

Nittany Ai Student Society

Campaign Book | Fall 2024



NittanyAI
Student Society



Client Account Team



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DMT
3rd Year
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Assistant Account Associate

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Public Relations
DMTA
4th Year
McLean, VA



Account Associate

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DMTA and Smeal
Certificate
3rd Year
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Account Associate

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1st Year
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Account Associate

Dana Abdul Malak
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1st Year
Beirut, Lebanon



Account Associate

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1st Year
Arlington, VA

Client Overview

The Nittany Ai Student Society (NAiSS) is a Student-run organization dedicated to Fostering the application of Artificial Intelligence & Leadership in Technology

This Organization creates a space for students to learn about AI through workshops, events, programs, development opportunities, and more.

The Nittany AI Student Society empowers students to lead and innovate by advancing the application of artificial intelligence and technology in real-world solutions.

NAiSS is open to any all students, however they mainly target engineering and IST majors



Primary Research

S.W.O.T Analysis



STRENGTHS:

- Establishes social media platforms (LinkedIn and Instagram)
- Provides year-long involvement opportunities
- Large membership base
- Many Sponsors
- variety of events and opportunities



WEAKNESS:

- Low engagement on social media
- recently founded/not as established
- Lack of cohesive branding on social media platforms
- Confusion between the Nittany Ai Alliance and Nittany Ai Student Society



OPPORTUNITIES:

- Ai is an evolving topic with new advancements weekly
- Potential for expanded network, by collaborating with other colleges
- Creation of a TikTok account for a broader reach
- Engage with community (ex. work with local business and schools)



THREATS:

- Still an evolving topic that is fairly new to society
- Little awareness and involvement outside of stem majors/minors
- High barrier to entry (requires some knowledge of Ai)
- Many tech-oriented clubs at penn state

Target Persona

CELIA SMITH



PROFILE

- 20 years old
- College student
- Majoring in Computer Science
- Involved in IST/STEM activities in high school

SOCIAL MEDIA USAGE

- Instagram
- TikTok
- LinkedIn

INTERESES

- AI
- Programming
- Ethics in AI
- STEM clubs

CHARACTERISTICS

- Driven
- Collaborative
- Career-oriented
- Curious

SPONSOR



PROFILE

- 50-60 years old
- Local to Penn State
- Accomplished professional
- Well off financially

SOCIAL MEDIA USAGE

- Instagram
- LinkedIn
- Facebook

INTERESES

- Growth and development
- Community involvement
- Talent acquisition

CHARACTERISTICS

- Supportive
- Pragmatic
- Forward thinking
- Approachable

Social media Audit (Instagram)

Following/Followers Overall Comments	What	Frequency	Performance	Opportunity
<ul style="list-style-type: none"> - 486 followers - 72 following 	<p>Shared Photos: 100 Shared Video: 9 Four Highlights: <ul style="list-style-type: none"> - Takeover Highlight 45 posts - Machine Learning 3 posts - Leadership Academy 6 posts Most reels are either recaps of events or montages Photo posts promote events, opportunities and member experiences </p>	<p>First and Second Posts (start of account)</p> <ul style="list-style-type: none"> - Jan 6, 2022 <p>Following posts about 2-3 a month</p> <ul style="list-style-type: none"> - Sometimes 1-2 a day <p>Never the same day of the month, or same amount posted per month</p> <p>No huge gaps in time</p>	<p>Posts that did well: U Competition post (with check)</p> <ul style="list-style-type: none"> - 87 likes / 4 comments <p>Posts that did not do well</p> <ul style="list-style-type: none"> - Ai Week Post - No comments - 13 likes <p>Videos that did well:</p> <ul style="list-style-type: none"> - Congratulations Video 1,317 views - About their teams reaching the MVP phase <p>Entrepreneurship Meeting recap video</p> <ul style="list-style-type: none"> - 950 views - Post opens up and shows a member asking questions during meeting <p>Videos that did not do AS well</p> <ul style="list-style-type: none"> - Meeting Recap Video (First video post) 486 views 	<ul style="list-style-type: none"> - Become more consistent from month to month, figure out when their members are most active - More streamline look/ appealing to eye - Increase interactions on account - Make it so member can find important information faster



Social media Audit (LinkedIn)

Followers	What	Frequency	Performance	Opportunity
357	<p>31 photo posts</p> <ul style="list-style-type: none">- Event promotion and recaps- Challenge updates- Announcements	<p>1st post</p> <ul style="list-style-type: none">- Four years ago <p>2nd to 15th post</p> <ul style="list-style-type: none">- Three years ago <p>16th to 22nd post</p> <ul style="list-style-type: none">- Two years ago <p>22nd to 27th post</p> <ul style="list-style-type: none">- One year ago <p>28th to current post</p> <ul style="list-style-type: none">- Within the past 7 months- No consistent post dates	<p>Post that did the best</p> <ul style="list-style-type: none">- Most recent post: 44 likes, 3 comments, 2 reposts <p>Post that did not do the best</p> <ul style="list-style-type: none">- Event announcements: 3-11 likes on average <p>Insights</p> <ul style="list-style-type: none">- -6% total headcount growth (over 6 months)- Median tenure: 1.2 years	<ul style="list-style-type: none">- Post consistency- Competitions and other opportunity announcements- Improve home page

Competitor Analysis

Competitor Analysis

	NAiSS	NES	Hack PSU	Nittany Data Labs	Developer Student club
Socials	Solid following, lack of consistent branding , and low engagement	Strong social media presence and high engagement	Consistent posting, engaging graphic, and high engagement	Similar account structure and posting weekly	less engagement and informative content
Website	There is no website for the organization	Easy to navigate, consistent branding, but still in progress	Engaging website and easy to navigate	There is no website for the organization	Easy to navigate and consistent branding
Events	<ul style="list-style-type: none">Selective process for their events (application required)	<ul style="list-style-type: none">Networking opportunitiesReal world experiences	<ul style="list-style-type: none">Largest 24-hour hackathon (zero experience required)	<ul style="list-style-type: none">BootcampsWeekly labsWorkshops	<ul style="list-style-type: none">Career and tech related workshops
Services	Allows students to find a passion and apply it to real world situations	Dedicated to connecting students with their passions early in college.	Promotes one event for students (Hackathon)	A program empowering students with Data Science essentials and advanced tools.	Developer Student Clubs by Google fosters web, mobile, design, and leadership skills.

Fact Sheet



WHO WE ARE

Nittany AI Student Society is an organization dedicated to fostering a community for students with a passion for innovation in AI and machine learning. This society works with the Nittany AI Alliance to bring together students interested in AI through workshops, events, programs, challenges, and more.

OUR PROGRAMS

Nittany AI Challenge The Nittany AI Advance program provides an on-campus paid co-op where students work with industry and nonprofits to create AI solutions using an agile development approach.



Nittany AI Advance

Empowers students of all technical backgrounds to address global issues using AI and machine learning, offering up to \$50,000 in funding and opportunities for innovation, exposure, and career growth.



DEVELOPMENT OPPORTUNITIES

- Leadership Academy
- Machine Learning Bootcamp

WHERE TO FIND US

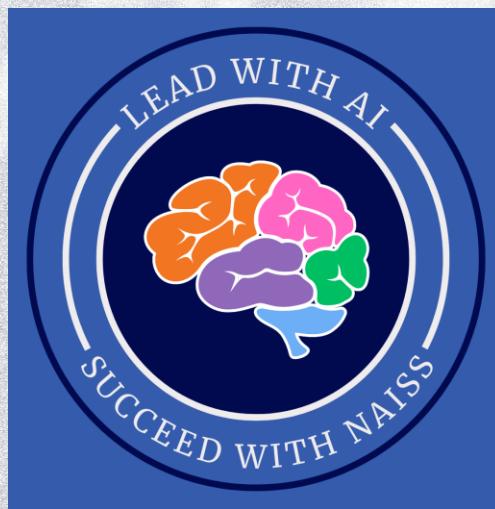
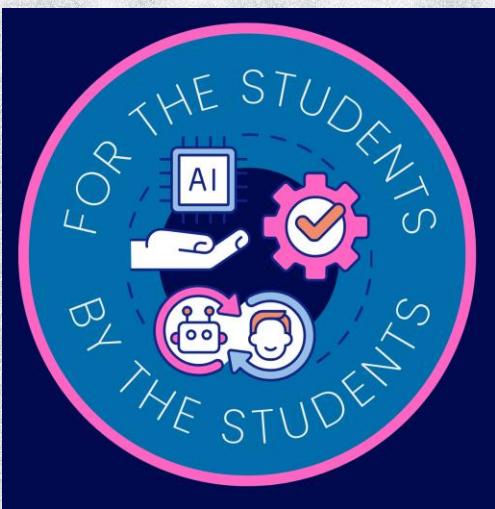


<https://naisspsu.org/>

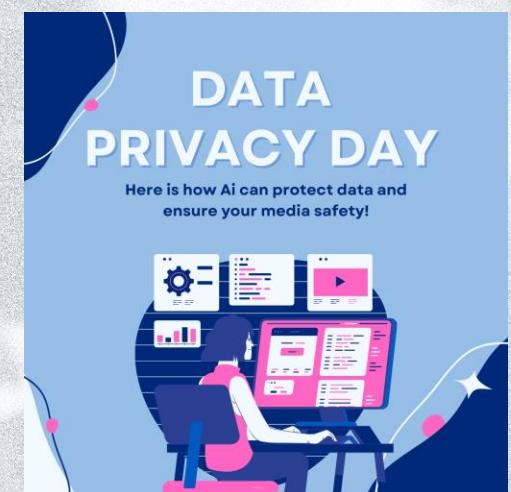
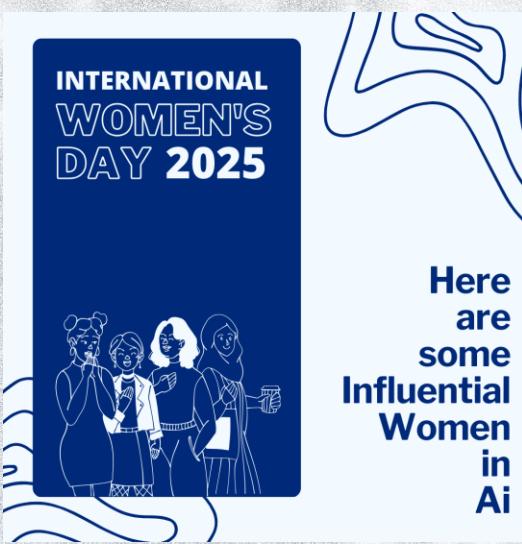
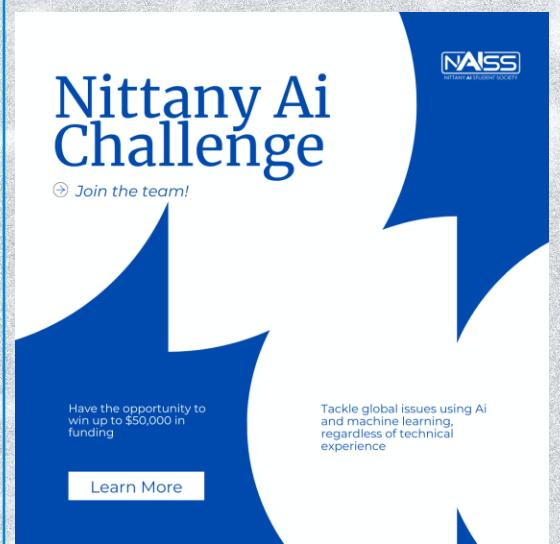
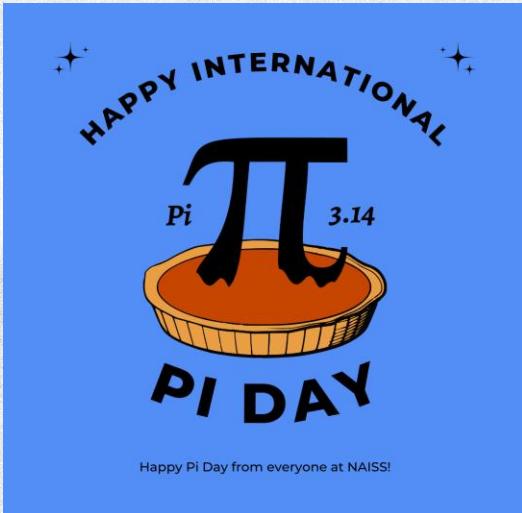
Creative Executions



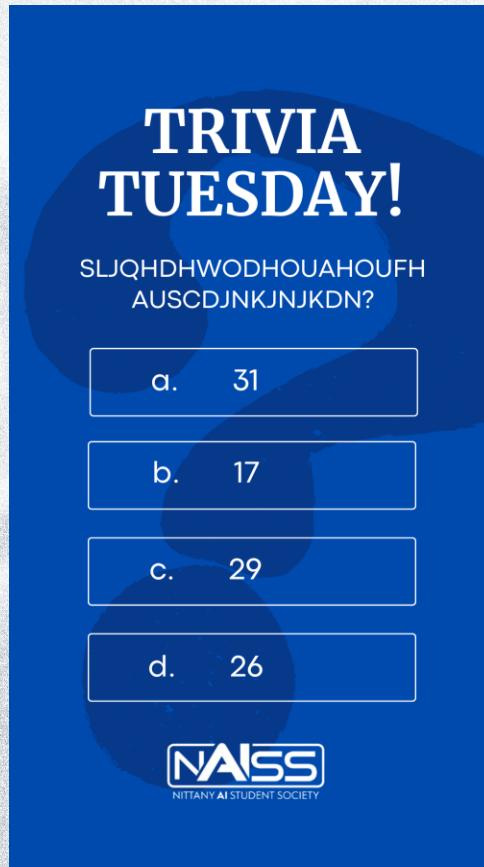
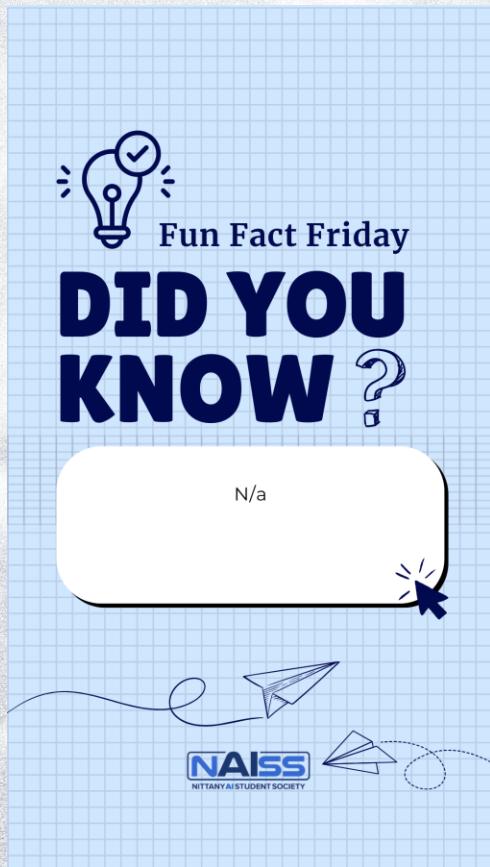
Promotional Content



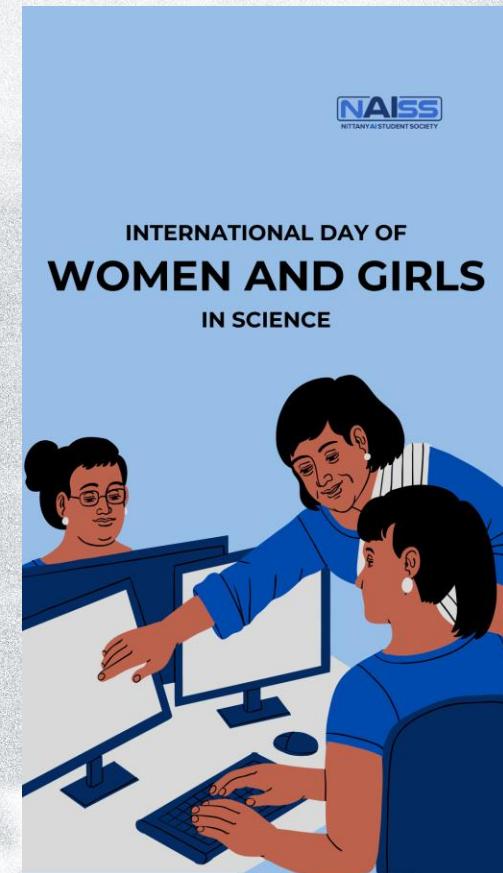
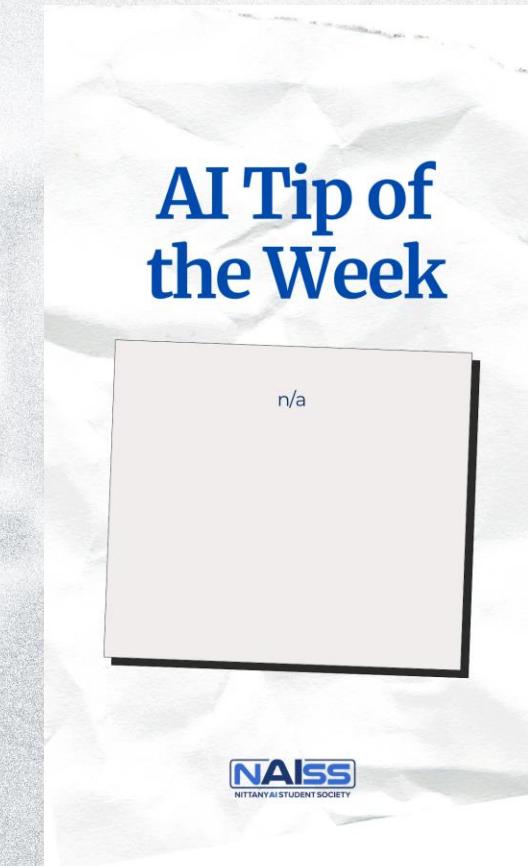
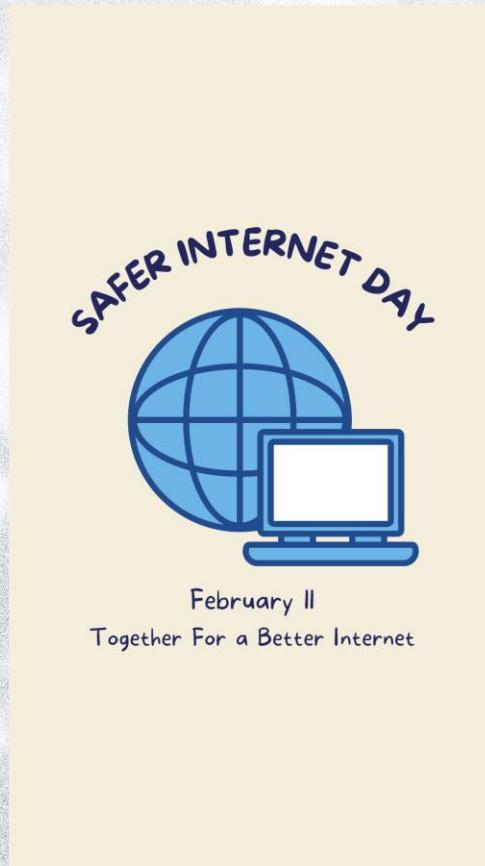
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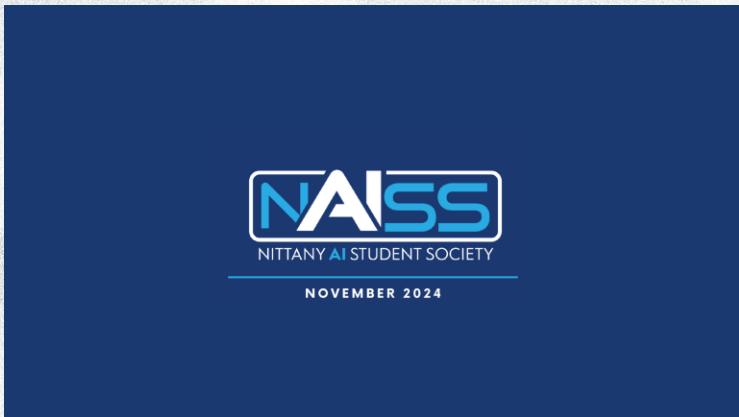
Instagram Stories



Instagram Stories

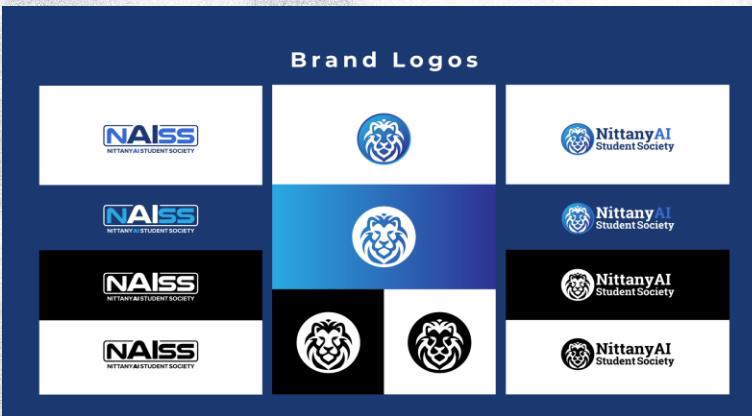


Brand Guidelines



Brand Fonts

Header	Body
1. Merriweather <ul style="list-style-type: none">Clean & Modern font that suits tech related organizations like NAISSGood for titles/ Call-to-action	1. Montserrat <ul style="list-style-type: none">Has nice contrast with merriweather; has both modernity and formalityGood for body texts and interface elements
2. Play Fair Display <ul style="list-style-type: none">This font is timeless and elegant	2. Poppins <ul style="list-style-type: none">This font has a clean & contemporary feel



Social Media Calendar

CONTENT PLAN								NITTANY AI STUDENT SOCIETY			
MONDAY		TUESDAY		WEDNESDAY		THURSDAY		MONTH:			
WEEK 1	01	02	03	04	05	06	07				
	Send out Newsletter through email	Trivia Tuesday	Alumni Spotlight	Takeover	Fun Fact Friday						
	08	09	10	11	12	13	14				
	Send out Newsletter through email	Tech Tuesday	Member spotlight	Informational reel	Share a Success Story						
	Ai Tip of the week										
WEEK 2	15	16	17	18	19	20	21				
	Send out Newsletter through email	Share a Blog Post	Alumni Spotlight	Takeover	Fun Fact Friday						
	Ai Tip of the week										
	22	23	24	25	26	27	28				
	Send out Newsletter through email	Tech Tuesday	Member spotlight	Entertaining reel	Share a Success Story						
WEEK 3	29	30	31	NOTES:		<ul style="list-style-type: none"> subject to change can include event recaps Specific event promotion use Sunday as a planning day 					
	Send out Newsletter through email	Trivia Tuesday	Alumni Spotlight Recap of monthly events								
	Ai Tip of the week										
WEEK 4											
WEEK 5											



Highlight Covers



Categorized Outreach

Client Specific

Use this page for tasks or projects that are highly specific to the client and might not be a creative execution.

Results

Overall outcomes

Transition Plan

What has HVC provided your client for future usage?

How has HVC improved their communication efforts?

Handover Document briefs

Did HVC achieve the client's goals?

