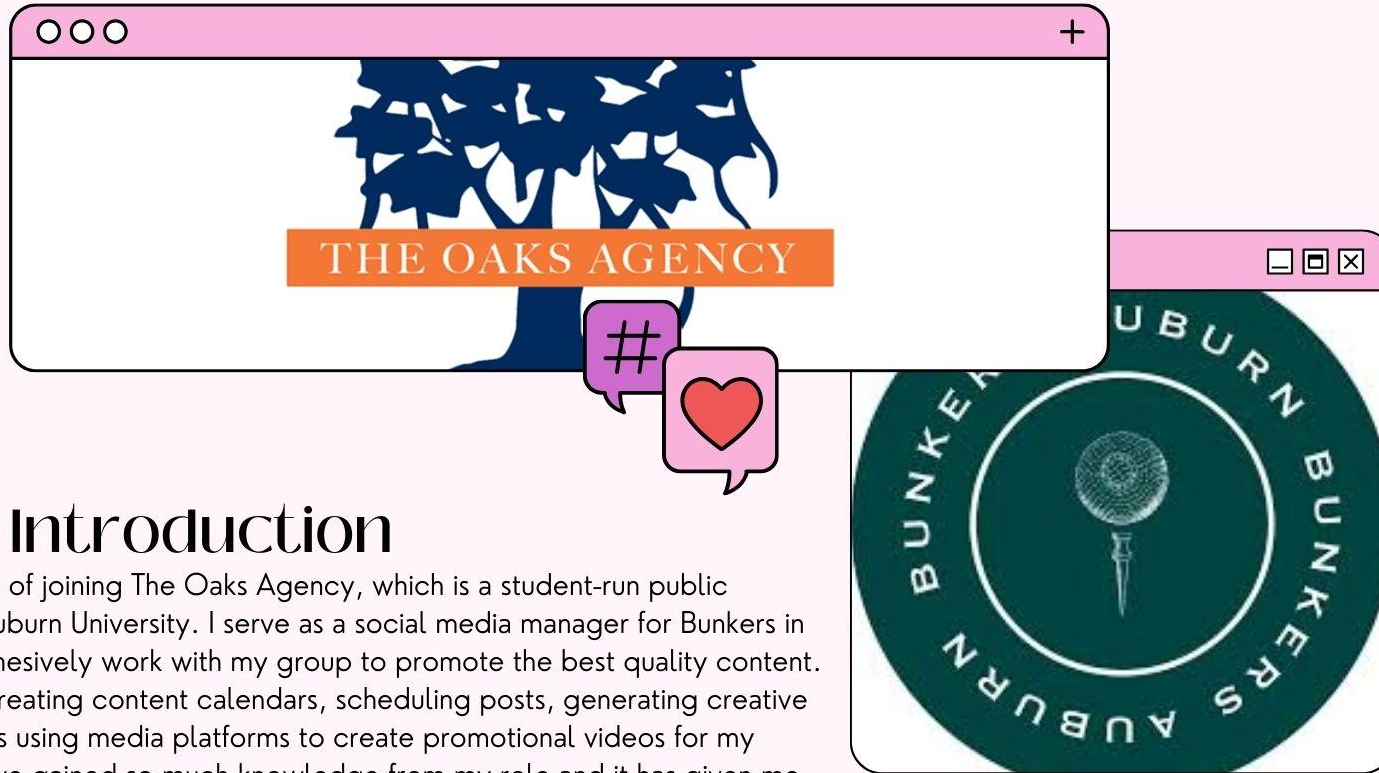


The Oaks Agency: Social Media Manager for Bunkers

CAROLINE PARKS





Introduction

I had the privilege of joining The Oaks Agency, which is a student-run public relations firm at Auburn University. I serve as a social media manager for Bunkers in Auburn to and cohesively work with my group to promote the best quality content. My job includes creating content calendars, scheduling posts, generating creative content, as well as using media platforms to create promotional videos for my client. So far, I have gained so much knowledge from my role and it has given me the responsibility to figure out the best way that I can work for my client and how to turn their vision into social media content that others will interact with.

Social Media Overview

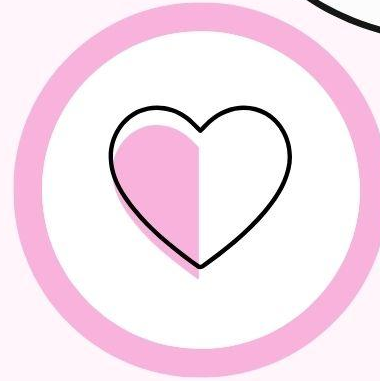
From January to May of 2024, my team and I were in charge of the Tik Tok and Facebook accounts for Bunkers in downtown Auburn.

My team will continue to run the Bunkers Instagram, Tik Tok, and Facebook accounts at the start of October 2024!



TIK TOK

@bunkers_auburn



FACEBOOK

@bunkersauburn

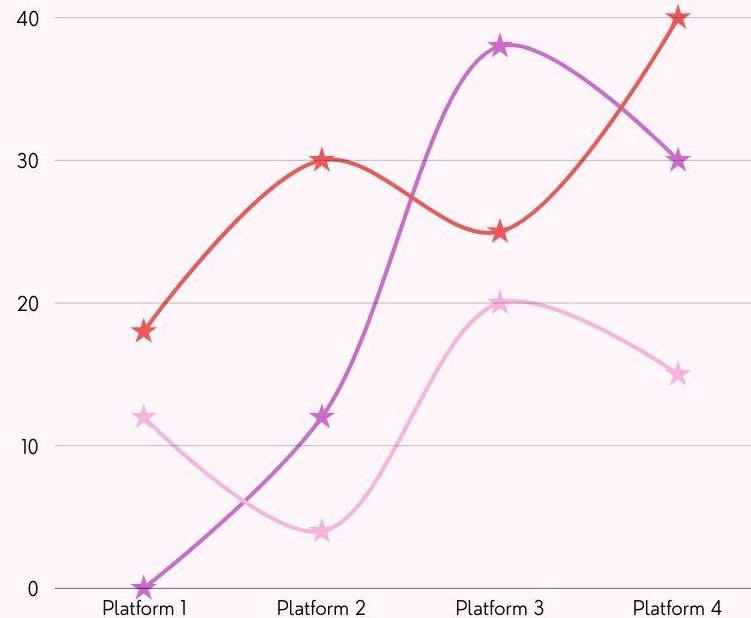
Content Calendar

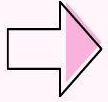
As the Social Media Manager, I am responsible for developing and managing content calendars, a role that has honed my proficiency in Excel. I collaborate closely with clients to gather information on upcoming events and strategically plan content accordingly. Based on this input, I determine the most suitable platforms for each post, whether it's a graphic for Instagram or a video for TikTok. I then update the content calendar, ensuring clear communication with my team to guide their contributions to the overall strategy.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	PIZZA SPECIAL STORY!	3	4	5	GAME DAY POST!	7
8	9	10	11	12	13	SUNDAY BRUNCH TIK TOK!
15	16	WINE & WHISKEY WEDNESDAY GRAPHIC!	18	19	20	21
DRINK SPECIAL FACEBOOK POST!	23	24	25	HOW TO USE A 9 IRON TIK TOK!	27	28
29	30					

Past Growth

- From the point we took over facebook to May 2024, our clients facebook visits have gone up 69.3% and their followers have gone up 75.5%. Our work has been making active improvements with their socials.





Overview of my responsibilities as an Oaks Agency member

- Weekly agency meetings
- Outside client meetings
- Active member of the Auburn University PRSSA
- Attend all Auburn University public relations campus events
- Attend and film content for our State of the Agency event



Thank you!



Contact Me!

csp0050@auburn.edu
404-788-4357

