kspace
CONTEMPORARY

Public Relations Campaign

Social Media Book

Spring 2023

TEXAS A&M UNIVERSITY
CORPUS CHRISTI

Public Relations Team

This campaign was developed in the Spring 2023 Public Relations Campaigns course supervised by Dr. Sining Kong, Professor of Public Relations.



Anamay Soto

Anamay Soto is a senior at Texas A&M University-Corpus Christi. She will receive a Bachelor of Arts in Communication Studies in August 2023. Soto took most of the Public Relation's classes and loved PR. She is passionate about communication and Professional Counseling. She plans to continue her master's degree in either Communication or Professional Counseling after graduation.



Reese Drezins

Reese Drezins is a student-athlete on the women's golf team at TAMUCC. She is the Student-Athlete Advisory Committee (SAAC) President. She also holds the position of Islanders Athletics Development Intern at the university.



Madelyn Placencio

Madelyn Placencio is a Senior at Texas A&M University-Corpus Christi. She is getting ready to graduate this summer with her Bachelor of Arts in Communication Studies with an Emphasis in Public Relations. She hopes to gain experience to eventually work for the gaming company Riot Games.

Background Research

Current Social Media: Instagram, Facebook, & LinkedIn

What is needed:

- TikTok: Create Content while at KSpace Event, Create Trends (Share your art to be featured), Keep with current trends and adapt them to their niche, Showcase the different artists (about their art, day in their life), contest for artists to be on their merchandise

How to find current trends:

- Use explore/search page to see what is trending on TikTok/Instagram
- Scroll and see what songs/skits formats are most common
- Pay attention to hashtags
- Take notes from the bigger TikTok influencers/business accounts and take inspiration from what they post

Examples:

https://www.tiktok.com/t/ZTRstbf8B/

https://www.tiktok.com/t/ZTRstKH3W/

- Twitter: Network with other local businesses, Update on upcoming events/holidays, Keep up with news and make relevant announcements

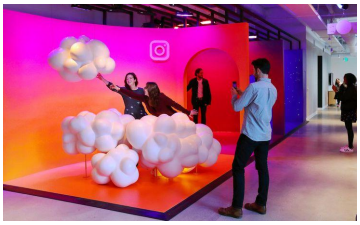
Local Businesses:

Collaborate with local shops to bring new faces to Kspace.

- Coffee Shops: Driftwood Coffee Company, Coffee Waves, Roasted, & Travelin Tom's Coffee Food truck
- Food trucks: Tacos El Tri, El King Mexican food, Herb's Burgers, TacoBar Street, Slingerz Mobile Food Trailer, & Gordo's Good Eats
- Restaurants: Prices Chef, Hester's, Executive Surf Club, & Lucy's Snackbar
- Boutiques: Divinas Boutique, Glam R US, Agave Beach, & Lola's Street Boutique
- Others: Texas State Aquarium, American Bank Center, & TAMUCC







Social Media Engagement:

- Partner with TAMUCC to get students to post on their social media for potential extra credit opportunities. KSpace can collaborate with TAMUCC events such as island lights, homecoming, Lighting the I ceremony, Spring Concert, Theatre/Dance productions, Islander Splash Day, Family Weekend Art Walk.
- Small Giveaways, such as pens, cups, t-shirts, bracelets, etc… KSpace can collaborate with events such as Tamucc Islander Day to set up a booth and give freebies while spreading awareness of their business.
- Post their merchandise on the website and social media
- Photo Opportunities (Photo Booth at Studio

Traditional Media Presence

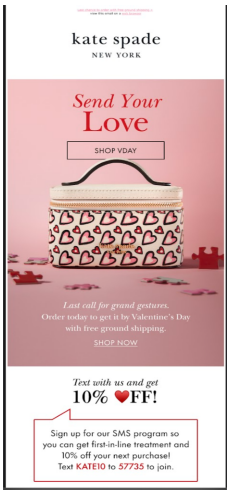


The Kspace Contemporary website showcases current exhibitions, archives, education, donations, and more. The website overall includes everything the public should know about what Kspace Contemporary is.



A newsletter and text reminders are a great way to keep an audience interested. Having a consistent newsletter sends the audience a reminder that Kspace is always improving with new events. The newsletter could consist of upcoming events, exhibit information, and coupons! Text reminders are another way to send this type of information. You can even include happy birthday messages for a personal touch!

Example of text reminder and newsletter:

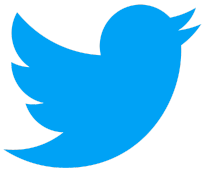


Tatcha: Hi friend, thanks for signing up! Now you'll be first to hear about exclusive offers and more. In the meantime, shop our collection https://kav3.io/0/8TEBMU
Text STOP to opt-out

Social Media Presence



TikTok is one of the weakest social media points for Kspace. TikTok is a valuable social media when it comes to quick growth. There are multiple easy content ideas such as creating content from the Kspace events, showcasing different artists, contests for artists to enter, and following the current trends.



Twitter is another weak point for Kspace, Twitter is where a lot of people receive updates on current events and news. Kspace can utilize Twitter more when it comes to networking with other local businesses. It is very easy to share other account's content and interact to gain an audience.



The Kspace Instagram does well in consistently posting content as well as stories with about 3.9k followers. A suggestion to get followers engaged includes giving back by doing some small giveaways. Giveaways get followers interacting with your content and a gift gives them reason to keep coming back!



The Kspace Facebook is about even with engagement to Instagram. Facebook does have 4.6k followers but is lacking engagement from these people. A suggestion to get more engagement here could include shouting out an artist which would allow families and friends to share and get involved.



LinkedIn is an excellent platform that continues to grow, especially when it comes to businesses. There was not much found about Kspace on LinkedIn so this is something that could be added to social media Calendars.

Social Media Calendar:

- A social media calendar is used to plan out what content you will post on your social media accounts. You can pre plan content so that you always have something ready to post and can push out more ideas. I added a calendar with national holidays that can be used to plan easy content that corresponds with KSpace celebrating that holiday

Primary Research

Interviewees:

Name	Age	Gender	Occupation	Hometown	Hobbies
George	23	Male	Sales Representative	Corpus Christi	Gaming, Exploring outdoors
Rachel	19	Female	Student-Athlete	Sugar Land, TX	Playing golf, Working out, Listening to music, and Going to the beach
Precious	18	Female	Student/KFC Employee	Corpus Christi	Gaming, Watching movies, Eating out with friends

Interview Results:

Our Interview results showed that some of the people in Corpus Christi Texas want to see and experience more unique local businesses that are relatable to their culture, ethnicity, and stories. Some of the community in Corpus are also looking to support businesses that are consistent with promoting and creating their content on social media to update them of the events that are about to happen in their local areas. Additionally, some of the interviewees want to see fresh and new products to be put out for the consumers to buy that are relevant and in the current trend that they can see in social media such as Instagram, TikTok, Snapchat, and Facebook. Equally important, the interviewees also added that local businesses should create events that are attractive to younger demographics because they would love to try something different to experience and visit.

Themes:

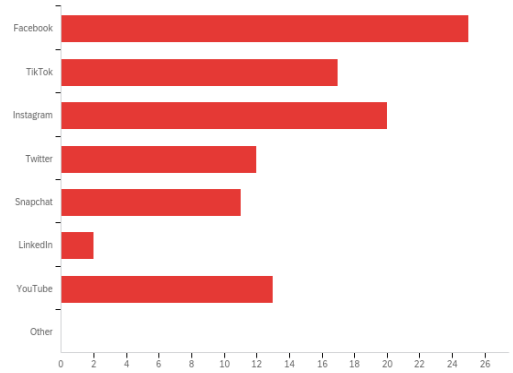
- Outreach to the community: Our interviewees speak about wanting to support local businesses who make the effort to consistently make/create content on social media and draw customers in. Rachel believes that this feature is "underrated" among local business strategies and should be implemented more often. Our interviewees support local businesses that create content that promotes their business through social media output.
- Wants to support businesses owners they can relate to: Interviewees seek relatable businesses owners in regards to ethnicity, culture, and stories. George stated, "I am driven to support my people in the community." Our interviewees support local business owners of diverse backgrounds in our community.
- Actively promoting new products/ideas: Our interviewees want to see new products come out to keep things fresh and interesting to draw them back. Rachel says that she likes to see "new stuff put out" by a business that brings her back. She believes that businesses "promote change" and stay with current trends when they create new products for their business. Precious also added that, "Using TikTok is one of the most powerful tools to use to promote businesses online" This is a good social media to use that is relatable for younger people in this day and age. Posting unique content on TikTok can reach more people from different places to advertise new products for local businesses and attract a bigger audience.
- Seeking unique new local businesses: Precious advised that, "Local businesses should think and create events that can be attractive to people her age." Our interviewees are people who actively crave finding local businesses that support and attract the younger demographic. Rachel said that she loves to try "something different" and seek out new local businesses that she has yet to visit. Our interviewees support local businesses that value content from the younger generation that attracts them to visit these local businesses.

Survey Results:

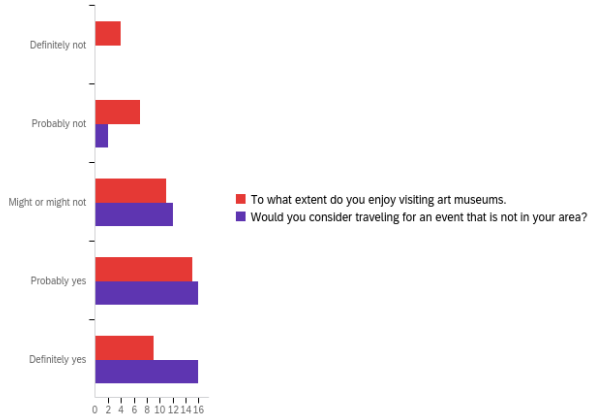
Our survey results show that the people of Corpus Christi are not aware of KSpace as a business while more interactive activities for the public would draw in more attention and awareness to the non-profit organization. Social media is also an element of their business that should be improved to further draw in new people to their business. Many people have attended

art walks and are willing to buy merchandise made by local artists. Using these factors as well as increasing their social media presence to elevate awareness of their business would be beneficial to KSpace Contemporary. While KSpace is not widely known throughout the Corpus Christi area, highlighting these elements of their business would help bring in new people to their business and the events that they host.

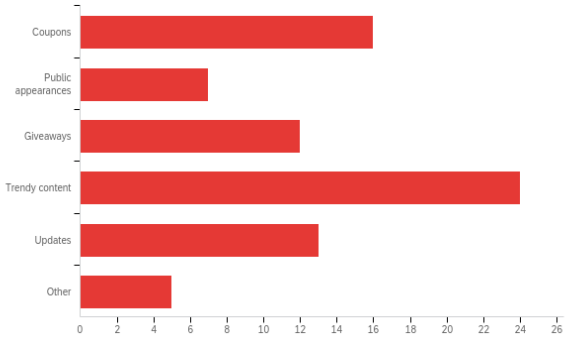
1. What is your preferred choice of social media?



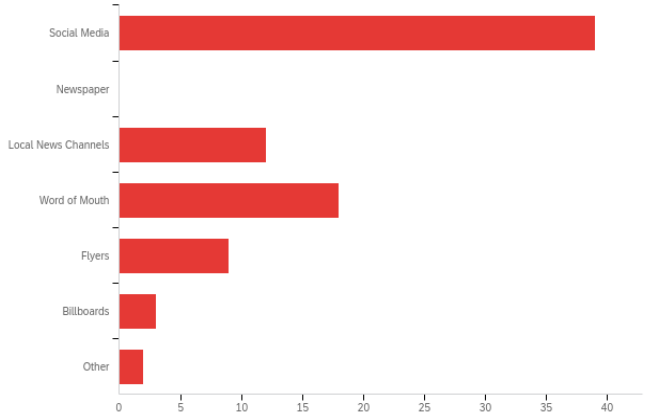
2. What is your preferred choice of social media?



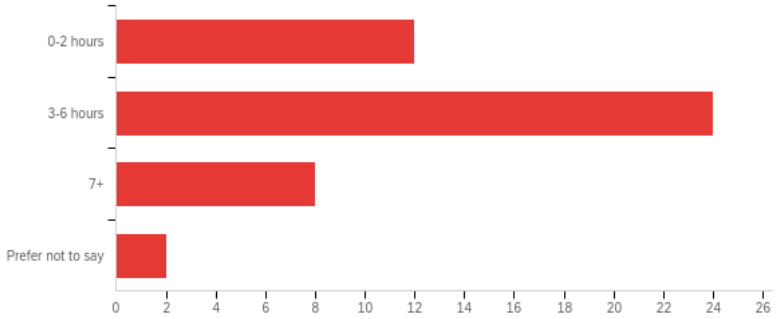
3. What attracts you to follow a business on social media?



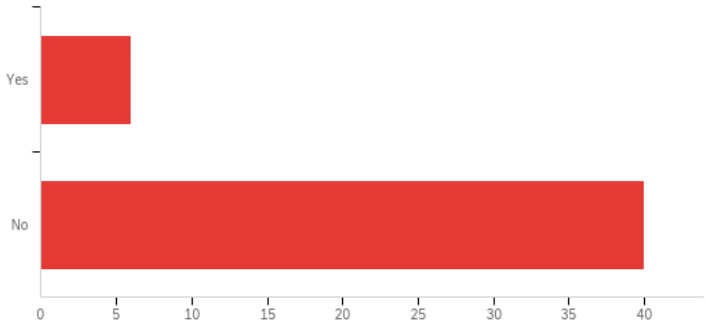
4.Where do you typically get information regarding upcoming local events?



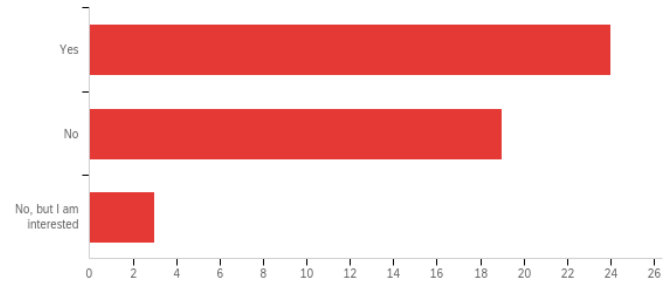
5. How often do you use social media daily?



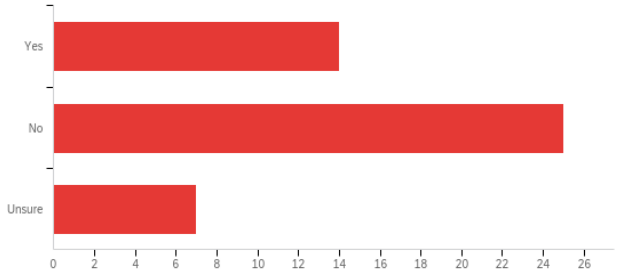
6. Have you heard of K Space Contemporary?



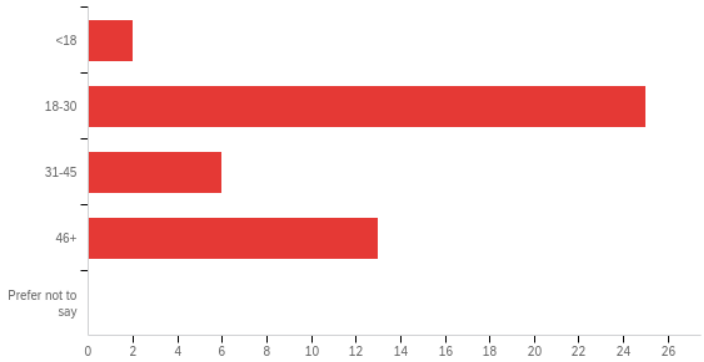
7. Have you ever attended the Día De Los Muertos Festival in Corpus Christi?



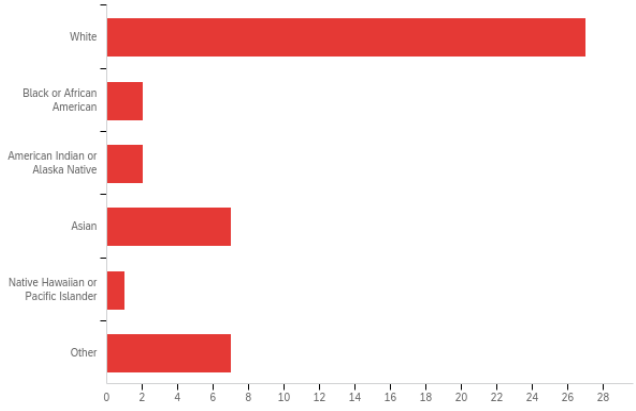
8. Do you enable text notifications for businesses you follow?



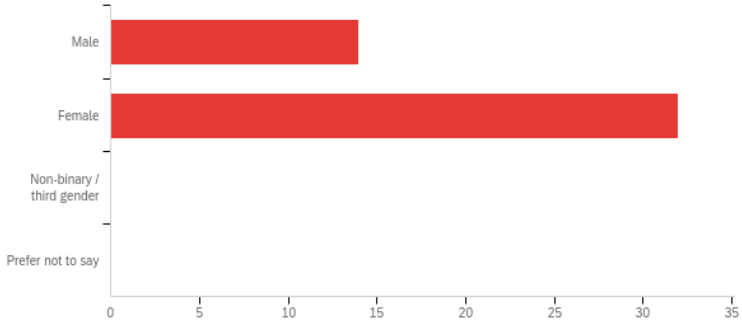
9. What is your age?



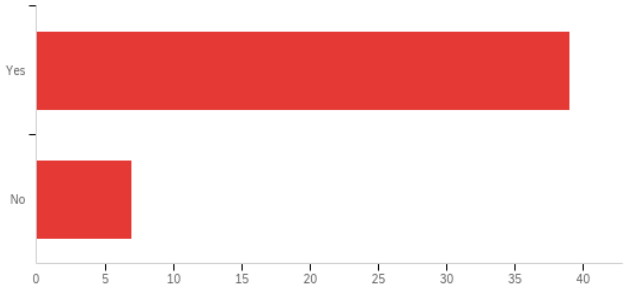
10. What is your race?



11. What is your gender?



12. Are you currently living in Texas?



Goals & Strategies

Goal #1: Increasing KSpace's overall social media presence among the Corpus Christi population

Strategy: Prepare social media posts and plans ahead of the week

Objective:

- Post at least twice a week on all social media accounts including Instagram, Facebook, TikTok, Twitter, and LinkedIn
- Start a social media calendar to plan out posts
- Collaborate with local businesses through giveaways/contests to gain exposure within
- Corpus Christi. This can include small giveaways, such as branded pens or T-shirts as well as artist-created small trinkets.

Tactics:

- Plan out social media posts via Instagram, Facebook, TikTok, Twitter, and LinkedIn for each week every Sunday afternoon
- Plan at least one post about an upcoming event and at least one with engaging content for viewers regarding KSpace. Engaging content can include using local video trends to achieve this.

Goal #2: Create a greater awareness of KSpace Contemporary within the city of Corpus Christi

Strategy: Host small events alongside local Corpus Christi businesses

Objective:

- Collaborate with local businesses through various small and larger events to gain greater exposure within Corpus Christi.

- Advertise through brochures in local businesses, hotels, etc.

Tactics:

- Meet with local Corpus Christi business owners to plan small events in conjunction with each other utilizing overall low cost methods. This could be a local food truck parked in front of KSpace for an evening event. Local businesses could include coffee shops (Driftwood Coffee Company, Coffee Waves, Roasted, & Travelin Tom's Coffee Food truck), food trucks (Tacos El Tri, El King Mexican food, Herb's Burgers, TacoBar Street, Slingerz Mobile Food Trailer, & Gordo's Good Eats), restaurants (Prices Chef, Hester's, Executive Surf Club, & Lucy's Snackbar), boutiques (Divinas Boutique, Glam R US, Agave Beach, & Lola's Street Boutique), or other entities (Texas State Aquarium, American Bank Center, & TAMUCC).
- Advertise for free through these specific businesses as both entities can benefit..

Key Messages:

- New Era for Art
- Ride the KSpace Wave
- Trendy Art on the Bay

Budget

Items/Services	Location	Unit	#Units	Costs
Small Giveaways	Takes place on social media	$10 per giveaway	8	$80
Pushing Advertisements	Social Media	$40 per advertisement	2	$80
Mail Chimp	Online	$20 per monthly subscription	8	$160
			Total:	$320
			+6% inflation:	$340

Timeline

The timeline shows a goal that Kspace should try to achieve each month to improve the social media presence.

May: Refine social media accounts

June: Create MailChimp Account for newsletters

July: Set up text notifications

August: Back to school giveaway

September: Create social media content for Día De Los Muertos

October: Implement paid advertisements for Día De Los Muertos Event

November: Post about the success of Día De Los Muertos event for publicity

December Preview/Highlight upcoming events for 2024

Evaluation & Stewardship

Objective 1: Increasing KSpace's overall social media presence among the Corpus Christi population

Evaluation Method: Pre-Test & Post-Test

The pre-test will be recording data based on current social media status. The post-test will involve recording the progress after implementing the social media changes and improvements. Programs like Hootsuite can be used to monitor progress.

Objective 2: Create a greater awareness of KSpace Contemporary within the city of Corpus Christi

Evaluation Method: Social Media Monitor & Traditional Media Content Analysis

Social media monitoring includes checking data analytics from social media, such as Instagram's professional dashboard, in order to check if followers and content viewership has increased. Traditional media content analysis includes evaluating the amount of media that is produced in relation to past data and endeavors in these content areas. An example of this is incorporating brochures in more locations, such as hotels, than in past months or calendar years.

Objective 3: Create events that are relatable to the consumer's culture, ethnicity, and stories

Evaluation Method: Survey through social media link & QR code

The surveys will involve getting to know the KSpace audience better to create content for the demographic. For example, if the demographic has a large Hispanic population, then posting during Hispanic heritage month would be a valuable solution to gaining more engagement.

Reciprocity: refers to an organization showing appreciation to its stakeholders.

1. Send a thank you card to the stakeholders
2. Help the other organization with advertising such as mentioning their names to the consumers to help the other organization.
3. Organizing the giveaways as a way to show appreciation to consumers

Responsibility: refers to an organization doing what they say they are going to do and keeping true to their promises it makes to the stakeholders

1. Promise to put all donations back into improving KSpace
2. Taking correct safety measures to ensure guests are safe during big events like Día De Los Muertos
3. Keeping promise to keep their exhibits updated and interesting for the public

Reporting: refers to keeping stakeholders informed about the organization's activities.

1. Creating a consistent newsletter for stakeholders to be updated
2. Keeping social media followers updated and interested with consistent new content
3. Take advantage of paid advertisements to get the word out

Relationship nurturing: refers to keeping stakeholders at the forefront of the organization's activities.

1. Collaborating with other local businesses
2. Have personal aspect to newsletter/text notifications, such as birthday messages and coupons
3. Interactive displays such as photo opportunity at KSpace