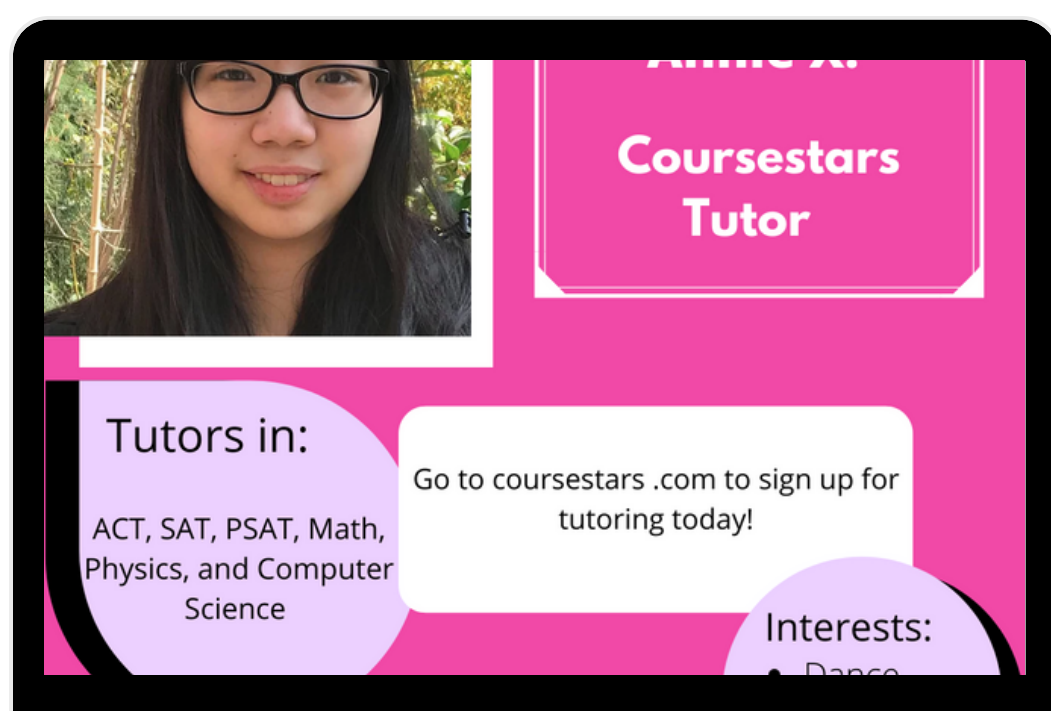


BUILDING THE COURSESTARS BRAND

MELENA BRAGGS

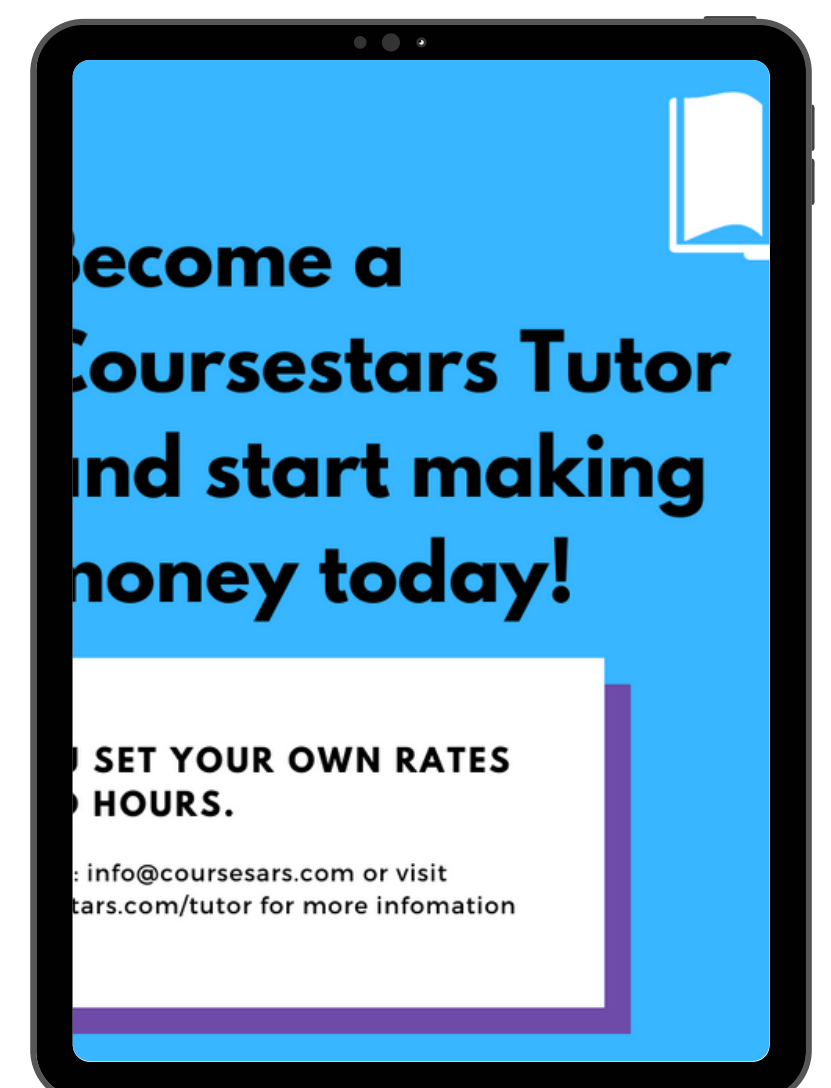
Research Question:

How can social media be used to reach more potential customers and tutors?



Posts like the one to the left were made to promote Coursestars on Facebook. They told viewers who tutor was, what they tutor in, their interests, and linked to the website. These posts were captioned with the tutor's answer to "why do you want to tutor?" The informative format of these posts was well suited to platform where people are more likely to read, like Facebook.

Posts like the one to the right were made for the Coursestars Instagram page. Their style was more dynamic than the Facebook posts. While the Facebook post cycled through similar formatting, the Instagram posts had more creative freedom. Post with reviews, posts made to gain new tutors, and testing tips were posted there. More highschoolers and young adults are likely to follow hashtags like, "#studyinspo" "#studblr" that create an aesthetic out of studying. Using hashtags like that made the posts more discoverable for the target audience



My experience

Through this internship I was able to learn many valuable skills. I became more comfortable using tools like Excel and Canva. I can create new plans if the original one goes awry. I have expanded my network. Overall, I am thankful for this opportunity I had to better myself professionally.

