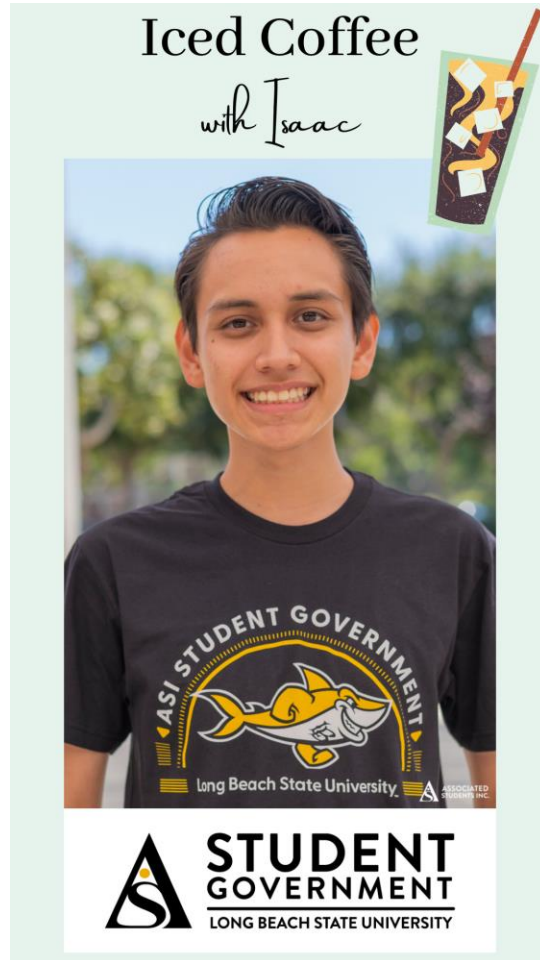**Proposed Name:**

"Iced Coffee with Isaac"

In this social media series, we hope to bring more visibility to the ASI President and their responsibilities to the LBSU campus. This is a supplementary content series to support the Beach Front messages the ASI President already produces monthly. The monthly series will bring a face and personality to the ASI President role in the eyes of students with short videos aimed to help and inform students.

Content:

This video series will be in TikTok/Reels short form. Phase one will be more event oriented where the ASI President becomes a direct source of information for students. Suggested content:

- Fast paced event listing (naming every event for the month very quickly no explanation)
- Deep dive explanation of one event of the month
- Don't Miss! President explains events for one week of the month

Phase two will be more President focused. This content will aim to help students know the ASI President on a more personal level by producing videos that emphasize points where students can relate to the President. Suggested content:

- Livestream Q &A
- Instagram Poll Q&A
- Would you rather questions/hypothetical scenarios
- Coffee related games/activities

To ease the load of responsibilities for ASI President, content would also follow the theme of the president's BeachFront message, with these suggestions as supportive content to the message.

Audience:

Our audience would be LBSU students primarily, but anyone who is following the ASI Instagram and TikTok will be able to view and interact with the ASI President series. We want more recognition of ASI Presidents within the LBSU community.

Frequency:

This video series would be a monthly activation. Content will be pre-recorded at the beginning of each month and released during a selected 2-to-3-day period during the same month.

Sample:

Cal Poly Pomona - "Acai with Aliza" (informative)

https://www.instagram.com/reel/Cme7G0gJZ5d/

"Aliza Asks"

https://www.instagram.com/reel/CnAYbzkJoIH/