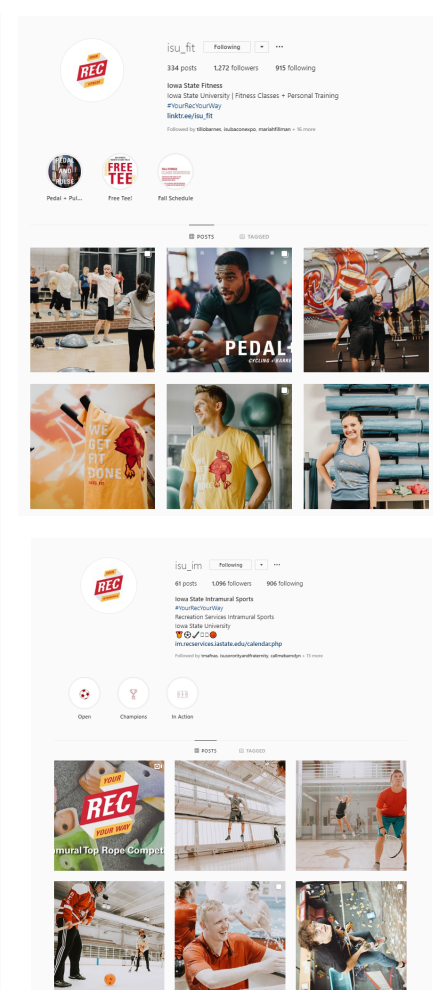
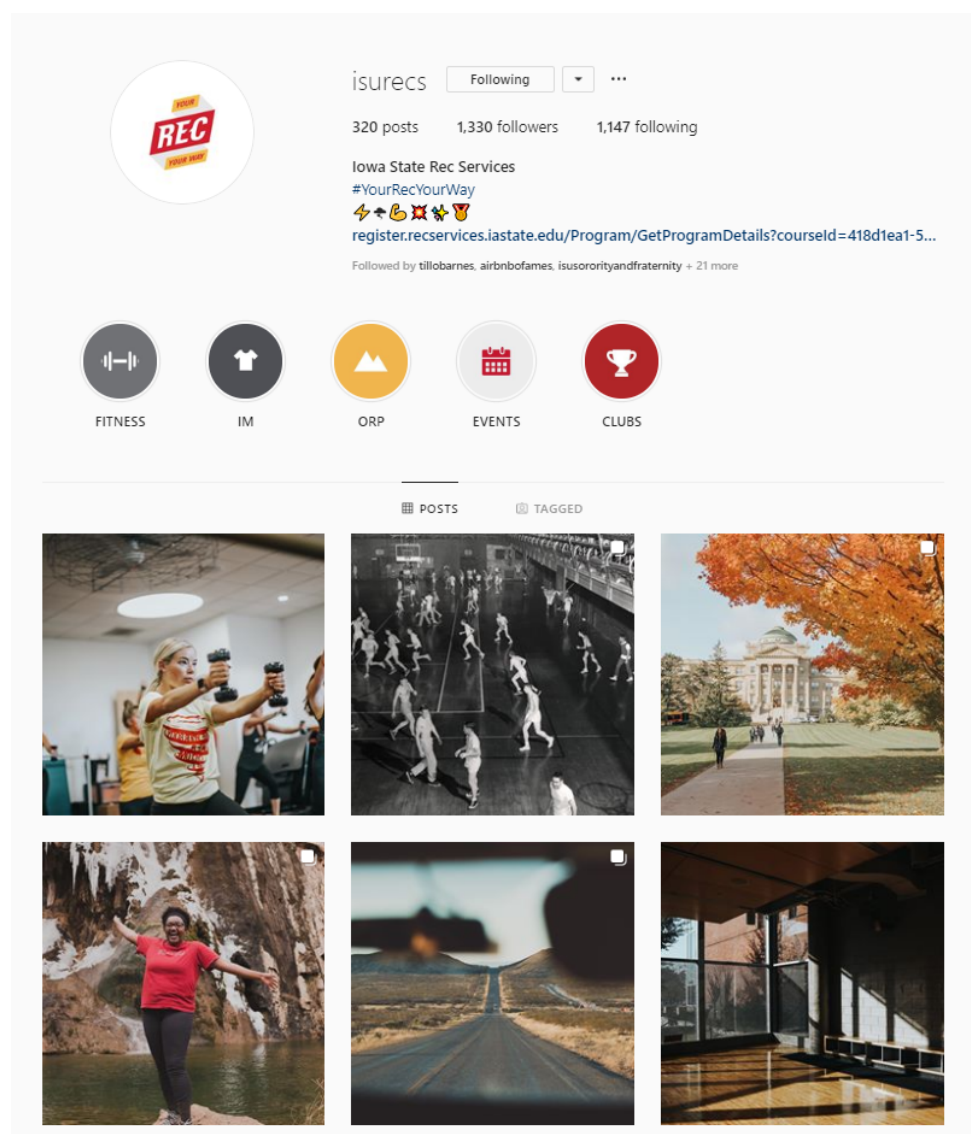


SOCIAL MEDIA REDESIGN



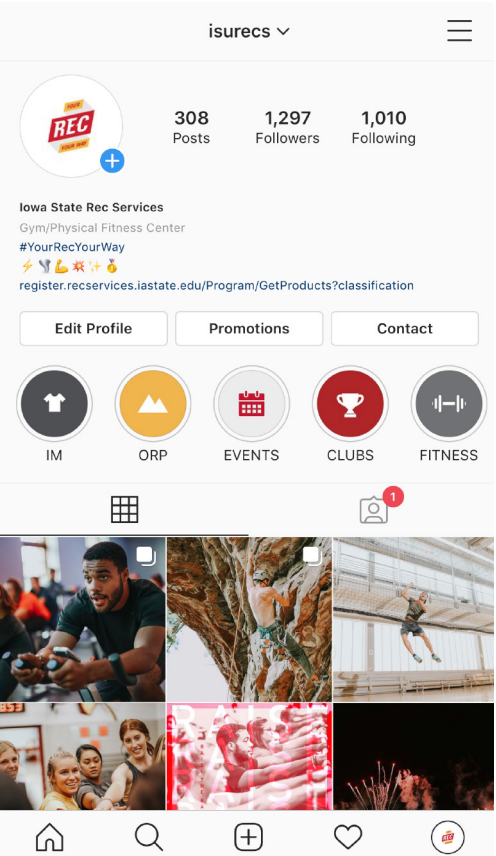
| | January 19, 2019 | | October 19, 2019 | |
|-------------|------------------|-----------|------------------|------------|
| Instagram | Followers | Avg Likes | Followers | Avg Likes |
| Main Rec | 1175 | 54 | 1321 (+146) | 69 (+15) |
| Fitness | 1196 | 46 | 1267 (+71) | 80 (+34) |
| Outdoor Rec | 914 | 59 | 1132 (+218) | 75 (+16) |
| Intramural | 104 | 8 | 1050 (+946) | 135 (+127) |

SOCIAL MEDIA REDESIGN

FEED BEFORE



FEED AFTER




YOUR REC YOUR WAY

ENGAGEMENT BEFORE


<

Posts

November 14, 2018




 isurecs


...




View Insights

Promote





 Liked by sommerranaee and 26 others

isurecs Anyone else here have a confusing and painful love-hate relationship with planks? 🤔

November 9, 2018


ENGAGEMENT AFTER

<


Posts

View 1 comment

September 9




 isurecs
Iowa State University


...




View Insights

Promote



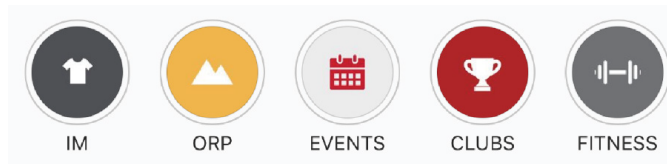


 Liked by isu_im and 95 others

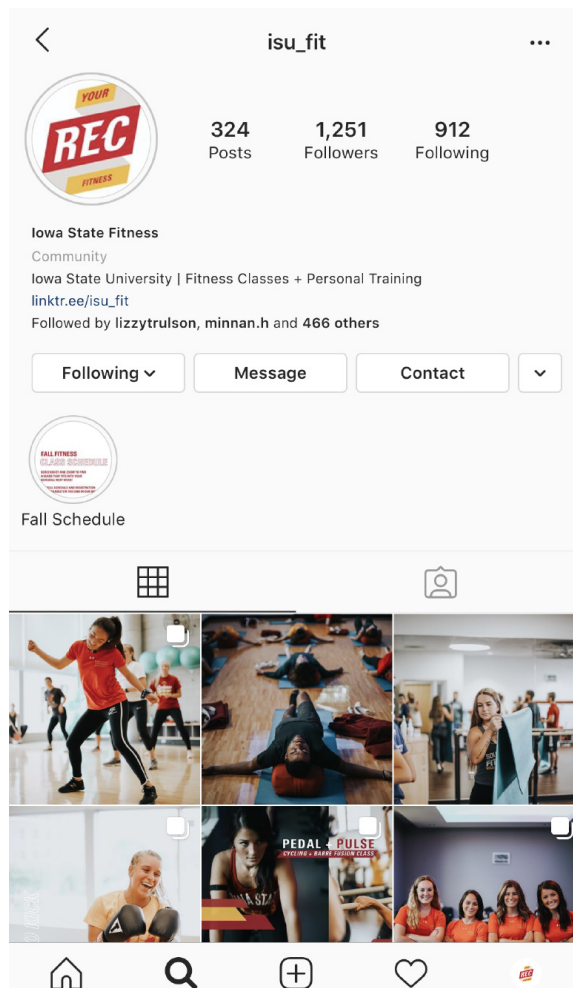
isurecs Endorphins on 3 !!!!! Happy Thursday, go-getters 💰 ✨ 💪

September 5

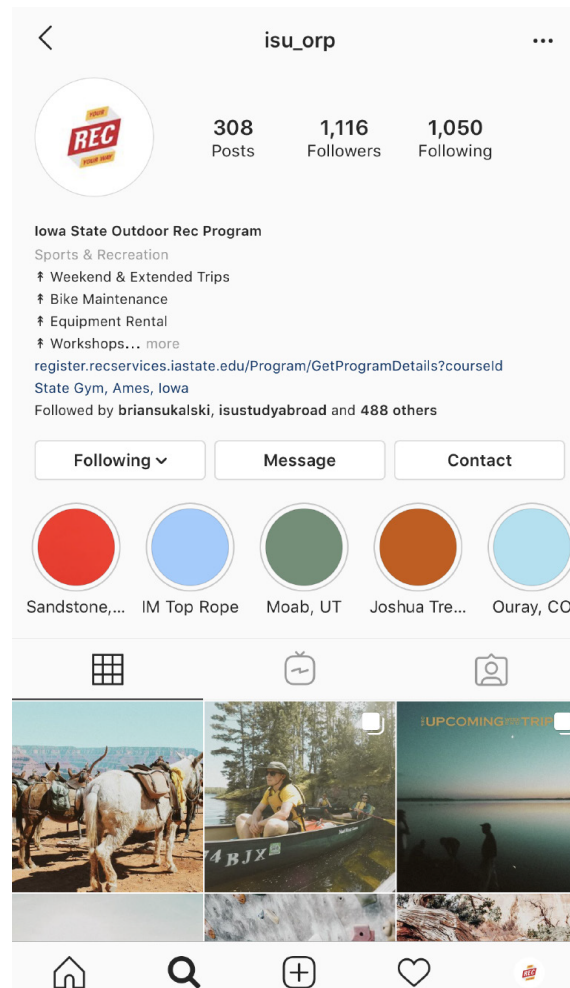
YOUR REC YOUR WAY



FITNESS CLASSES



OUTDOOR REC



INTRAMURALS

