

Building a Digital Community Around Mission

How KD Public Relations and Kraken Digital Marketing combined alumni activation, social storytelling and live engagement to help Southeastern Baptist College reach a 2,000-follower Facebook milestone.

2,000	2018-19	2	Goal met
Facebook follower goal achieved	campaign period	collaborating agencies	documented follower milestone

The campaign treated alumni and community members as active messengers, not passive audience counts.

Element	Public case-study detail
Organization	Southeastern Baptist College
Campaign	Community outreach and digital business transformation
Collaboration	KD Public Relations with Kraken Digital Marketing

Executive Summary

During 2018-2019, Southeastern Baptist College sought to strengthen its digital presence, increase enrollment interest and deepen engagement among alumni, supporters and the surrounding community. KD Public Relations worked with Kraken Digital Marketing to organize a mission-centered campaign around a clear Facebook growth target and repeatable community-participation tactics.

The campaign encouraged alumni to leave Google reviews, share college posts, participate in Facebook Live programming and contribute to broader community visibility. Spiritual messaging, promotional incentives and giveaways created additional reasons for audiences to interact and invite others into the college's online community. The documented 2,000-follower Facebook milestone was achieved during the campaign period.

Bottom line: A measurable follower target gave the campaign focus, while alumni advocacy and live content helped turn digital growth into a community participation strategy rather than a simple numbers exercise.

Campaign at a Glance

2,000	3+	Live	200
follower milestone	alumni activation methods	Facebook engagement	enrollment objective - not a result

Campaign Overview

Element	Public case-study detail
Organization	Southeastern Baptist College
Campaign period	2018-2019
Agency	KD Public Relations (KD-PR, LLC)
Collaborator	Kraken Digital Marketing
Primary objective	Stronger digital presence, enrollment interest and community engagement
Verified outcome	2,000 Facebook follower milestone achieved

Challenge

The college needed a larger and more active digital audience capable of supporting visibility, recruitment and community connection. The strategy had to fit the institution's mission, motivate alumni participation and create recurring reasons for people to review, share and engage with the college online.

Objectives

- Reach a documented goal of 2,000 Facebook followers.
- Encourage alumni to amplify the college through reviews, shares and community support.
- Use mission-centered content and Facebook Live to deepen interaction.
- Support an enrollment-growth objective without confusing follower growth with enrollment conversion.
- Strengthen the college's overall online presence through collaborative campaign execution.

Strategy and Implementation

Workstream	What KD Public Relations did
Goal setting	Centered the digital campaign on a visible 2,000-follower Facebook milestone while maintaining broader recruitment and community objectives.
Alumni activation	Encouraged alumni to leave Google reviews, share social posts and extend the college's message through their own networks.
Live engagement	Used Facebook Live to create timely, personal interaction around college life, mission and community participation.
Mission storytelling	Integrated spiritual and institutional messaging so digital growth remained aligned with the college's identity.
Promotional participation	Used giveaways and other incentives to prompt sharing, attention and repeat engagement.
Agency collaboration	Combined KD Public Relations' community and communications work with Kraken Digital Marketing's campaign support.

Evaluation and Results

2,000	Goal met	Upticks	Unverified
Facebook followers reached	documented digital milestone	community engagement recorded	200-student outcome

- The campaign reached the stated 2,000-follower Facebook goal.
- Alumni participation expanded through Google-review requests, social sharing and calls for broader support.
- Facebook Live, spiritual messaging and promotional incentives created additional engagement opportunities.
- The campaign record describes stronger brand presence and upticks in community participation.
- The goal of adding 200 students was not preserved as a verified result and is not claimed as an outcome in this public report.

What This Demonstrates

This case demonstrates how KD Public Relations uses stakeholder activation, live content, mission-aligned messaging and measurable digital targets to build community participation. It also demonstrates appropriate collaboration credit and disciplined separation between social growth and unverified enrollment outcomes.

Measurement note: The 2,000-follower milestone is the verified numeric outcome retained in the campaign record. The active archive does not preserve an exact follower baseline, engagement-rate dashboard or verified enrollment count. The 200-student figure was a campaign objective only and is intentionally excluded from the results calculation.

Public-Use and Attribution Notes

KD Public Relations' contribution is presented with explicit credit to Kraken Digital Marketing as campaign collaborator. Institutional and collaborator names are used for factual portfolio identification. This report excludes private client records and does not reproduce protected brand assets.