

A. INFORMATIONAL ITEM - Social Media Strategy

The ASI Internal Affairs Committee members will be informed about the social media strategy

D. Bhimanapati provides an overview of recent efforts to enhance the visibility and positive perception of the Associated Students, Inc. (ASI) and strengthen student connections to its initiatives. The strategy centers on maintaining an active social media presence, particularly on Instagram, to inform students about ASI-sponsored events, Board of Directors meetings, and various campus updates. Regular posts highlight student spotlights, campus news, and ASI-funded activities, demonstrating ASI's support in enriching campus life.

Before each Board meeting, ASI posts countdowns inviting student participation, and afterward, shares key resolutions and decisions made by the Board, ensuring transparency and keeping students informed. Additionally, "Pioneer Pride Tuesday" posts promote school spirit weekly. On Thursdays, ASI engages students through interactive content, such as polls about campus preferences, to foster community engagement and collect student feedback.

D. Bhimanapati also plans monthly educational posts covering topics like mental health, Title IX, career resources, and academic support. Behind-the-scenes content showcasing event preparations is also planned to give students an inside look at ASI's event coordination efforts. **D. Bhimanapati** aims to post daily from Monday through Friday, covering event updates, Board news, and interactive content to ensure consistent student engagement and awareness.

