an Official CASE Hashtag: Reach out to student clubs and organizations to have them start using the hashtag. We will gain hashtag usage and link more groups to CAS+E when people search online. In return for using the hashtag, more people will find them as well, plus we can track the hashtag for any posts to reshare.

Create a series of reels of “Meet our faculty”: In order to do this, we will post short, engaging videos introducing faculty members. This will show students what their work is, their interests, where to find them, and how to connect with them. Additionally, include box questions like “Ask us a question in the comments!” Lastly, we can post 1 weekly reel and make it a consistent series that happens on a specific day, such as “Thursdays With Faculty”

Stories content: With story content, we can show the everyday activity in CAS+E. Additionally, we can include interactive elements like polls, question boxes, or sliders to engage students. We should post daily/multiple times a week to show visibility and consistency

Giveaway tied to key metrics: This will be a post saying that if “we” get 100 likes on it, 250 account followers, and 100 uses of the CAS+E hashtag, a random follower will be picked to win either a \$250 Ship Bookstore gift certificate or a Ship swag bag. All of these numbers are adjustable.

CASE: College of Arts, Sciences & Engineering

QUICK BRAND GUIDE

PRIMARY LOGO & SAFE SPACE



College of Arts,
Sciences & Engineering

SHIPPENSBURG UNIVERSITY

SECONDARY LOGOS



SHIPPENSBURG
UNIVERSITY

BRANDING



College of Arts,
Sciences & Engineering

SHIPPENSBURG UNIVERSITY

BRAND FONTS

Source Sans Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Poppins Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY COLORS

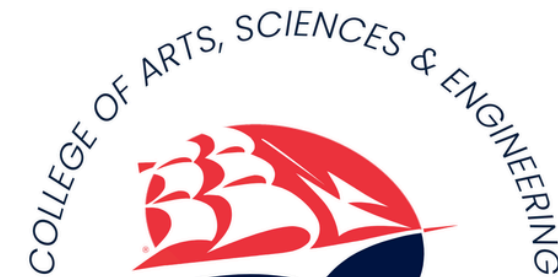


BRAND NAMES

College of Arts, Sciences and Engineering

Abbreviations: CASE, CAS+E

SECONDARY COLORS



SHIPPENSBURG
UNIVERSITY

SOCIAL MEDIA

/1

Reels

/2

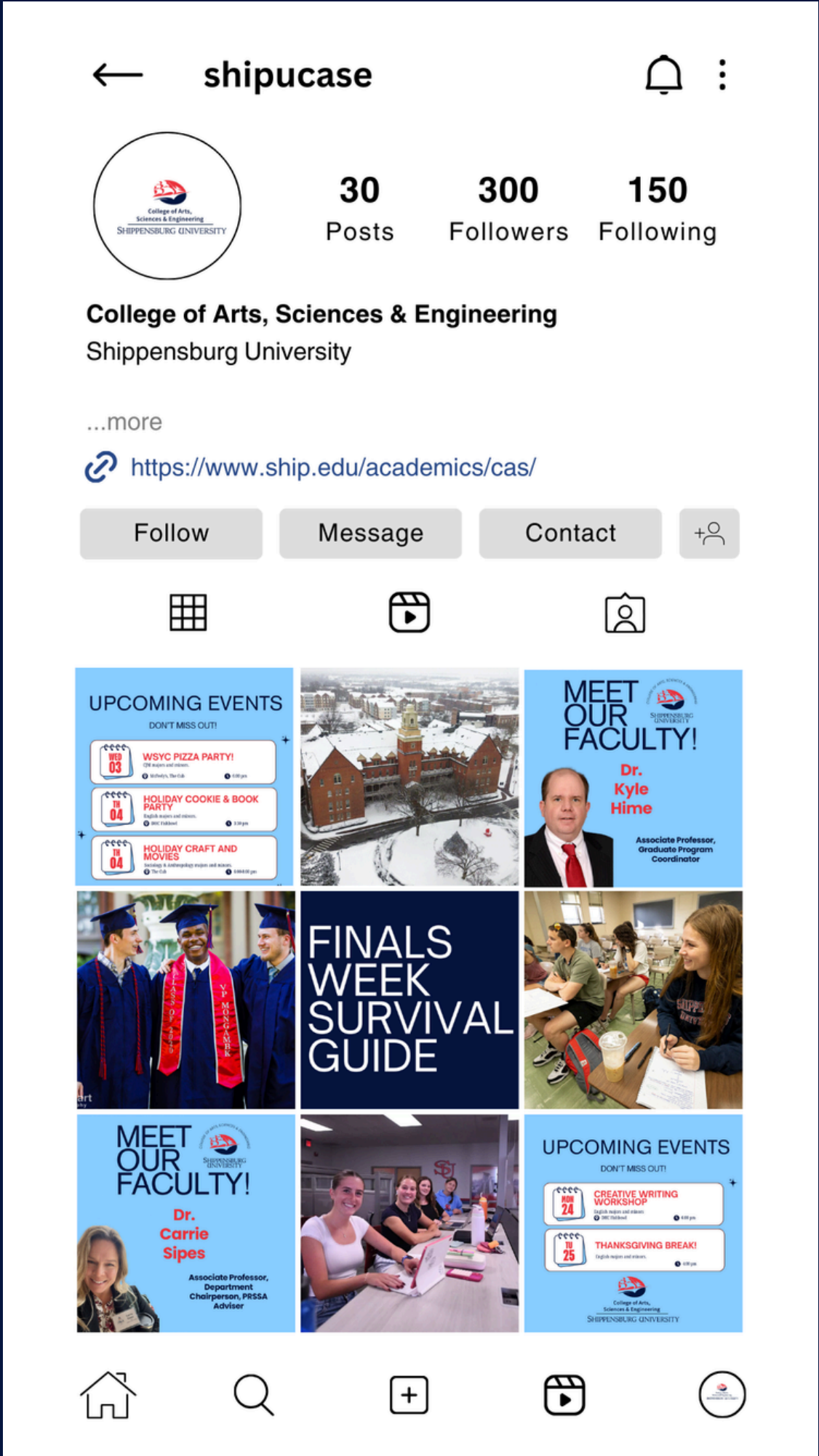
Carousel

/3

Posts

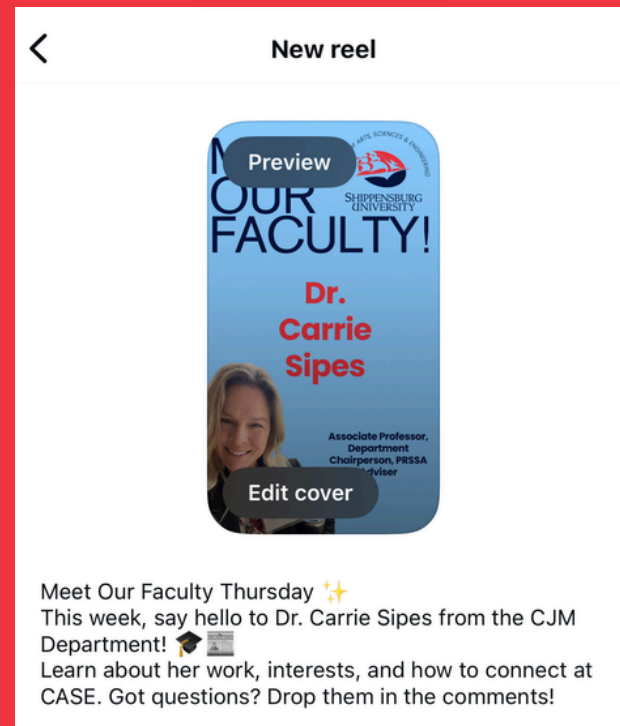
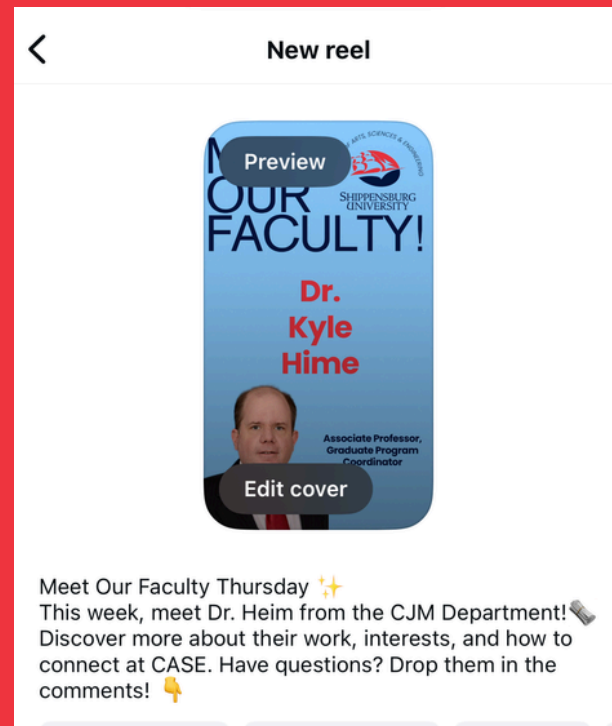
/4

Stories



REELS

- Short, engaging videos introducing faculty members.
- Show students what their work is, interests, where to find them, how to connect with them
- Include box questions like “Ask us a question in the comments!”
- Post 1 weekly reel and make it a consistent series that happens on a specific day, such as “Thursdays With Faculty”




MEET OUR FACULTY!

COLLEGE OF ARTS, SCIENCES & ENGINEERING
SHIPPENSBURG UNIVERSITY

Dr. Kyle Hime

Associate Professor,
Graduate Program
Coordinator



MEET OUR FACULTY!

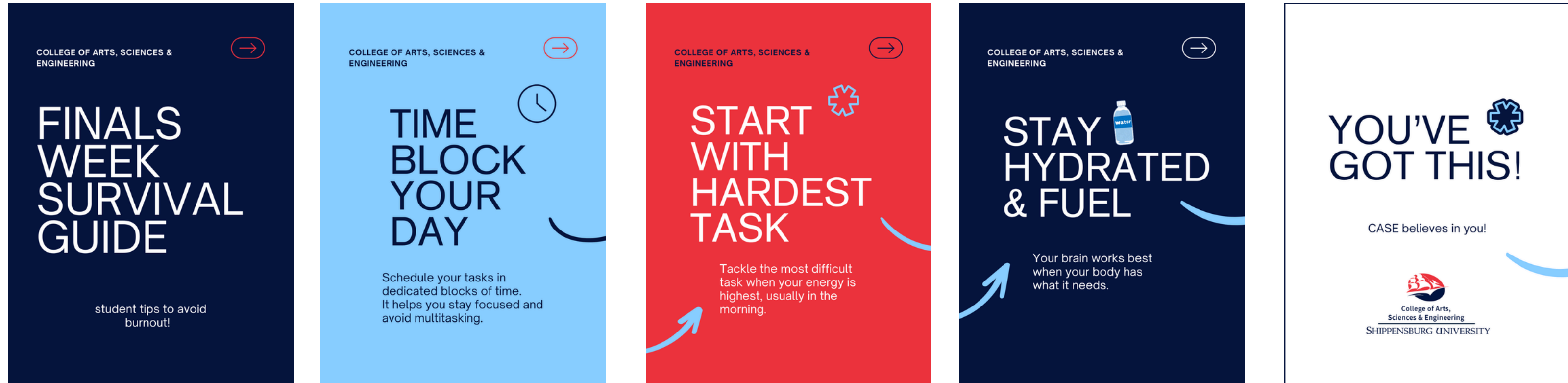
COLLEGE OF ARTS, SCIENCES & ENGINEERING
SHIPPENSBURG UNIVERSITY

Dr. Carrie Sipes

Associate Professor,
Department
Chairperson, PRSSA
Adviser



CAROUSEL



- Share helpful tips, resources, and guides that aren't tied to a specific event.
- Example: "Finals Week Survival Guide" with advice on avoiding burnout, study strategies, and wellness reminders.
- Encourage interaction with CTAs like "Share this with a friend who needs it."
- Post once per week to maintain relevance and provide consistent value to students.

Swipe through our Finals Week Survival Guide for tips to stay focused, manage stress, and finish strong. You've got this! 📚

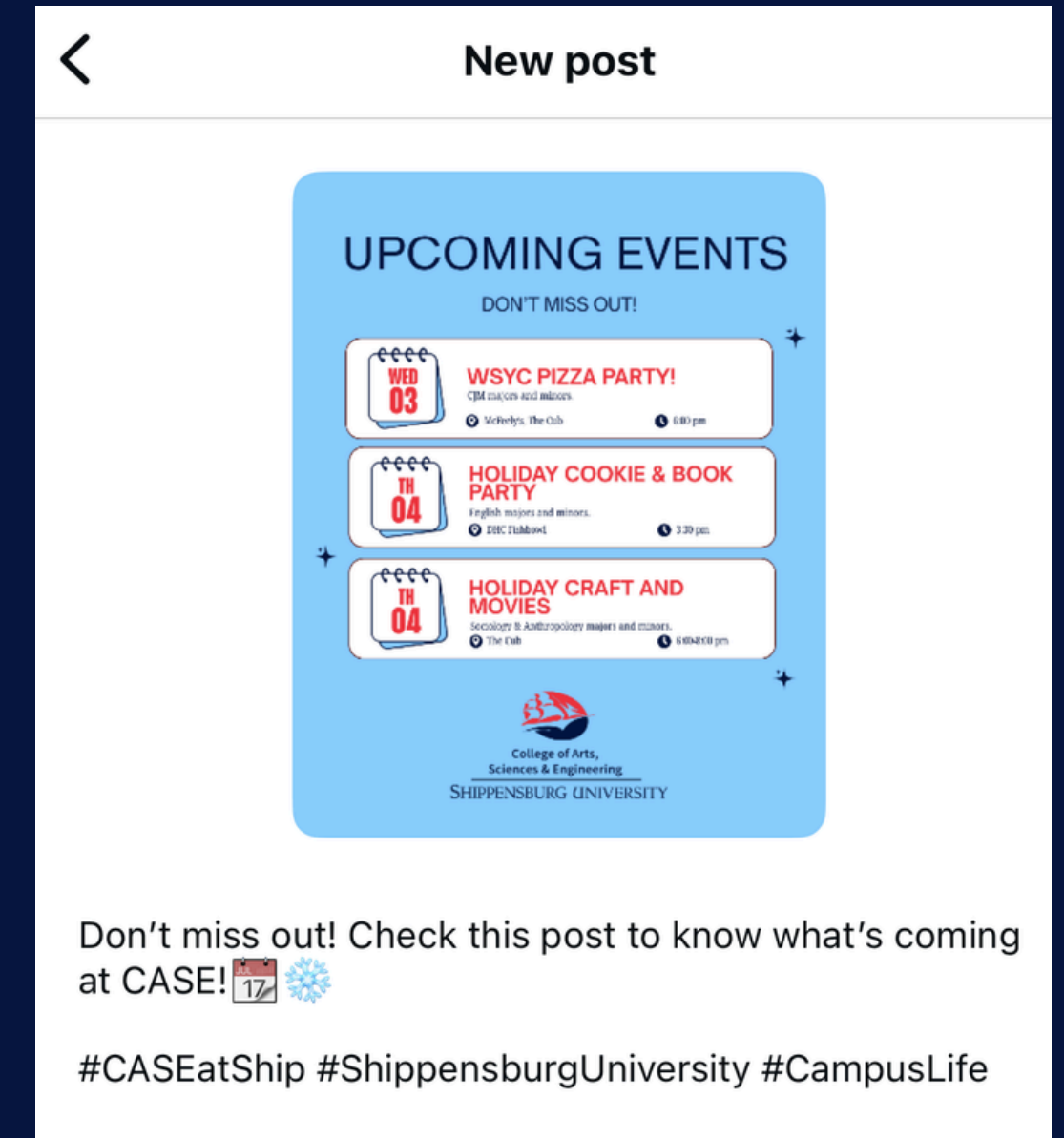
#CASEatShip #ShippensburgUniversity #StudentLife

☰ Poll

🗨 Prompt

POSTS

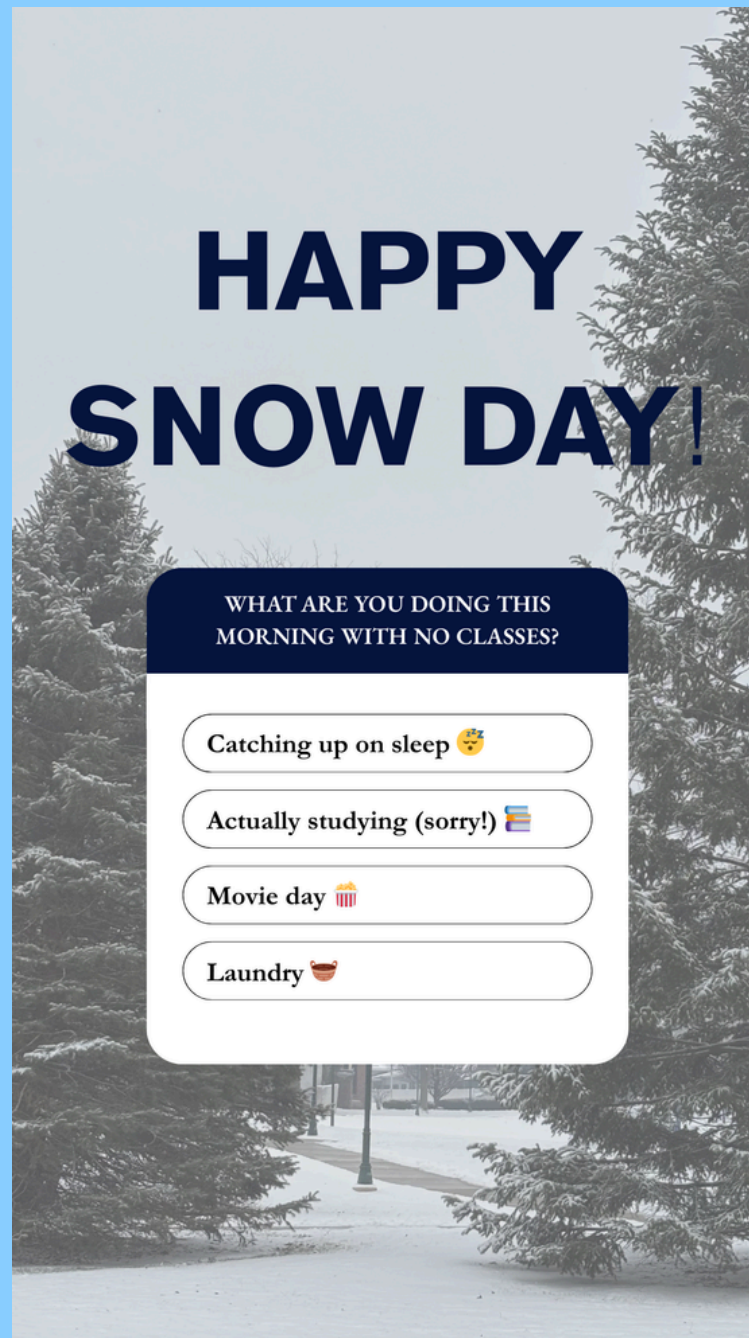
- Weekly Upcoming Event posts to update students on what's going on on campus.
- Include event name, date, time, location, and registration or RSVP links when applicable.



- Insufficient event details: The post doesn't clearly tell students what events are happening, what they involve, or how to participate. Including event names, brief descriptions, dates, times, and locations would make it much more useful and actionable.
- Inconsistent fonts: The fonts used in this post don't match other CASE posts, which makes it feel disconnected from the overall brand and less cohesive visually.

STORIES

- Show the everyday activity in CASE
- Include interactive elements like polls, question boxes, or sliders to engage students
- Post daily/ multiple times a week to show visibility and consistency



MEASUREMENT AND EVALUATION PLAN

Key Metrics

One of the ways to evaluate how the account is performing is to check how metrics such as the number of posts of various types and comparing which content type gets more interactions (likes, comments, etc). This is show what content is resonating with your audience.

Mini-Survey

A significant part of creating this CASE social media presence is to build stronger connections with the student population of Shippensburg University, so it is only natural that they should be part of the evaluation process for how the account is achieving that goal. At the end of the spring 2026 semester, a post will be uploaded with a link to a brief survey about students' experiences with the account.

Example questions include:

How often do you see CASE content on your feed?
(Never, not often, often, etc)

The CASE account has helped me learn more about opportunities and stay informed.

(Strongly Disagree <---> Strongly Agree)

What type of content would you like to see / see more of next semester?

(Open ended)

What type of content did you find most useful?

(Activities, academic tips, reminders, introductions, etc)

How often do you check the CASE account?

(Never, not often, often, etc)

THANK YOU!