

ALL IN A LOCAL

Social Strategy

10.07.22

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THE

PROBLEM

THE RETENTION PROBLEM

Forbes has ranked Alabama the nation's third worst at retaining its college graduates.

Although 2 out of 3 in-state students are in the workforce one year after graduation, the retention of recent Alabama graduates is low compared to other states.

Only one-third of respondents to the Retain Alabama Survey plan to stay in the state after graduation, while nearly a quarter of respondents plan to leave.

WHAT WE KNOW

What do people think of Alabama?

The Birmingham and Huntsville areas are the most desirable places to live and work after graduation.

Respondents had the highest impressions of Alabama's:

- ▶ Natural environment
- ▶ Access to outdoor activities
- ▶ Cost of living
- ▶ Friendliness of the people
- ▶ Opportunities to practice their faith

Respondents had the lowest impressions of Alabama's:

- ▶ Political and social environment
- ▶ Salaries
- ▶ Acceptance of diversity
- ▶ Overall reputation

Respondents indicated that the most important factors for their future plans were:

- ▶ Job opportunities
- ▶ Potential for career advancement
- ▶ Salaries
- ▶ Employer benefits
- ▶ Cost of living
- ▶ Public safety

WHAT WE KNOW

Who plans to stay in Alabama?

The majority of respondents (43.2%) are undecided about remaining in Alabama after graduation.

- ▶ 73% of students are interested in Alabama career opportunities
- ▶ Alabama residents were two and half times more likely than non-residents to plan to stay in the state
- ▶ 37% of white students were more likely than 28% of students of color to plan to stay in Alabama after graduation
- ▶ 40% first-generation students were more likely than 29% of non-first-generation students to plan to stay in the state

SOLUTION

Develop an integrated content strategy targeting students most likely to stay in Alabama after graduation, focussing on Alabama's strengths, value and opportunities for recent grads

Make it easier for students to find high-quality job opportunities in Alabama

Improve sentiment on those factors that are most important to students' future plans

GOALS & OBJECTIVES

GOALS & OBJECTIVES

Reach + Inform

Drive awareness for All in Alabama and promote Alabama as a desirable destination for college graduates with opportunities for growth in the careers of tomorrow

CONTENT STRATEGY

CONTENT STRATEGY

Organic Content

Curate a feed of relatable content for upcoming and recent Alabama graduates inspiring and influencing their future career plans in the state through connection, opportunities and state pride.

+

Paid Content

Implement both a reach and retargeting campaign targeting students throughout the state, adding behavioral and interest based targeting to reach students that are currently enrolled in the state.

TARGET AUDIENCE

Our primary audience is Alabama College sophomores, juniors, seniors and recent grads aged 18-24.

Our secondary audience is recent graduates who are intending to stay in the state or are undecided, particularly those within STEM majors.

CHANNEL STRATEGY



Why Instagram?

- 26% of Instagram's user base is 18-24 years old
- Resource access and organization tools (story highlights, boards)

What's the goal?

- Create quality educational infographics, carousels and videos using an empathetic and relatable lens
- Showcase Alabama's best aspects: nature, people, communities, cost of living, and job opportunities

How to measure success?

- Reach, Views, Saves, Shares



Why Tik Tok?

- 42% of Tik Tok's user base is 18-24 years old
- Fastest growing social platform

What's the goal?

- Create content illustrating the positive aspects of Alabama emphasizing lifestyle and work/life balance
- Share quick, relatable content about job hunting, new careers, and living life after graduation

How to measure success?

- Reach, Views, Shares

COMMUNITY BUILDING



LinkedIn

Why LinkedIn?

- LinkedIn Groups
- 60% of LinkedIn's user base is 25-34 years old, meaning a majority of Alabama's current professionals are active on this platform and ready to connect with the future workforce.

What's the goal?

- Curate a stream of job opportunities, relevant industry connections, quality resources and expert advice to show the many successes and opportunities available in the state

How to measure success?

- Reach, Engagements, Comments, Connections

Creating a LinkedIn Group is a great way to cultivate community and establish All In AL as an authority dedicated to its cause and community.

Goal:

Establish a LinkedIn Group known for connecting industry leaders to talent, curating a list of the latest Alabama job opportunities, and sharing valuable professional information, from career fairs to coffee meet ups.

How:

- ▶ Develop content that will position the All In AL as a leader and an organization to follow
- ▶ Share great content (copy the link and share that way to increase the reach of the post) and mention (@) the originator to share the love
- ▶ Show up daily, be proactive, and engage with the group to get to know your community
- ▶ Ask your community questions to inspire conversations to help, motivate, or influence community members
- ▶ Setup moments of IRL connection via Zoom or in-person
- ▶ Celebrate your community by sharing birthday wishes and workaversaries
- ▶ Take the focus off All In AL and put it on your community members
- ▶ Connect with relevant groups to ensure you're curating the best jobs, opportunities, and experiences for your members

The LinkedIn Group would have messaging pillars and cadence separate from Instagram and Tik Tok, but that doesn't mean top performing content on those channels can't be shared within the LinkedIn Group as well.

BIG

Source: Statista.com & Forbes.com

MESSAGING

MESSAGING

KEY MESSAGING

It's all in Alabama.

Alabama has a wealth of career opportunities across the industries of tomorrow.

REASONS TO BELIEVE

1. Great jobs in the fields of tomorrow: tech, healthcare, aerospace, finance, and more
2. Rise fast with more space for growth
3. Quality of life—work life balance

SUPPORTING POINTS

- ▶ Alabama has a wealth of career opportunities across the industries of tomorrow.
- ▶ Rise faster and go further in the industries of tomorrow: tech, engineering, healthcare, finance.
- ▶ Job opportunities, connections, career growth and quality of life. It's all right here in Alabama for recent college grads.
- ▶ Beaches and breweries, rivers and real estate, wildlife and city life. It's all in Alabama.
- ▶ College grads, this is your way in.
- ▶ Rise faster in the careers of tomorrow.
- ▶ Live more for less in Alabama.
- ▶ Putting the life in work-life balance.
- ▶ Get so much more than a foot in the door.

BIG

MESSAGING

Confident 🦵

We're confident Alabama is a great place to work, live, and play, and we're ready to show it off.

Casual 🤝

We're professional, relatable, and honest about Alabama opportunities and career growth.

Curious 🙌

We're eager to learn, grow, and meet new connections to broaden our knowledge and resources.

MESSAGING PILLARS

ABOUT ALL IN AL

Share what All in AL is and how we can help connect college students & grads to jobs and opportunities

ALL JOBS

Curate high-quality jobs/internship opportunities, career fairs, seminars, panels, salaries information, and more with a focus on the Birmingham and Huntsville metropolitan areas.

ALL OUTDOORS

Celebrate the state's ecological diversity and variety of recreational activities across the state.

LIVE MORE SPEND LESS

Showcase lifestyle: cost of living, hospitality, night life, and community in the state, focussing on Birmingham and Huntsville metropolitan areas.

ALL PRIDE

Highlight positive news from political to social that highlights the acceptance and diversity in the state to increase positive sentiment.

UGC / PARTNER CONTENT

Share user-generated and partner content, which is typically the most engaging, to increase community participation and reach.

MESSAGING VOLUME

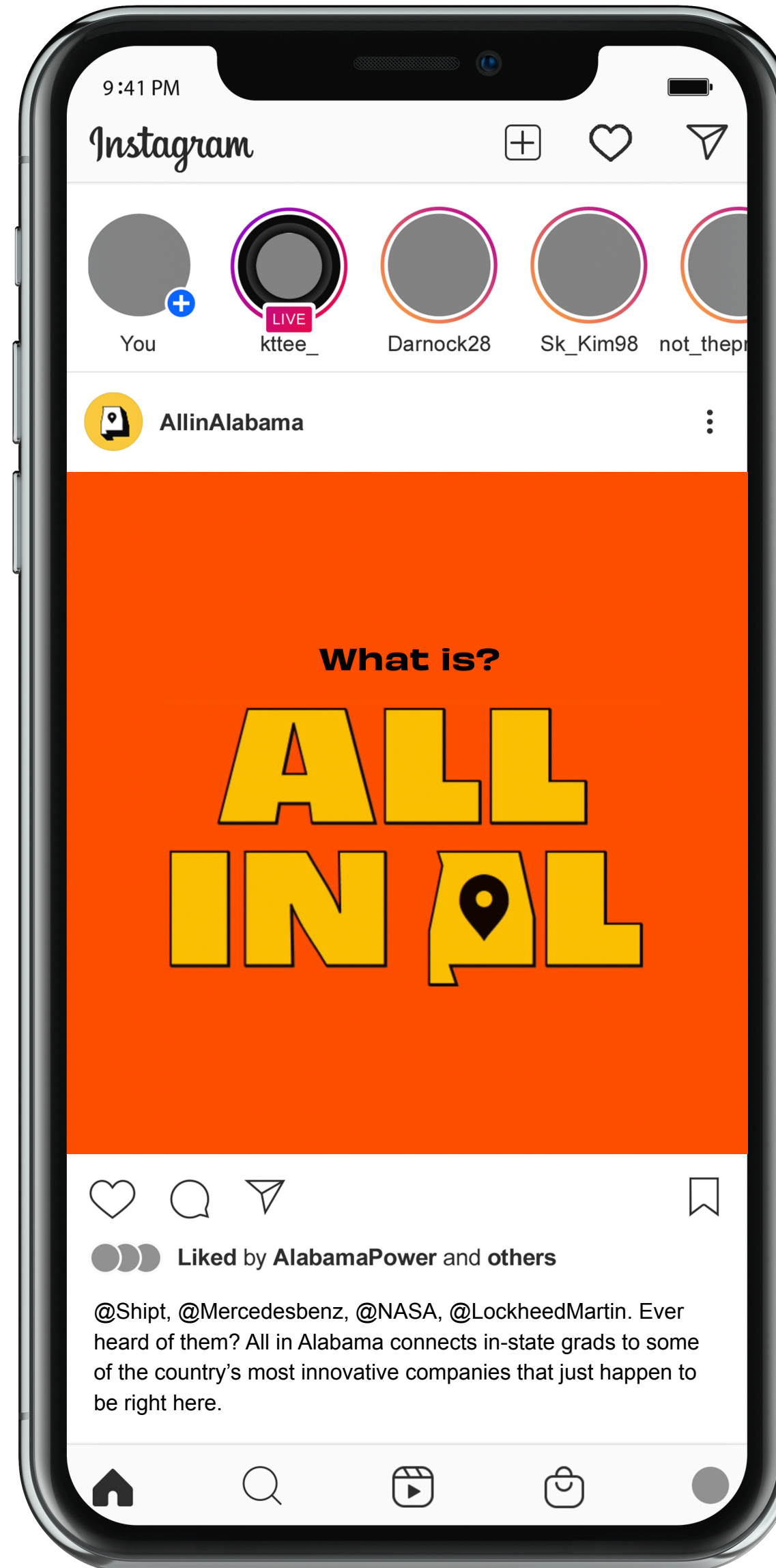
	Instagram	TikTok
ABOUT ALL IN AL	3	3
ALL JOBS	3	1
ALL OUTDOORS	2	1
LIVE MORE SPEND LESS	2	1
ALL PRIDE	2	2
UGC / PARTNER CONTENT	1 - 2	0 - 1
TOTAL	12 - 14	8 - 9

CONTENT

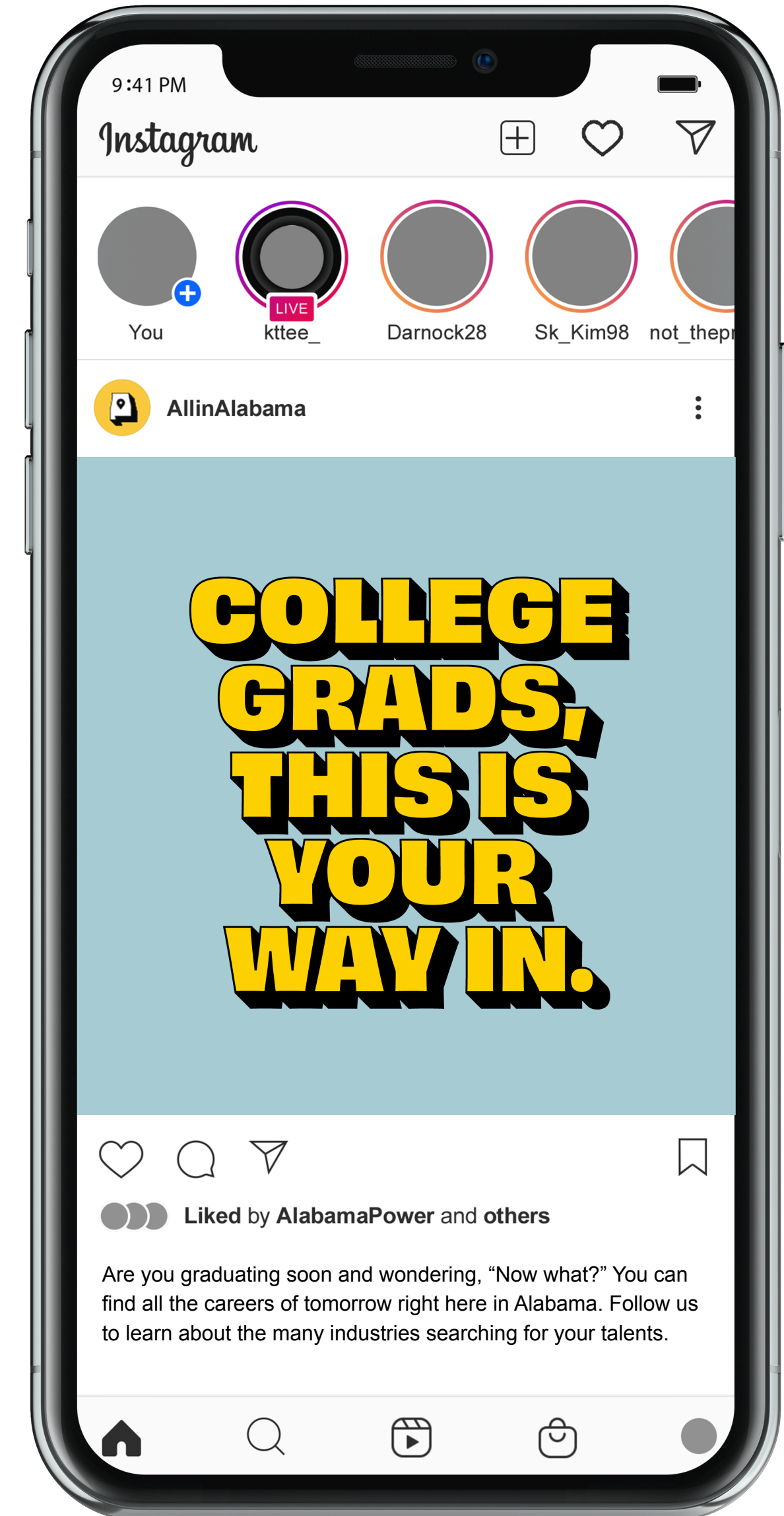
EXAMPLES

ORGANIC SOCIAL

Examples of look and feel for organic in-feed posts on Instagram.



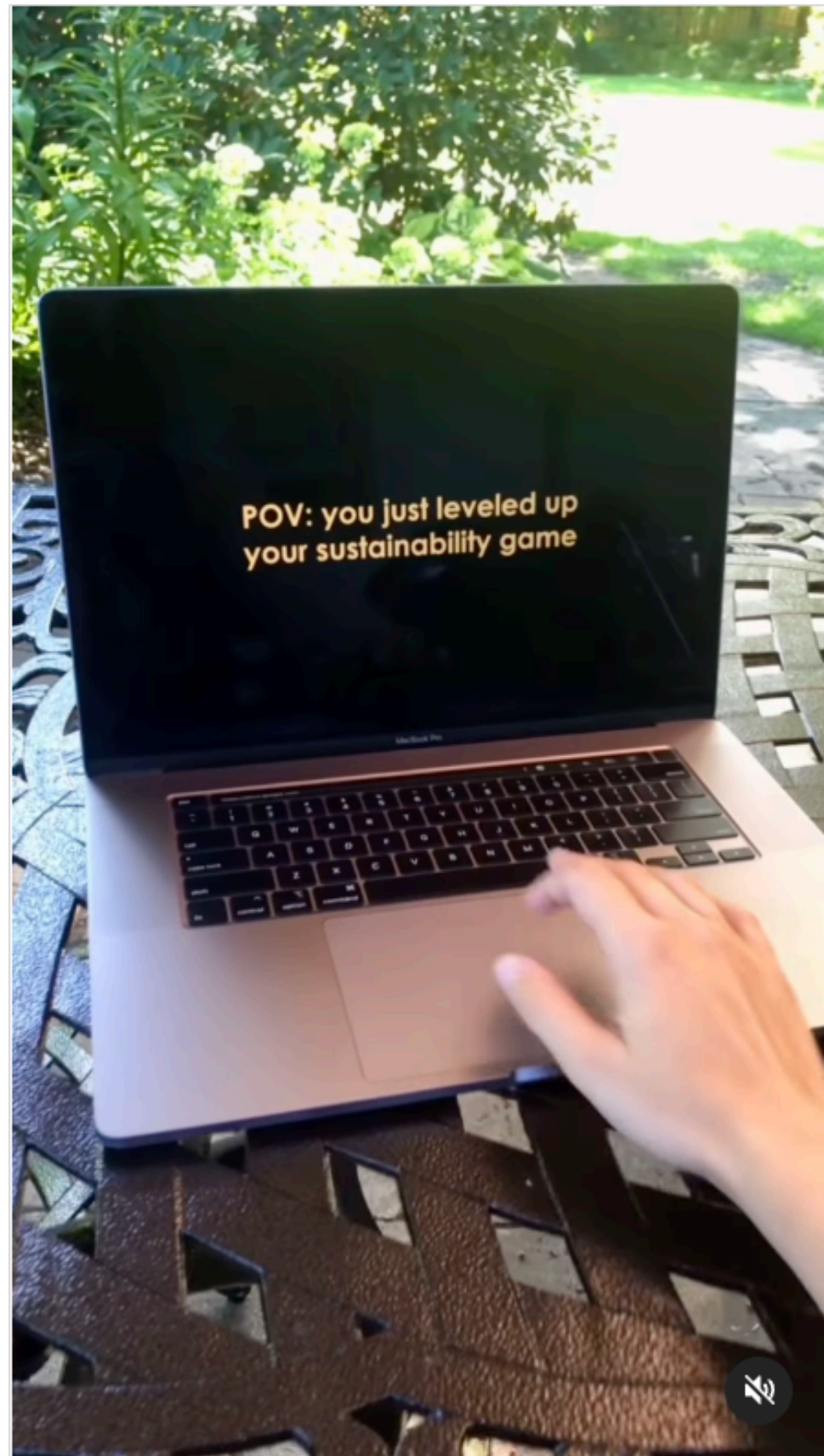
Video



Static

ORGANIC SOCIAL

Content Creation + Repurposing Examples



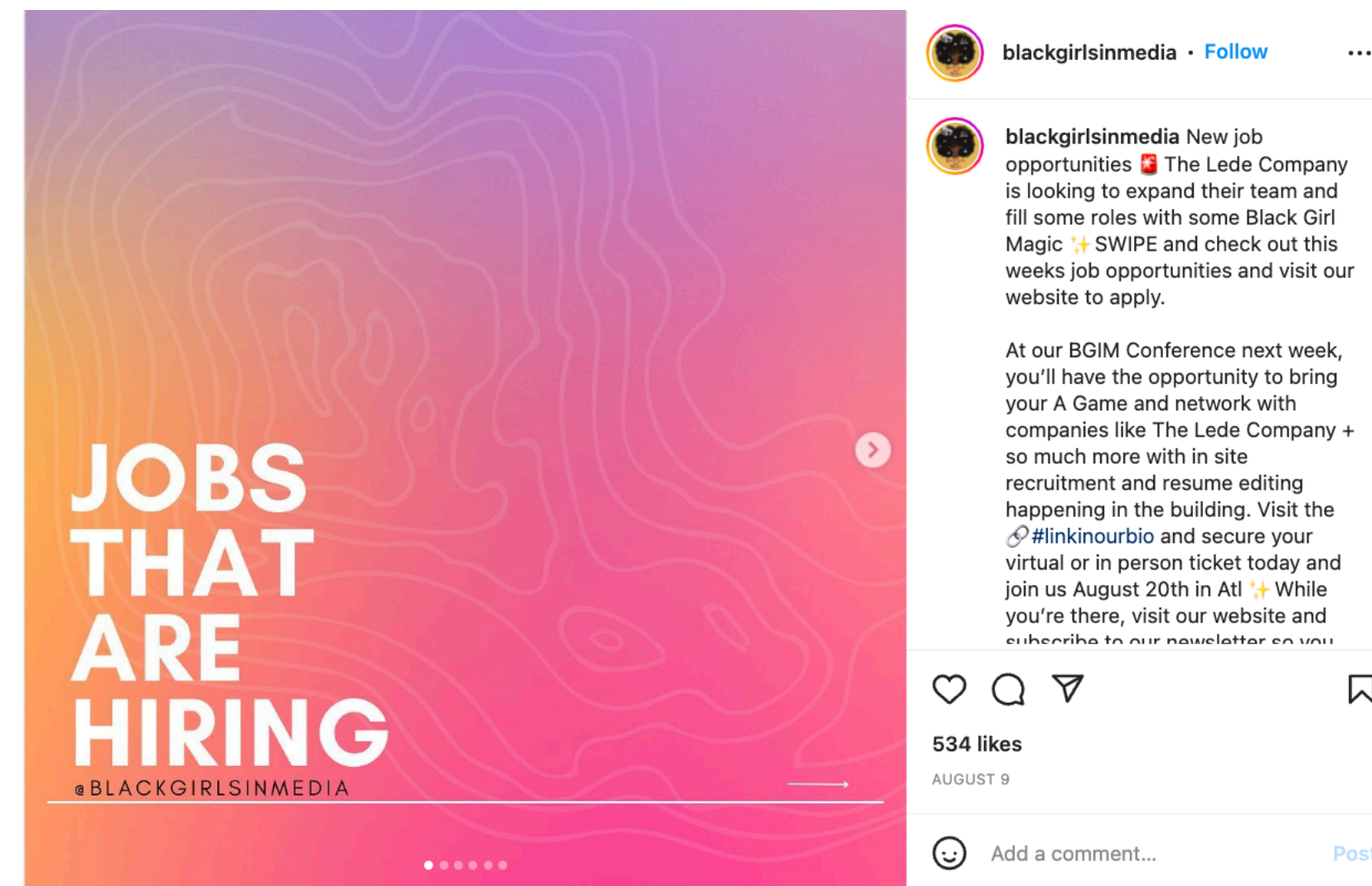
Relatable Example



Repost Example

Inspo Accounts:

- [This Is Alabama](#)
- [Freelance Females](#)
- [Black Girls in Media](#)
- [Bham Now](#)



Job Posting Example

PAID

SOCIAL

PAID SOCIAL STRATEGY

The goal of the paid media campaign is to elevate the perception of living and working in Alabama - grounding students in this mindset will ensure our state's employers remain relevant to today's graduates.

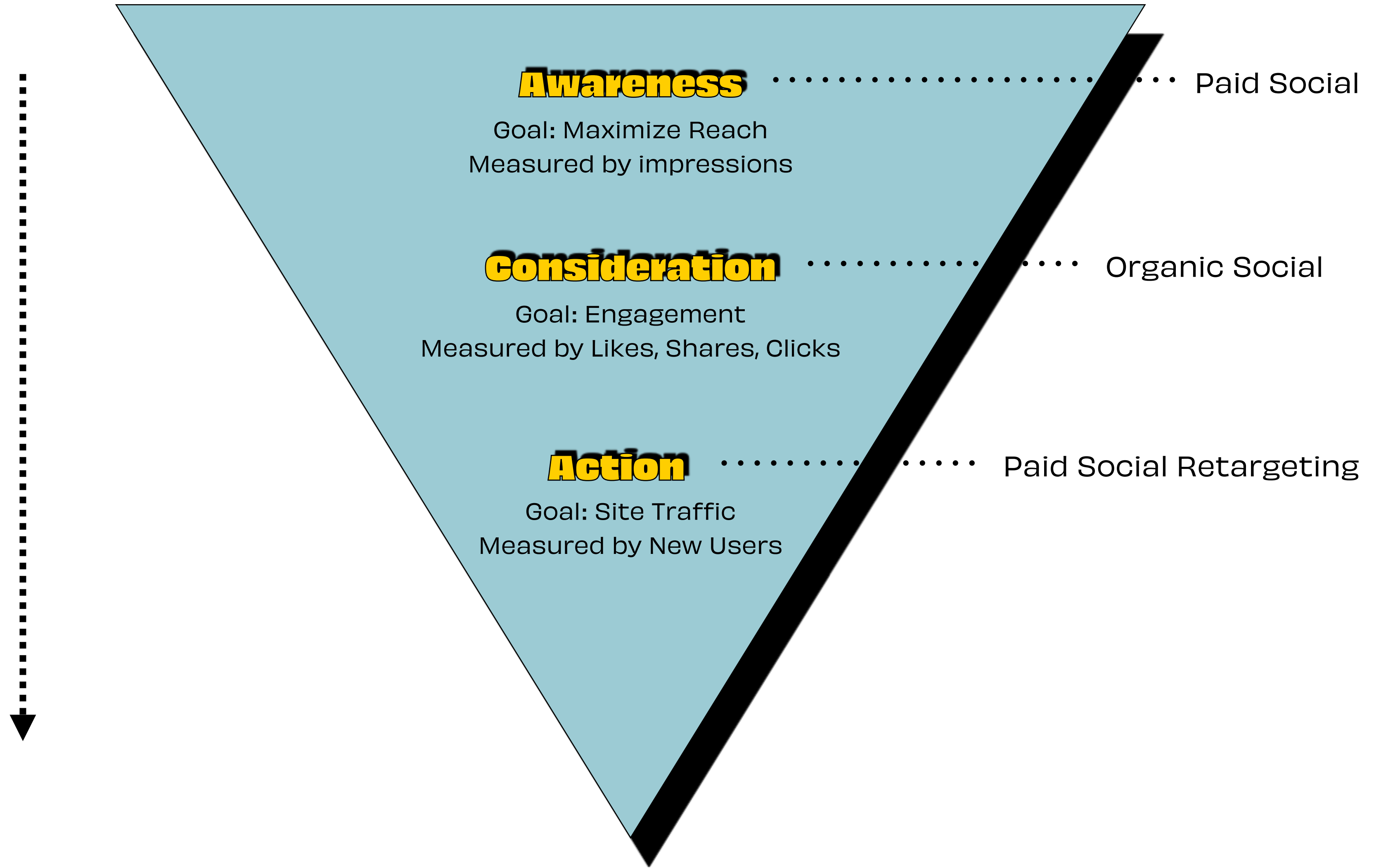
We will raise awareness and drive students to the campaign landing page through through digital and traditional media channels, including paid social.

**Generate
Awareness**

**Inspire
Consideration**

**Retain
Students**

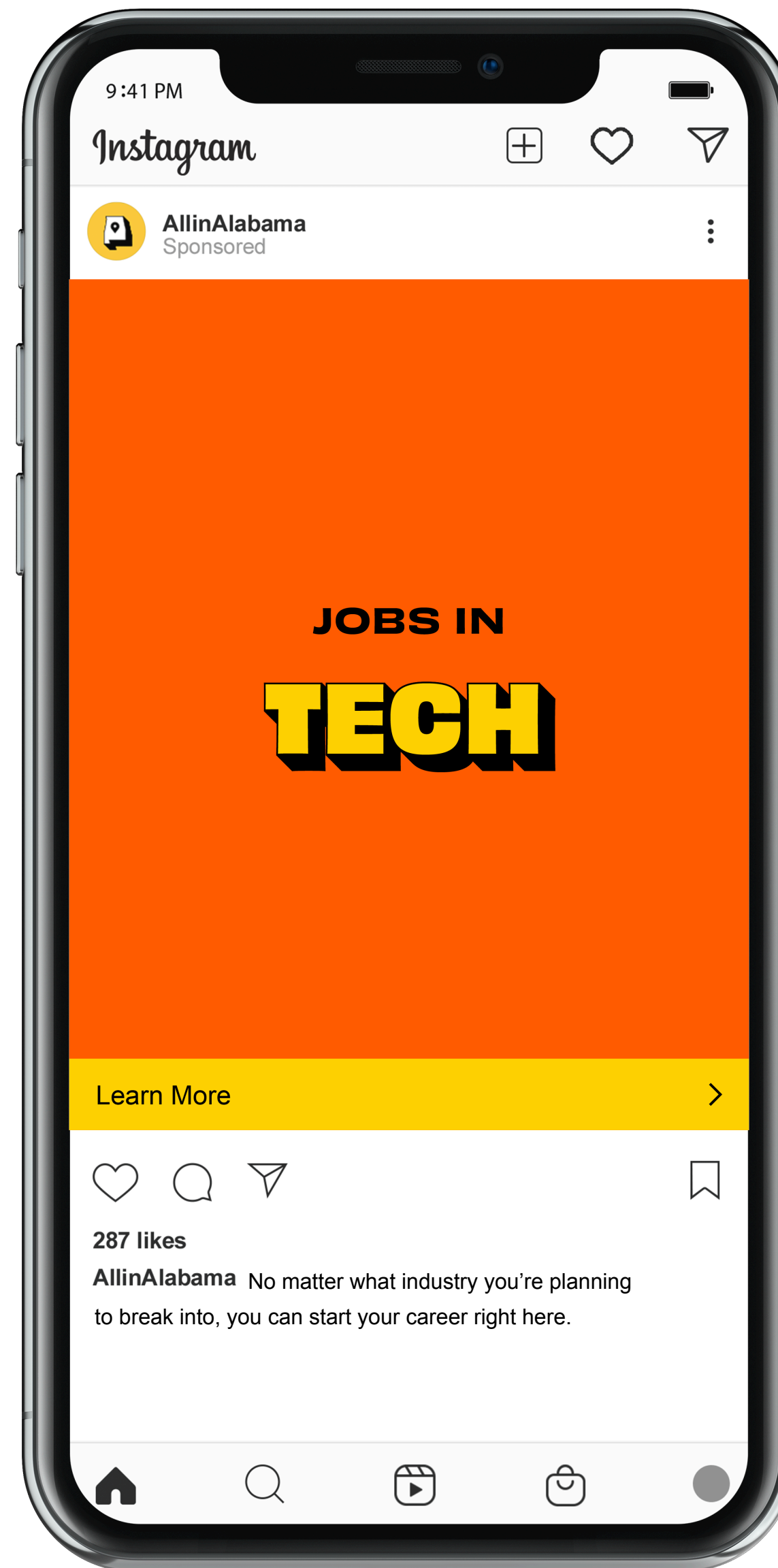
MARKETING FUNNEL



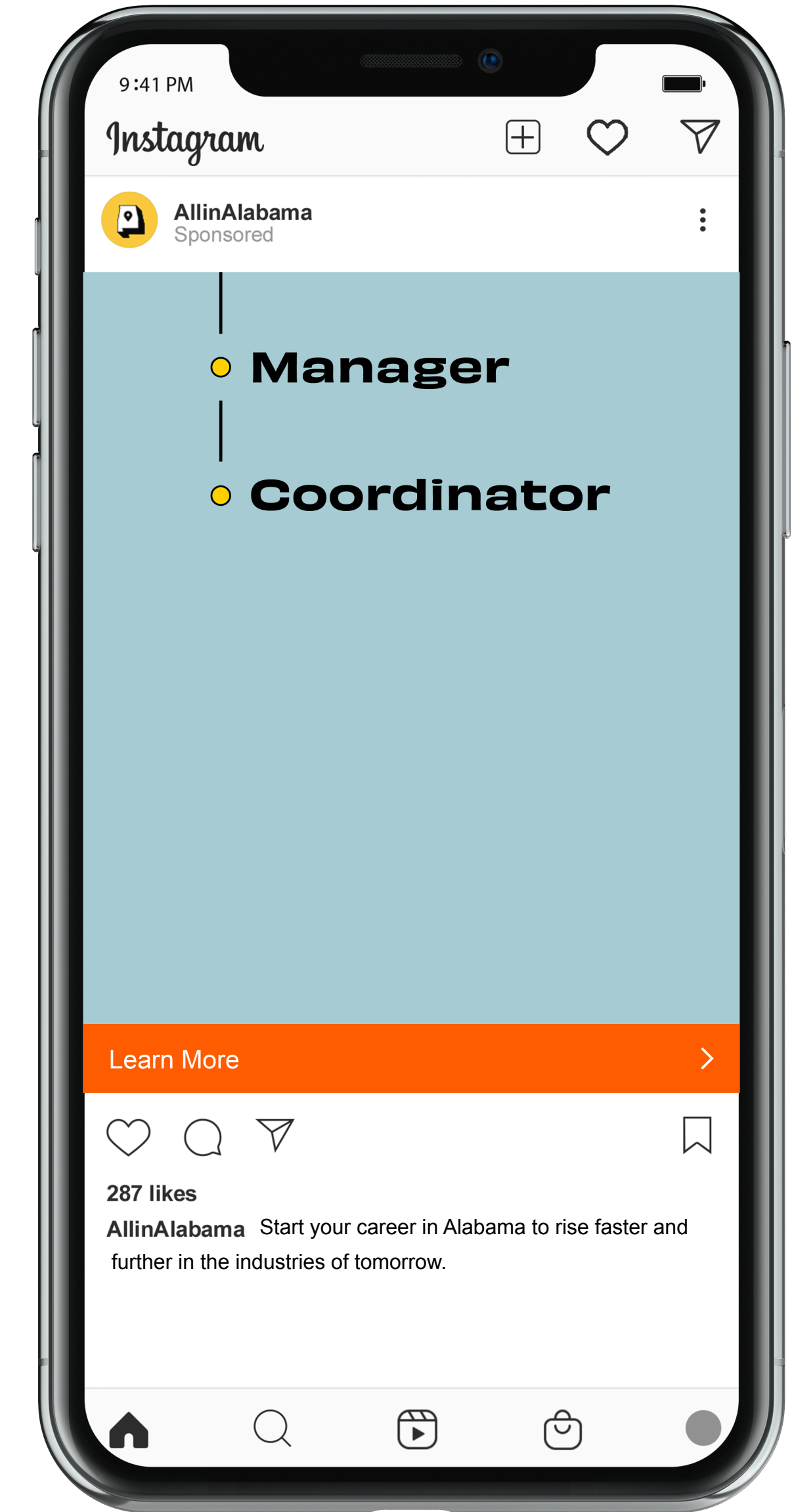
BIG

PAID SOCIAL - REACH

Paid Social in-feed video examples optimized for reach on Instagram. These ads will also run as Story ads on platform.



Unit #1

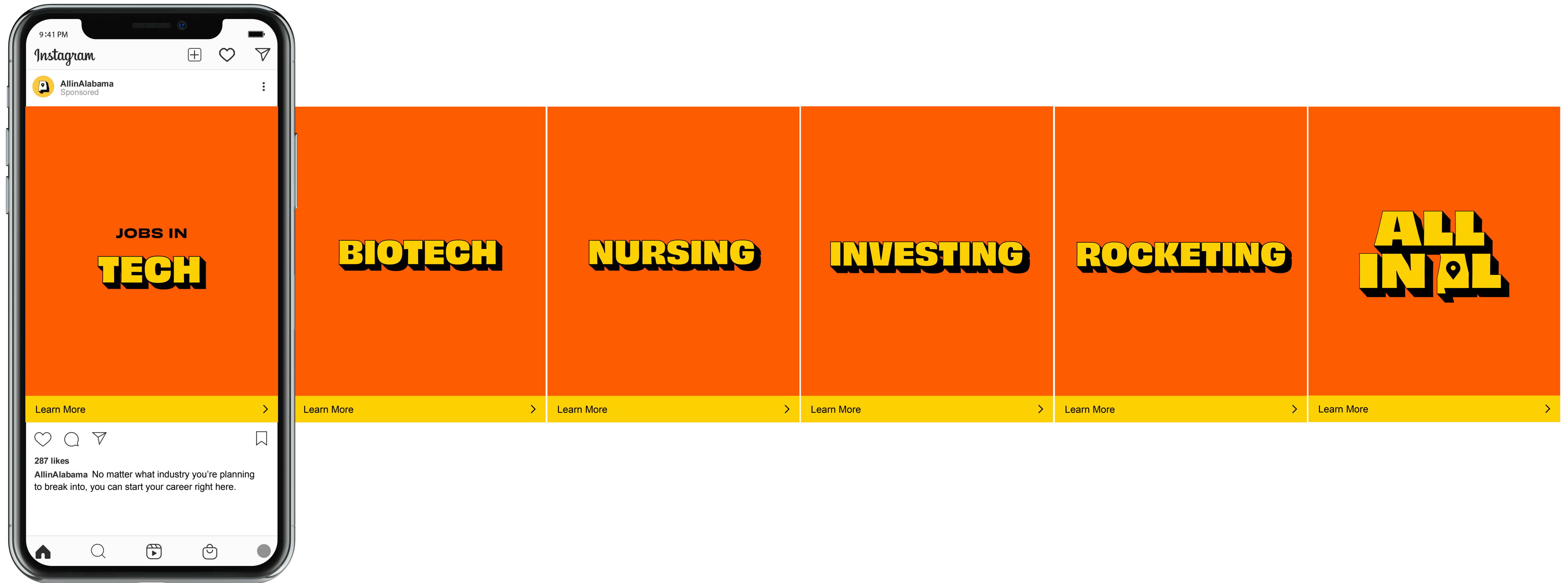


Unit #2

Paid Social #1

Instagram - Video

This video would simply have type that animates in covering many of the top industries in Alabama. We then end on the “All in AL” logo.

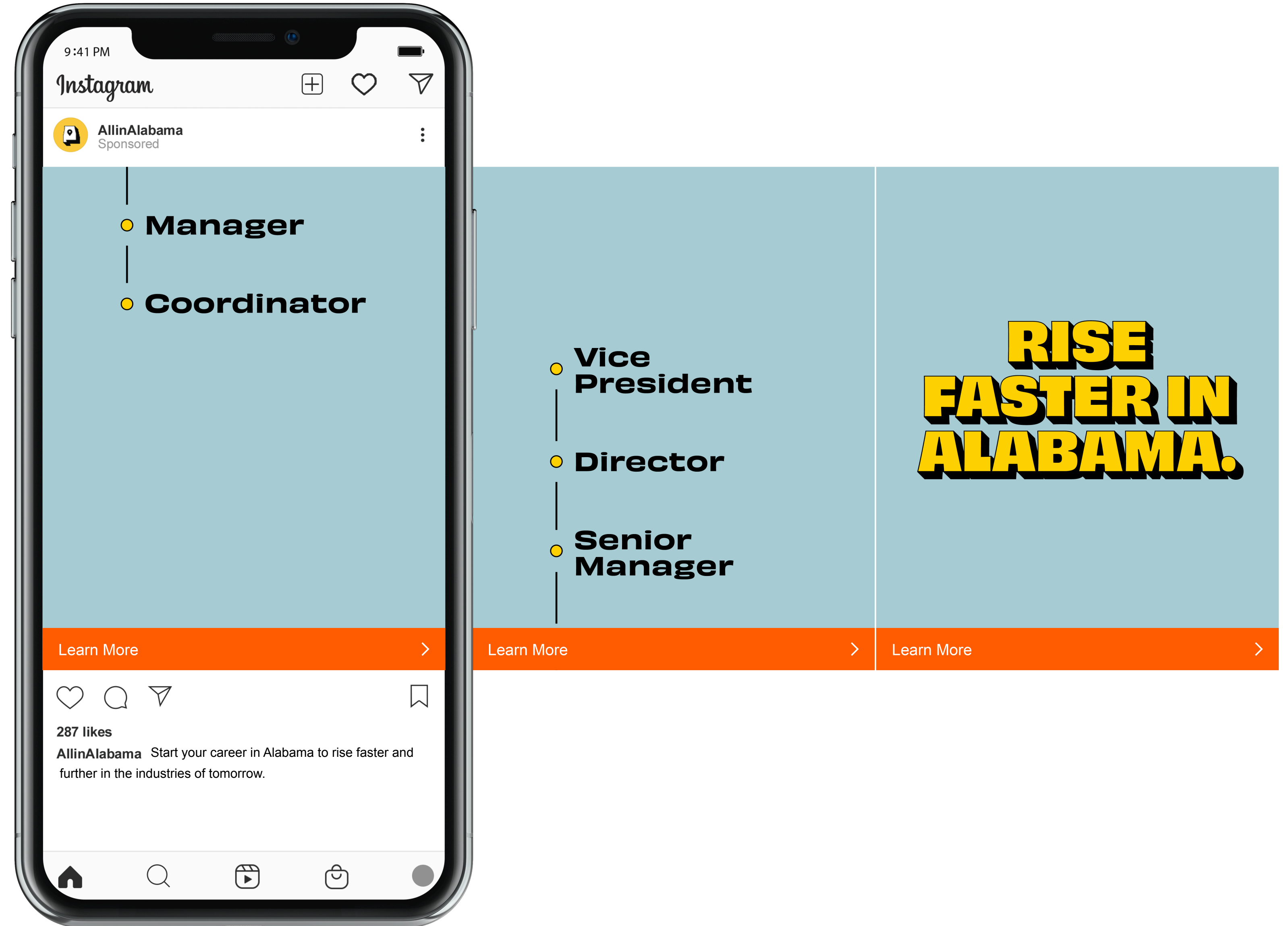


BIG

Paid Social #2

Instagram - Video

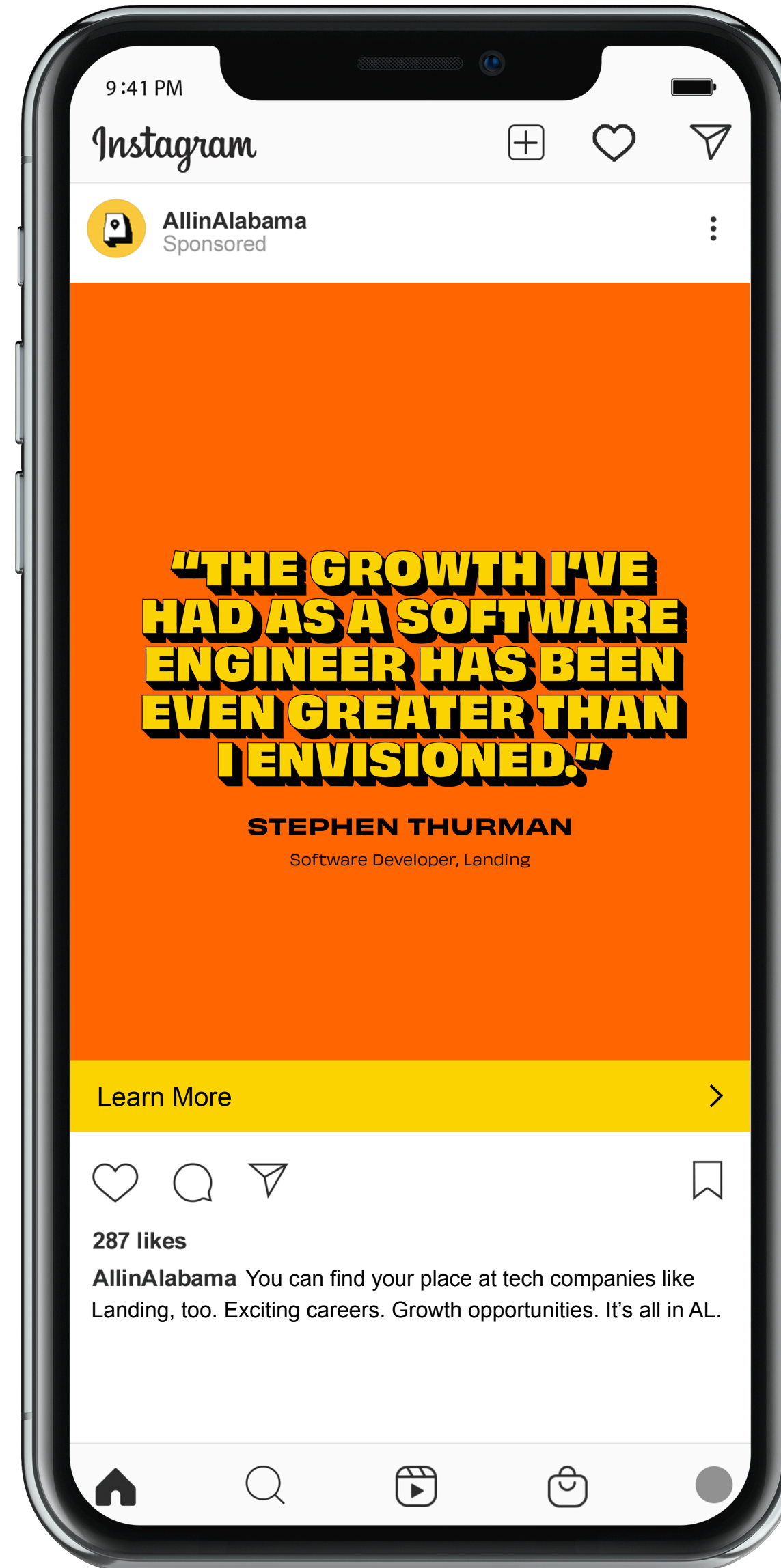
This video mimics how LinkedIn users list their promotions over time. The video would start on “Coordinator” and then scroll up to reveal the promotions up to “Vice President.” It would then end on the “Rise Faster in Alabama” message.



BIG

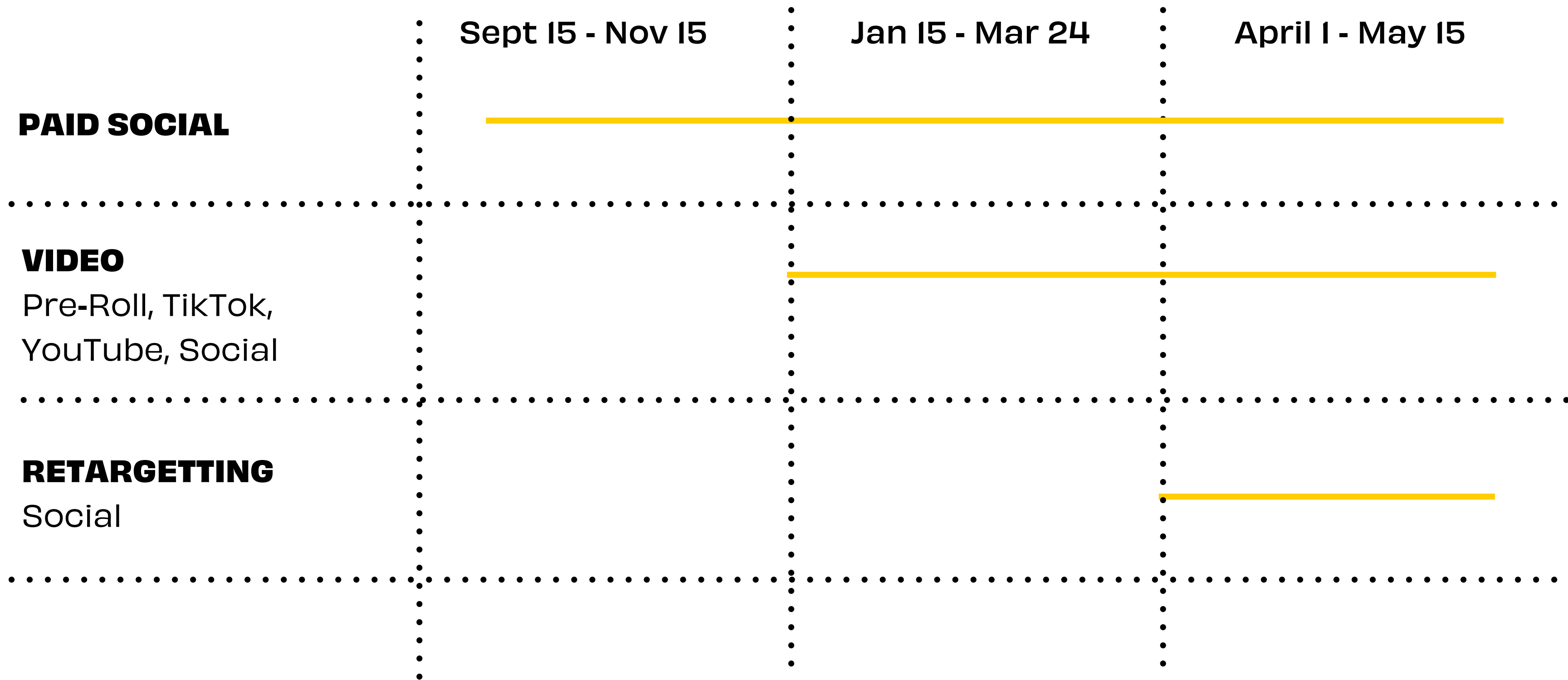
PAID SOCIAL - RETARGETING

Paid Social in-feed video example retargeting users who saw the ad or engaged but didn't click-thru to AllInAL.Org. This ad will also run as a Story ad in platform.



Unit #3

PAID SOCIAL - TIMING



CHANNEL

MOCK UPS

INSTAGRAM PROFILE

Bio

🎓 College grads, this is your way in. Follow for job postings, internships, and tips for making more than a living in Alabama.

Link

AllinAL.org

Highlights

- AL Jobs
- Outdoors
- Work&Life
- Good News

BIG

9:41 PM



AllinAlabama ▾



334
Posts

211K
Followers

134
Following

All in Alabama

🎓 College grads, this is your way in. Follow for job postings, internships, and tips for making more than a living in Alabama.

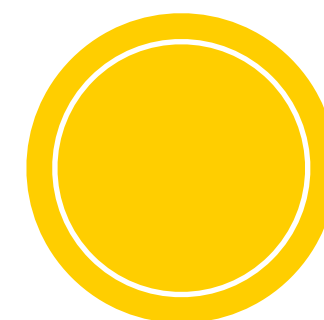
[ALLINAL.ORG](https://www.allinal.org)

View Shop

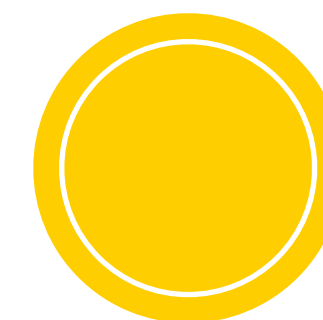
Follow

Message

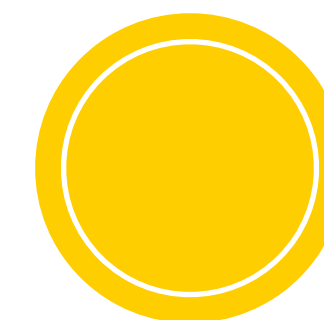
Contact



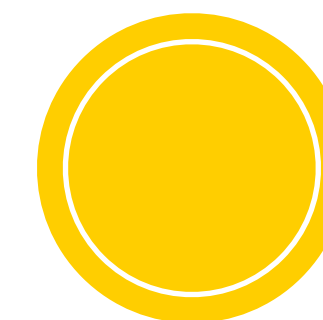
AL Jobs



Outdoors



Work&Life



Good News

TIK TOK PROFILE

Handle

@allinalabama

Bio

🎓 College grads! 🙌 This is your way in.
It's all in AL.

Link

AllinAL.org



ALL IN AL



@allinalabama

58

Following

570.2K

Followers

3.3M

Likes

Follow



🎓 College grads! 🙌 This is your way in.

It's all in AL.

🔗 ALLINAL.ORG



BIG