

Disc Golf Club at ASU — Social Media Marketing

Role: Social Media Manager

Timeline: October 18, 2025 - Present

Tools: Instagram Insights, Adobe Photoshop, Canva

1. Overview

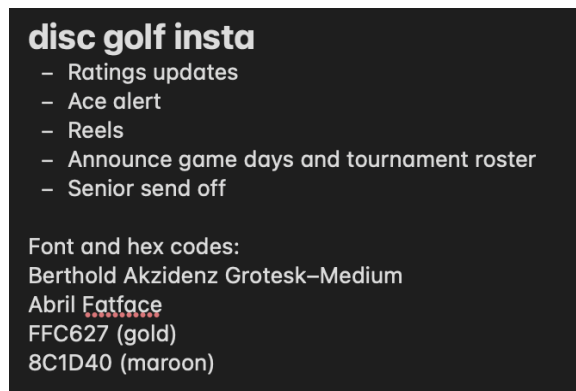
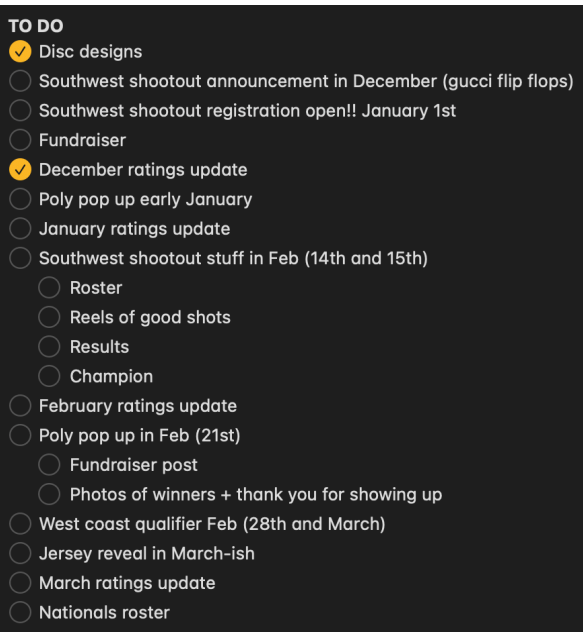
I manage the Instagram account for the Disc Golf Club at ASU, focusing on increasing engagement and visibility for the disc golf team. The goal is to create consistent, on-brand content that appeals to current and prospective members and competes with other collegiate disc golf programs in brand awareness.

2. Goal

Increase awareness and engagement by improving post consistency and visual branding.

3. Strategy & Execution

- Plan and schedule weekly Instagram posts
- Design graphics and templates using Photoshop and Canva to create a consistent brand identity
- Post immediately following important events to boost engagement and increase awareness by posting before other collegiate teams
- Develop and schedule post ideas in the Notes app to keep everything organized




4. Results

- Increased post consistency from 3 posts/month to 6 posts/month
- Increased accounts reached by 314%
- Increased profile activity by 50% (compared to August - October)
- Increased brand recognition through use of visual branding elements such as team jerseys and Sparky
- Increased views by 253% in the first month
- Reached a total of 22,850 views from October 18 - December 18

5. Visuals

Monthly ratings update template designed to boost brand awareness and visual identity.

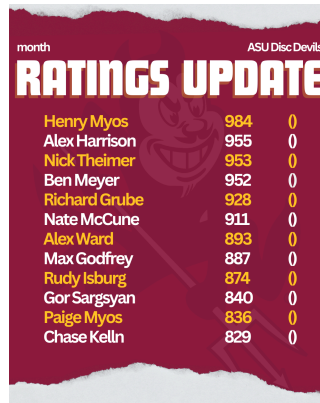
Before:



A graphic with a yellow header featuring the ASU Disc Golf logo and the text "ASU DISC GOLF Ratings Update". Below the header is a black background with a subtle pattern. The ratings are listed in yellow rounded rectangles, each containing a name, a score, and a change.

Dan Beck	988	+1
Dylan Almquist	966	+7
Ben Meyer	959	+1
Henry Myos	942	+3
Nick Theimer	938	+14
Alex Harrison	934	+9
Ben Kolecki	915	+7
Nate McCune	890	+2

After:



A graphic with a maroon background featuring a subtle pattern and the ASU Disc Devils logo. The title "RATINGS UPDATE" is in large white letters. The ratings are listed in yellow rounded rectangles, each containing a name, a score, and a change.

month	ASU Disc Devils
Henry Myos	984 0
Alex Harrison	955 0
Nick Theimer	953 0
Ben Meyer	952 0
Richard Grube	928 0
Nate McCune	911 0
Alex Ward	893 0
Max Godfrey	887 0
Rudy Isburg	874 0
Gor Sargsyan	840 0
Paige Myos	836 0
Chase Kelln	829 0

Tournament champion post designed to increase engagement.



6. Key Takeaways

- I learned how consistent branding improves recognition
- I learned how creating templates helps maintain visual consistency
- I improved the ability to balance creativity with organizational goals