

Multimedia – Short Form Video

Prepare for the Fair: Instagram Reel Series *Oklahoma State University*

Objective or purpose of project:

Our goal in developing our Prepare for the Fair Instagram reels was to prepare students for the Ferguson College of Agriculture’s Agriculture, Food and Natural Resources Career Fair through educational and entertaining social media content. Specifically, we wanted to prepare students for what they should plan to wear to the Career Fair, questions they could ask employers, and general career fair tips. We want our students to make a positive impression on the employers they interact with at the Career Fair and positively reflect on the college’s career development services. By developing engaging Instagram reels, we aimed to meet the need of properly preparing students for this event.

Audience:

The intended audience for the reels was our Ferguson College of Agriculture’s Instagram account followers. Currently, our Instagram has a following of 10,000+ comprised of prospective and current students, alumni, faculty and other university-related accounts. Specifically, this reel targeted current college students who were considering attending or preparing to attend the 2022 Agriculture, Food and Natural Resources Career Fair. All students at Oklahoma State University of all classifications are invited to attend the Career Fair.

Project Outcome:

Our career fair reels were well-received by our intended audience. Collectively, the three reels have been viewed over 19,900 times, reached more than 13,200 accounts, and totaled 1,278 interactions. Comments ranged from students cheering on their peers to additional prep advice from alumni.

What makes this project exceptional?

Our 2022 Ferguson College of Agriculture Career Liaisons, who are tasked with helping their fellow students with career development, assisted our team by serving as models for the reels. Our student audience enjoys seeing their peers on our social media outlets. The Ferguson College of Agriculture encourages an environment where students from different backgrounds and with different interests can find their place within the college. This idea is something we strive to promote on our social media channels. In our career fair attire reel, we ensured we avoided all gender-specific language such as “male business professional” and “female business casual” with each clothing option to promote inclusivity and to discourage the notion that certain outfits were selective to genders.



Watch the “Prepare for the Fair” reels.