

Nittany Ai Student Society

Campaign Book | Fall 2024



NittanyAI
Student Society



Client Account Team



Account Executive

Morgan Haynes
Advertising
DMT
3rd Year
Alexandria, Virginia



Assistant Account Associate

Kayla Merritt
Public Relations
DMTA
4th Year
McLean, VA



Account Associate

Declan Harper
Public Relations
DMTA and Smeal
Certificate
3rd Year
Harrisburg, PA



Account Associate

Lyndsey Finsen
Ad/Pr
1st Year
Westhampton, NJ



Account Associate

Dana Abdul Malak
Psychology
1st Year
Beirut, Lebanon



Account Associate

Sydney Keiser
Public Relations
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



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</p> <p>Four Highlights:</p> <ul style="list-style-type: none"> - Takeover Highlight 45 posts - Machine Learning 3 posts - Leadership Academy 6 posts <p>Most reels are either recaps of events or montages</p> <p>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:</p> <p>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> <p>Congratulations Video</p> <ul style="list-style-type: none"> - 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> <p>Meeting Recap Video (First video post)</p> <ul style="list-style-type: none"> - 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	31 photo posts <ul style="list-style-type: none"> - Event promotion and recaps - Challenge updates - Announcements 	1st post <ul style="list-style-type: none"> - Four years ago 2nd to 15th post <ul style="list-style-type: none"> - Three years ago 16th to 22nd post <ul style="list-style-type: none"> - Two years ago 22nd to 27th post <ul style="list-style-type: none"> - One year ago 28th to current post <ul style="list-style-type: none"> - Within the past 7 months - No consistent post dates 	Post that did the best <ul style="list-style-type: none"> - Most recent post: 44 likes, 3 comments, 2 reposts Post that did not do the best <ul style="list-style-type: none"> - Event announcements: 3-11 likes on average Insights <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 opportunities • Real world experiences 	<ul style="list-style-type: none"> • Largest 24-hour hackathon (zero experience required) 	<ul style="list-style-type: none"> • Bootcamps • Weekly labs • Workshops 	<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

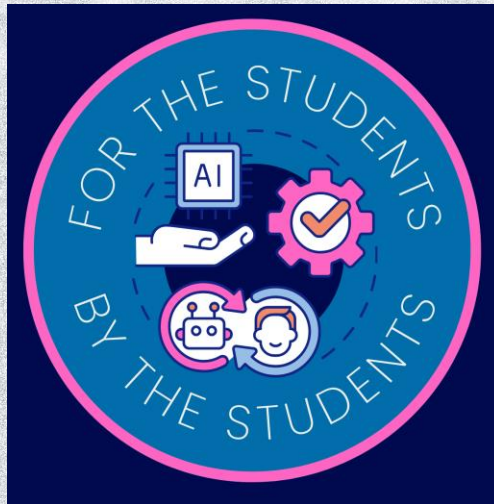
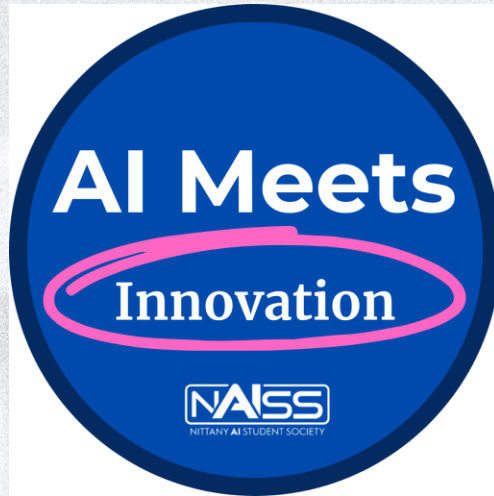
WHERE TO FIND US



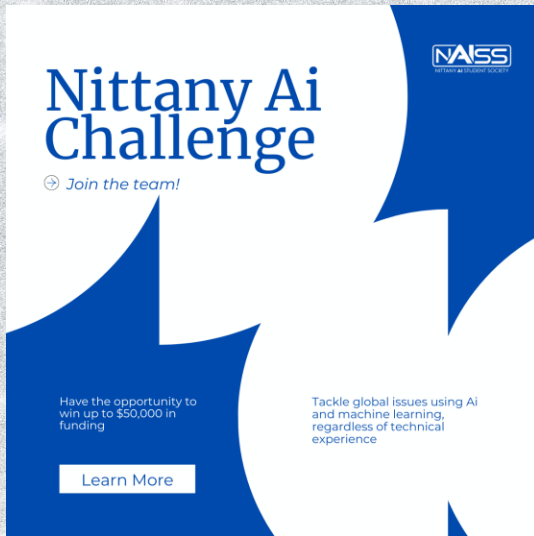
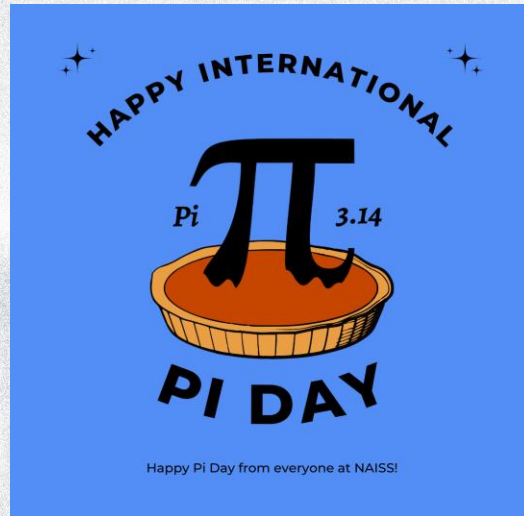
<https://naisspsu.org/>

Creative Executions

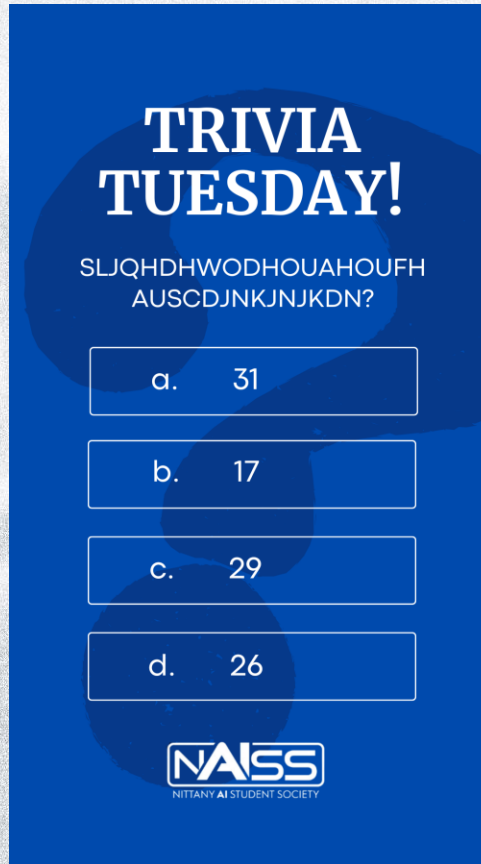
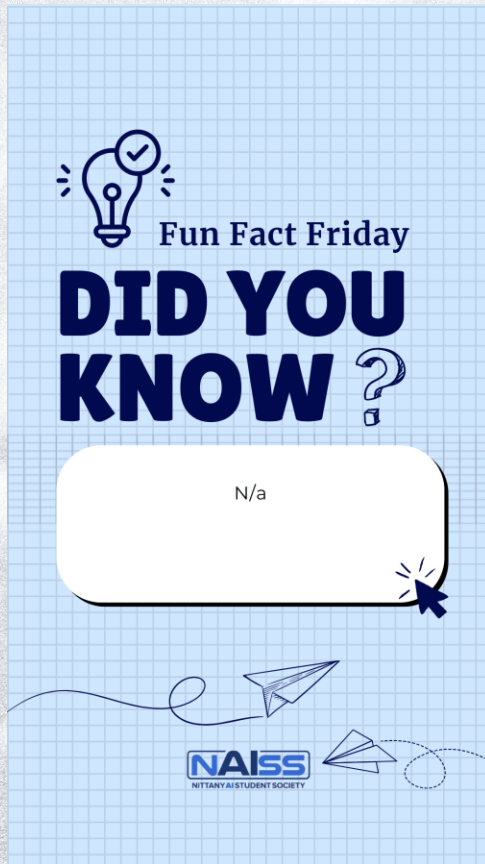
Promotional Content



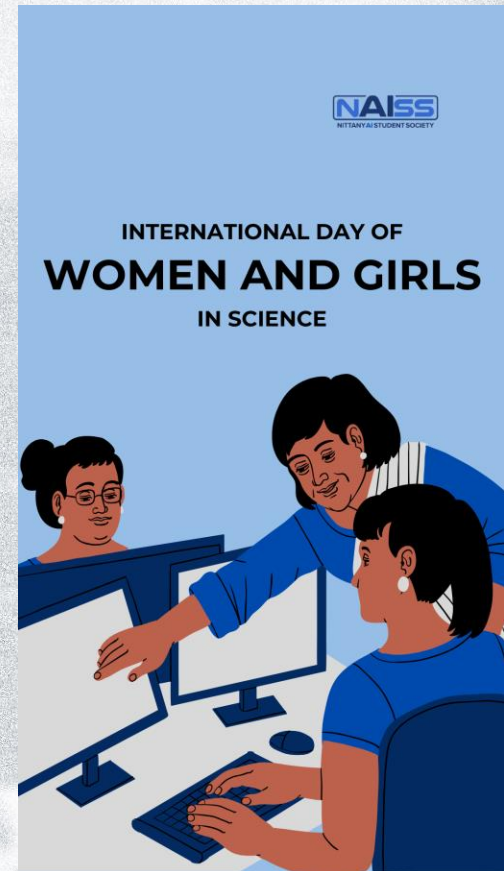
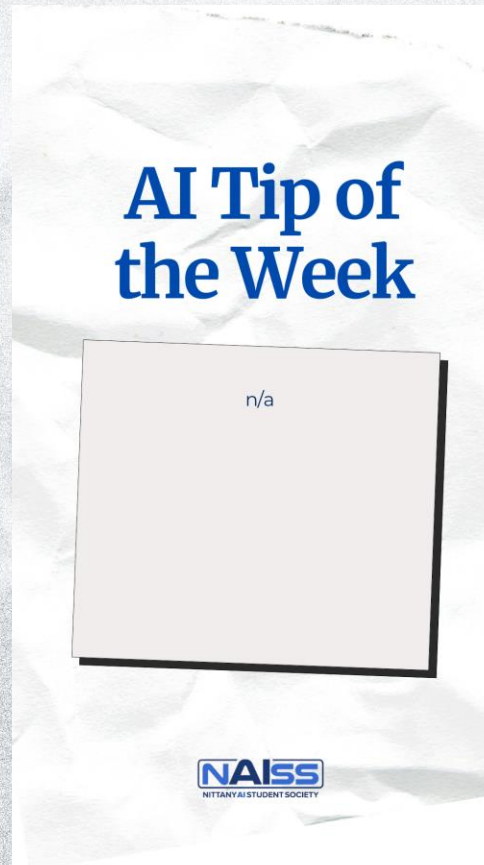
Instagram Posts



Instagram Stories



Instagram Stories



Brand Guidelines



NOVEMBER 2024

Brand Fonts

Header

1. Merriweather

- Clean & Modern font that suits tech related organizations like NAISS
- Good for titles/ Call-to-action

2. Play Fair Display

- This font is timeless and elegant

Body

1. Montserrat

- Has nice contrast with merriweather; has both modernity and formality
- Good for body texts and interface elements

2. Poppins

- this font has a clean & contemporary feel

Color Palette

#ffffff

#0792df

#2c67d1

#eeeeed

#96bee6

#538df5

#b7b9c0

#010a4f

Brand Logos

NAISS
NITTANY AI STUDENT SOCIETY



Nittany AI
Student Society

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Nittany AI
Student Society

Social Media Calendar

● Story Post ● LinkedIn ● Feed Post

NITTANY AI STUDENT SOCIETY

CONTENT PLAN

MONTH:

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

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?