📣 *Campaign Spotlight: "Keystone's Week of Giveaways" – A Win-Win for Engagement and Local Businesses*

As Multimedia Manager for The Keystone Newspaper, I saw an opportunity to grow our social media presence through a strategic giveaway campaign. After learning we couldn't use our budget for prizes, I pivoted to a creative solution: partnering with local businesses.

I independently contacted small businesses in the Kutztown area, securing prize donations like gift cards and gift baskets. In return, businesses received promotion through our giveaway posts. To enter, participants had to like the post, tag a friend, and follow both The Keystone and the partnering business—boosting engagement for both.

The result?

- A full week of exciting daily giveaways
- Hundreds of new followers for The Keystone
- Increased visibility and traffic for local businesses
- Strengthened university-community relationships

I personally managed the outreach, coordination, graphic design, post scheduling, and engagement tracking. This campaign showcased my ability to think resourcefully, build partnerships, and lead a successful engagement initiative from start to finish.