

BITES IN MADISON

SOCIAL MEDIA STRATEGY + EXECUTION REPORT



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EXECUTIVE SUMMARY

Bites in Madison is a student-driven social media campaign designed to highlight Madison's diverse food and restaurant culture through authentic, visually compelling short-form content. This strategy and execution report outlines how I developed a consistent brand identity, established clear goals, and executed a structured content plan across Instagram and TikTok. This campaign combines my personal passion for exploring Madison's local food scene with professional goals in digital storytelling, social media strategy, and community-focused communication.

The mission of Bites in Madison is to:

1. Increase awareness of local and often overlooked restaurants, cafes, and food trucks
2. Build a community among UW students and young adults who constantly use social media for food discovery
3. Develop a strong and credible digital presence that reflects my passions and skills as a content creator

My goals are supported through a consistent posting schedule, a wide variety of series and styled posts, and platform-specific approaches that utilize the strengths of Instagram and TikTok.

These content choices intentionally focus on storytelling as a way to provide practical value, relatability, and visual design. Throughout the research and planning process, several key insights shaped the overall strategy. First, young adults ages 18-29 overwhelmingly rely on social media for daily entertainment and local discovery, making platforms like Instagram and TikTok ideal for reaching my target audience. Along with this, the primary audience behavior heavily favors short-form videos, authentic narration, and relatable student perspectives. This gives smaller, local creators like myself a unique advantage over larger media brands. Another key takeaway was revealed in the competitor and collaborator analysis. Reviewing different accounts from the same food entertainment industry revealed opportunities to differentiate my content through humor, student-oriented storytelling, and consistent branding.

The execution of this campaign involved filming content in real-time around Madison and editing with Premiere Pro and Canva, applying a consistent theme across all posts. Analytics tools on Instagram, TikTok, and Hootsuite will help track KPIs monitoring reach, follower growth, engagement/comment rate, and completion and retention rates. These indicators measure whether the campaign is effectively raising awareness and fostering community.

While the campaign benefited from strong visual assets and an organized content schedule, it also presented a few challenges. One big challenge stemmed from balancing high quality editing with the fast-paced style of content. Additionally, generating consistent call to action prompts and creative captions has been difficult when trying to differentiate posts. Overall, these challenges helped refine my approach and sharpened my understanding of real-world content strategy.

The Bites in Madison campaign demonstrates how a clear niche, research-driven planning, and authentic storytelling can create meaningful presence within a local community. By combining my personal interest with strategic designs, this campaign has strengthened my professional skills while contributing to the visibility of Madison's large and diverse food culture.

PROJECT GOALS

The goals of my Bites in Madison campaign center around creating meaningful connections with both my audience and the local food community. These goals reflect the intersection of my personal interest in food culture in Madison, strategic strategy and planning, and relatable experiences young adults share on social media. The campaign aims to highlight the diverse food culture of Madison in an authentic and relatable way, rooted in community.

Increasing Awareness:

One of my primary goals is to increase awareness and visibility of the local food scene, specifically the cafes, and small restaurants and food trucks that are often overshadowed by more well-known businesses. By showcasing these smaller, locally-owned spots, and by framing them through the perspective of a UW student, I aim to help followers discover meaningful and relevant dining options. My content highlights both popular and lesser-known options through visually engaging short-form videos, and platform specific series-styled videos such as the “Spotlight Series” or “Review Series.” This goal helps create a public social currency. When people discover new places or feel like an insider, they are more likely to save and share posts with friends, expanding organic reach and engagement. Overall, I aim to increase impressions and reach by 15% after the first 2 months of my campaign, measured through Instagram and TikTok analytics. This goal is extremely important because increasing awareness not only supports local businesses, but also helps build credibility as a trustworthy account. The more authentic, accurate and informative my content is, the more likely users will return to the page as a reliable account.

Building a Community:

Along with awareness, one of my most important goals is to foster a sense of community among my followers, UW students, and local residents interested in food culture. While posting content alone can attract views, strong community engagement can transform an account into an online space where viewers can influence content, exchange recommendations, and feel like a part of the experience. My audience will be heavily encouraged to comment on posts, tag friends/restaurants, participate in polls, and submit suggestions for future videos. This gives followers a real role in shaping the direction of the account’s content. Rather than operating as a one-way street on viewer’s feeds with restaurant recommendations, the content is designed to invite and encourage audience participation. To help achieve this goal, content will include recommendation stories, and call to actions to tag friends. I aim to increase engagement rate by 5-7.5%, and increase comment rate by 5% after the first 2 months of my campaign. Community-building boosts the campaign by turning followers into contributors and members of an online community. In building a community, I aim to reflect real-world food culture, where recommendations and active word-of-mouth shapes how people explore their neighborhood. Especially in a college town like Madison, it is important to have a space where students can engage and talk about their experiences.

Personal and Professional Development

The final goal of this campaign is to strengthen my own professional skills and abilities in content production and digital storytelling/planning. This project allows me to build a strong and well-rounded digital portfolio that demonstrates both technical abilities as well as creative and conceptual strategy. This goal also has a personal connection. As someone with Celiac Disease, I have always enjoyed exploring new foods and discovering local restaurants, and this project combines my interests with my academic and professional development. By capturing the city’s food scene through my perspective, I can create content that is meaningful to my lived experiences and authentic to student experiences. One specific goal I have is to produce over 10 high quality content posts and a cohesive and consistent strategy and report.

NICHE/FOCUS AREA

My content niche centers around the local Madison food and restaurant culture, with a specific focus on capturing this content through short-form videos from a student-perspective. The campaign will be grounded in everyday experiences that shape both student life and the culture of the city. My content will highlight local restaurants, cafes, food trucks and chefs/owners that students and young adults in Madison may encounter often, but have not always had the opportunity or encouragement to explore them. By using narrative-driven styles and consistent aesthetics, the goal is to show how local food connects students to our community and how each place contributes to Madison's thriving culture.

I chose this niche because it reflects both a personal passion for food exploration and an understanding of what it feels like to be a student navigating Madison's food scene. Over my 4 years at UW, discovering new restaurant and food options has been one of the primary ways I have explored and experienced this city. Whether it's trying a food truck you always walk past, or walking into a small cafe on State Street, food has always been a central part of how I've connected with Madison. Because of this connection, creating content around the local food scene will feel authentic and mirror my real life experiences by sharing content through the lens of someone who has eaten and studied in these places. This niche also stems from my curiosity about lesser-known restaurants that often go unnoticed. Some of the most memorable experiences I've had in Madison came from places I had never seen or heard of before. This provides an opportunity to bring visibility to restaurants that don't always show up on student's feeds or conversations, but still matter deeply to the city and community. Many of these restaurants also rely on word-of-mouth and organic growth, and my content will help bridge these gaps and spread the word in meaningful and community-driven ways.

Choosing this niche also gives me flexibility in content design. Food content has a wide range of formats, from spotlight interviews, montages, "top 3" lists, review/recommendation series, and many more community-driven posts. This lets me experiment and switch up the storytelling and editing styles, while still maintaining a strong and consistent theme across the entire campaign. Offering variety to the user keeps the content engaging for audiences, but also allows me to build a portfolio of work that shows a wide range of depth and consistency. It also aligns strongly with building an authentic and strong visual design, which play important roles to my content strategy. The value of this niche to my audience is extremely important. It provides a sense of **local authenticity and social currency**, as the content is produced by a real student that can connect with the experiences of other students, rather than feeling like a sponsored promotion account. My page will represent food culture from a relatable perspective to the audience. Giving credible recommendations makes followers more likely to trust my account. By highlighting lesser-known locations, followers can feel like an insider as they learn about new restaurants. Another important value my content will provide is practical value. Many followers want affordable and accessible food recommendations that fit into their student routines. Highlighting low prices, study-friendly atmospheres, and quick/hidden gems in the city helps viewers make informed and quick decisions. Videos like "Madison's Must Try Food Trucks" directly respond to this need and offer options to students based on conveniences, quality, and vibes. Along with practical value, this niche also creates a **cultural and emotional value** by highlighting community-based stories behind the food. Content ideas like chef interviews and spotlight series bring the people and story behind meals to life, and these human-based narratives can strengthen audience connection and build a sense of shared community pride. This type content is also unique to a smaller account like mine, as larger national food accounts cannot replicate the lived student experiences.

NICHE/FOCUS AREA

Lastly, this niche contributes to **stories and cultural representation**. Madison's food scene reflects a wide range of cultures and cuisines, and I can create content that broadens viewer's awareness and appreciation for the city's diverse food landscape. This is extremely important for young adults, as they can feel more connected to both Madison's restaurants and the community behind them.

Overall, this niche offers an opportunity to combine my personal passion with local exploration and content creation into an engaging campaign. By staying true to the student perspective I can provide meaningful value to my audience while also uplifting local businesses and the overall culture of Madison in an informative and meaningful way.

TARGET AUDIENCE

My primary target audience consists of college students and young adults living in the Madison area, primarily ages 18-29. This includes current UW-Madison students, recent graduates, and young professionals who live, work and socialize in the surrounding neighborhoods of Madison. This age group is gender balanced, digitally active, and accustomed to using social media as a primary source for both entertainment and local information. Research shows that 90% of emerging adults ages 18-29 use social media daily, and platforms like Instagram and TikTok remain their most frequently used sources for connecting with friends and keeping up with local trends (Scott et al., 2017). Demographically, many members of this audience have limited income or student budgets, which caters their interest towards more affordable and accessible dining options, rather than luxury restaurants. This audience group also tends to value authenticity, convenience and humor, all traits that appear across many popular Madison-based creators. Social media behavior research further supports these patterns, as this audience tends to use Instagram for visual storytelling (Backlinko, 2025), and TikTok for entertainment and new trends (Hootsuite, 2025). They also frequently engage with hashtags, comment prompts and other interactive options, which directly aligns with my plans to incorporate interactive features in my content strategy.

These audiences will care about this content because it speaks directly to their daily experiences and struggles navigating the food scene in Madison. College students and young adults are constantly searching for new places to study, quick food options between classes, or affordable weekend plans with friends. This audience also tends to take pride in being 'in the know,' especially when it comes to hidden gems and lesser-known restaurants, which allows me to create content that produces social currency. Since my content is produced from the point of view of a UW student, it provides a deeper level of authenticity and connection. My tone and theme are also intentionally designed to appeal to what this audience already enjoys on social media.

The value I provide will center around practical relevance, emotional connection, and local authenticity. My posts will help students make quick decisions about where to eat, or what to try, without requiring long research. Short, efficient videos and stories will give audiences immediate recommendations based on real student experiences. This kind of practical value saves time, reduces decision fatigue and also fits easily into the course of a student's fast paced routines.

TARGET AUDIENCE

The emotional value of spotlighting chefs and adding personal reflections also deepens the content and can help build an online community. The audience is also looking for content that feels trustworthy, and made for them. This campaign hopes to answer questions like:

- *“What are the best food trucks on campus?”*
- *“What are the best study spots with coffee?”*
- *“What’s a new place I haven’t heard of?”*

My content will respond directly to questions like these, and offer clear guidance and reviews on a wide variety of restaurants.

In addition to students and young adults, my secondary audience includes local restaurant owners and employees. This group may engage with my page for potential collaboration opportunities, exposure to student followers, or insights into popular dishes or experiences. They also may interact with my content as a way to connect with many of their own customers, and this overlap between my primary audience of students, and secondary audience of businesses strengthens the community-building goal of my project. To support all of these audiences, my content will place an emphasis on student relevance and easy accessibility. The use of quick editing, consistent aesthetics and relatable narration will help the content feel close to the student-focused demographic, while also serving as an informative account. Overall, my target audience consists of young adults and students seeking affordability, authenticity, and convenience, all values that are closely aligned with the tone and structure of my campaign.

Sample Personas:

Josh the Campus Foodie (20 years old):



A UW student who actively follows local and food trends on TikTok and Instagram, and is on a tight budget so is often looking for affordable, new restaurants. He also uses reels often for quick recommendations and to explore different cities.

Sam the Local Chef (35 years old):



A food truck owner who often engages and sells to students in between classes. He uses social media to engage with his local community and to discover new trends. He is also looking to increase social media presence.

COMPETITOR/COLLABORATOR ANALYSIS



Madison Eats Food Tours:

Madison Eats Food Tours is a local Madison-based Instagram account that focuses on guided food tours across the city, highlighting restaurants and chefs through unique storytelling. They are an excellent collaborator because their mission of celebrating Madison's food culture aligns directly with my project niche, and their audience has similar overlap to mine. One of their biggest strengths is their micro-narrative storytelling, where each post highlights an individual chef, dish or restaurant through personal connections and emotional engagement. This strategy makes every post feel intentional, and they also thrive at producing content that is highly relevant to the community. While their approach is more as a tour company, my account will stand out by creating content from a student perspective, being a small creator allows me to be responsive and engaging to the audience. One potential collaboration opportunity could consist of co-creating reels, where I maybe record one of their food tours and how they look/where they go.



Destination Madison:

Destination Madison is the city's official tourism group, and their Instagram and TikTok accounts highlight the culture, events and local businesses that make Madison special. Their mission of showcasing the best of Madison closely aligns with my goal of elevating local food culture, and their audience is broad, including residents, visitors and alumni, which offers an opportunity for expanding the reach if my content beyond just the student community. One of Destination Madison's biggest strengths is their polished and visually consistent branding. Their posts often pair engaging visuals with uplifting narratives and graphics that highlight the people and places behind Madison's culture. They are also great at engaging city-focused stories, using a series style strategy that encourages viewers to keep up weekly. This strategy is something that I can incorporate into my campaign, as a series that encourages followers to come back for the next episode can lead to a stronger retention of audience. Where my account will stand out is through specific local and student-oriented content. While Destination Madison produces engaging, tourism-centered content, my perspective will be more casual and grounded in everyday student life.

COMPETITOR/COLLABORATOR ANALYSIS



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TARGET AUDIENCE

The Daily Cardinal

The Daily Cardinal:

The Daily Cardinal is a student-led newspaper and lifestyle media organization at UW-Madison, making them a unique but relevant collaborator. While they are not a food-specific account, their content frequently highlights student life and local events that are tied to food in Madison. Also, since they operate as a student-led group, their tone and authenticity carries the same relatable and trustworthy voice to students that my strategy centers around. One of their biggest strengths is how effective they use emotional triggers and specific narratives. Their short-form videos on social medias pair relatable humor with engaging and interesting edits. They also thrive at using micro-narratives, having different stories being essential to their larger story and mission. This approach mirrors my own goal of creating reviews and videos that feel personal and meaningful. Where I will differentiate myself is through a more focused niche and visual style centered solely on Madison's food scene. While the Daily Cardinal covers a wide range of topics, my content will offer deeper and more specific food storytelling. As a smaller creator, I can also be more flexible and responsive to audience suggestions. A potential collaboration could be a co-created series, or highlight by the Daily Cardinal, featuring some of their writers. Working together could expand my reach within the student community.

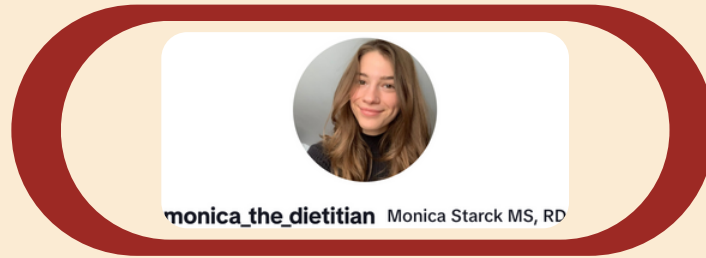
EATER

Eater:

Eater is one of the largest and most influential food media brands in the world. They are recognized for their polished production and high editorial standards. Their posts typically open with a strong hook and then bring viewers into stories that build up to a signature moment, and their strengths lie in their consistency and emotional connection.

From Eater, I can learn the importance of having a clear and strong storytelling strategy and using aesthetic consistency to build credibility. One way I will stand out is by taking a localized and much more personal approach, by crafting content specifically for Madison's student and young adult community. My content will emphasize affordability and accessibility that mirror everyday student experiences, stories that a larger account like Eater may not be able to highlight. My smaller scale is also a strength, as I can actively engage with followers in real time. While Eater may be too large of an account to directly collaborate with, I can still draw inspiration from their style by including emotional connections and framing.

TARGET AUDIENCE



Monica the Dietitian:

Monica is a registered dietitian and TikTok creator who has built a strong following by blending humor, authenticity, and accessible education into short form content. She is great at transforming complex and tricky food misconceptions into friendly, conversational videos that follow a clear emotional arc. Her ability to connect with young audiences comes from this warm, approachable tone, as well as her consistent use of storytelling rooted in everyday experiences. From Monica, I can learn how to humanize information and create content that feels both informative and personable, using specific tones that make viewers feel understood rather than lectured. One way I'll stand out is by applying her similar communications styles to my niche of Madison food. Instead of educational nutrition content, my videos will focus more on dining experiences themselves and restaurant culture. By grounding this tone in Madison-specific stories, I can create content that feels just as engaging as Monica's, but more relevant to my local audience. One way I could potentially collaborate with her is to duet and blend her nutrition tips into local food experiences. This type of cross-collaboration would allow me to merge educational storytelling with cultural and food exploration in a new and relevant way.



The Feed Feed:

The Feed Feed is a global, community-driven food brand known for their heavy visual-based content that highlights diverse dishes and creators from around the world. Their biggest strength is their ability to create user generated content with strong visual appeals, engaging followers to support the page. I can learn how to incorporate sensory and visual based storytelling into my own videos. I'll stand out by grounding this in Madison-specific narratives, rather than global stories. My tone will also be more student-focused and relatable, using many campus references. I can adapt a few things from The Feed Feed, mainly their hashtag and community based submissions, which can be utilized to build local engagement and encouragement.



Wisconsin Foodie:

Wisconsin Foodie is a well-established statewide food and culture brand known for their high production and emotionally strong narratives that spotlight local chefs, producers and culinary traditions. Their strength lies in their ability to elevate everyday food experiences into meaningful cultural stories. From them, I can learn how to frame local dishes within broader narratives about community, craft, and identity. However, I will differentiate myself through a more fast-paced, student-centered approach that highlights affordability and the experiences of students in Madison. My tone will be more casual and responsive, rather than documentary-styled, which will be better suited for my audience.

CONTENT STRATEGY

Chosen Platforms:

I am using Instagram and TikTok as my primary platforms because they most closely align with the habits, interests, and daily behavior of my target audience of college students and young adults in Madison. Research shows that social media is the most common daily activity among young adults, with 90% of US adults aged 18-29 using social media everyday (Scott et al., 2017). This makes both platforms ideal for reaching an audience that is already used to short-form videos. Instagram is specifically important because it remains one of the most widely used platforms among young adults. Recent demographic data shows that 76% of US adults aged 18-29 use Instagram (Pew Research Center, 2024). Instagram also supports multiple content formats, including reels, stories, image carousels, and polls, which all allow me to build a consistent and diverse brand identity while also encouraging community interactions. Stories and polls specifically, allow me to gather feedback and recommendations, and maintain regular engagement at a low effort for followers. TikTok is equally as important because its algorithm prioritizes authentic and reliable storytelling, an essential feature of my student-driven mission. TikTok is also especially popular among young adults, the Pew Research Center (2024) reports that 62% of US adults ages 18-29 use TikTok, and primarily to discover new ideas, trends and recommendations. Additionally, Hootsuite (2025) reported that TikTok's "For You Page" favors short, authentic clips rather than highly polished and descriptive content, giving smaller creators a larger opportunity for visibility. By using both platforms, I can efficiently repurpose footage while catering footage and content to platform specific strengths:

- **Instagram** for storytelling, community-building and interactive features.
- **TikTok** for viewer discovery, reach, and fast-paced relatable content.

Together, these platforms maximize visibility, strengthen my brand identity, and ensure that my content reaches young adults and college students where they already spend most of their time online.

Content Style:

For my campaign, I will be following:

Content Option 1: Video and Text Content

- *Video Content: At least 10 minutes total across 2+ posts (e.g., 2×5-minute clips or 5×2-min + 10×1-min clips or 20x30 second clips, etc.).*
- *Long/Short Form Text: 1,000–3,000 words total across 3+ posts (e.g., LinkedIn articles, blog posts, short captions, text within graphics).*

This option aligns most closely with both my goals and the expectations of my target audience, as it allows me to combine visual storytelling with engaging captions and descriptions that enhance viewer experience. The Madison food scene naturally has appealing visuals and narrative-driven stories, making this option the strongest fit for building awareness, establishing credibility, and fostering a strong online community. Video content is essential to my target audience, as short-form videos are the most consistently engaging content format across all major platforms, and continue to outperform static images in both reach and shares (Hootsuite, 2025). Instagram reels specifically generate up to 125% more reach compared to traditional photo posts (Opena, 2025), which makes short-form video content crucial to maximizing visibility. To meet these strengths and requirements, my content will include:

CONTENT STRATEGY

Short-form Videos (30-120 seconds):

These videos will form the bulk of my campaign, including:

- Restaurant Spotlight Series
- Top 3 Hidden/Underrated “_____”
- Student-friendly Options
- Mini-narratives: Events, Chefs, Interviews

Short-form clips match the way young adults prefer to consume content, in quick, engaging and accessible ways. Pew Research Center (2024) found that adults 18-29 heavily use TikTok and Instagram for entertainment, discovery, and local information, allowing my video content to not only meet the platform algorithms, but also align with viewers expectations and behavior.

Photo Posts, Carousel Slideshows, and Stories

- Review Series
- Madison’s Must Try Food Trucks
- Recommendation Story Posts
- Visual Summaries: “Where to Eat this Week”

Research shows that multi-image posts receive higher save rates, which is important for measuring long-term engagement and growth. Interactive stories and summaries also support community-building and give the audience a large role in shaping the direction of content.

Subtitles, Captions, and On-Screen Text

Strong text captions are crucial to a strong campaign. Most videos with narration will include subtitles, as 69% of users watch videos without the sound (Hootsuite, 2025). Longer captions will also be included on some posts to add cultural context, storytelling elements, and personal, student touches. This written component helps add depth and credibility to each post.

Series-Based Content

- **Restaurant Spotlight Series**
- **Review Series**

Series-based content helps build my account’s identity and make content more memorable, while also aligning with STEPPS principles like stories, triggers, practical value, and social currency. The combination of short-form videos, photos, stories and written captions supports both the platform algorithms and audience habits. This mix also strengthens consistent branding and boosts community engagement through engaging storytelling. Since the Madison food niche is highly visual, these formats allow me to highlight local culture in an authentic and meaningful way to my audience.

CONTENT STRATEGY

DECEMBER 2025

M	T	W	TH	F	S	SU
1	2	3	4 Introduction Video	5 Recommendation Story 1	6 Recommendation Story 2	7
8 Madison's Must-Try Food Trucks	9	10	11	12	13 Spotlight Series: Tag's	14
15 Madison's Top 3 Hidden Cafes	16	17 Review Series: Hibachi Hut	18	19	20	21
22	23	24 Review Series: Surco Cart	25	26	27 Spotlight Series: Haven	28
29	30	31				

JANUARY 2026

M	T	W	TH	F	S	SU
			1	2	3 Spotlight Series: Candy Cloud	4
5	6	7 Fan Favorites: Estacion Inka	8	9	10	11
12	13	14	15	16	17 Spotlight Series: Senjoy	18
22	23	24	19	20	21	25
26	27	28	29	30	31	

CONTENT STRATEGY

Content Planning:

My content production schedule is built around recurring themes and post types that work together in maintaining consistency, deepening engagement, and building a strong brand identity. The schedule incorporates a mix of series-styled posts with individual recommendation and interactive videos, and each format serves a strategic purpose. The Spotlight Series highlights the story, vibe and overall feel for different local restaurants, the Review Series provides first-hand, student-focused reviews of popular dishes and restaurants, and the different Top 3, or other recommendation posts offer practical value by giving viewers quick and useful recommendations. Each of these posts encourage audiences to comment and interact, all in easily accessible formats.

My planning process combines trend monitoring and determining the best content styles for the audience, other audience behavior insights, and structured pre-production. Before creating each post, I walk through the storyboard and goals of the video, and make sure I have an idea in my mind. I also make sure to produce thematically relevant and consistent graphics, to make my page look professional and trustworthy. I also look for any audio trends, hashtags, or relevant events that I could tie into my narrative. I also script captions, and subtitles to add narrative depth and accessibility for all viewers. To stay consistent, I use a planned posting pattern that swaps between informative, community-building, and entertaining content. Monitoring analytics and engagement also allows me to edit and adjust content length and topics, to cater content more towards follower preferences. By combining structured planning with flexibility and awareness, this schedule and plan supports my goals of increasing awareness, building community, and developing a strong portfolio while keeping my account relatable, consistent and engaging.

Topic Wheel:



EXECUTION & PROMOTION STRATEGIES

Execution Strategy:

My promotion and execution strategy centers on maintaining a consistent posting schedule, maximizing cross-platform visibility, and reinforcing a complete brand identity across all content. I plan to post 2-3 times per week, with a mix of short-form videos, photo carousels, and stories or polls to maintain variety and constant encouragement to interact. While some content pieces like the Spotlight or Review series videos may be posted on both platforms, each version will be slightly catered to the platform. TikTok posts will lean into trending audios and more humorous content, while Instagram content will include clearer branding and stronger visual consistency and captions. I do not plan to drive traffic to an external site, as I am focused on keeping the audience and community on social media to strengthen engagement with the account, as well as engaging followers with other followers.

KPIs:

To measure the success of my strategy, I will rely on several key performance indicators tied directly to my goals.

- **Reach and Impressions:** My goal is to increase reach and impressions by 10-15% within the first two months, measured through Instagram and TikTok analytics. Growth in reach reflects how effectively my content introduces new audiences to this niche.
- **Follower Growth:** I aim to increase my follower count to a total of 40 followers within the first 2 months, showing that my content is steadily attracting the right audience.
- **Engagement Rate:** I aim to reach a 5-7.5% engagement rate, including likes, comments, shares, and saves. A specific goal within this is to increase comment rate by 5% within the first two months of my campaign.
- **Community Contributions:** This KPI focuses on levels of community building and will monitor how many followers react to polls, interact with stories, or respond to call to action prompts. These indicators reflect the strength of the community dynamic I want to build.
- **Video Completion Rate:** My goal is for at least 60% of viewers to watch videos most, or all the way through, as a high completion rate suggests content is engaging and has correct pacing.
- **Click-Through Rate:** Despite not using an external website, I want to track how many viewers click my profile, or navigate and explore multiple posts. Increasing this by 5% over the first two months will show that my content is sticking to certain viewers and encouraging exploration.

Together, these KPIs provide a clear system for evaluating how well my campaign accomplishes its goals of awareness, engagement, and community building. Tracking reach and engagement helps measure how effectively my content introduces new audiences to the topic, while also showing whether viewers feel motivated to participate or contribute to the community. Specific retention metrics also help indicate if my storytelling style is compelling enough and if viewers are invested enough in the campaign. Collectively, these measures allow me to continuously adjust my content, build a strong community environment, and build a credible digital presence.

Creation and Sharing Process:

To create and share my required content, I used a combination of in-person filming and photography, online editing tools, and platform-specific publishing options. All footage was self-recorded directly at these local restaurants, cafes, and food trucks, allowing me to capture authentic visuals and real student environments. I edited my videos using Adobe Premier Pro, Capcut and Canva, which each helped me refine pacing and audio, and apply consistent branding themes and formats for each content type. I also used resources from the UW-Madison DesignLab to strengthen my visual design choices. When publishing, I used TikTok and Instagram's own tools to add captions, text overlays, and hashtags. This integrated process allowed me to produce high-quality, student-centered content that reflects my strategy and strengthens the overall consistency of my campaign.

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