

MARKETING & RECRUITMENT STRATEGIES



SHPE

Leading Hispanics in STEM

University of
Florida

SPEAKERS



Damariz Gallegos
VP of Marketing



Vivian Rincon
Lead Content Director



Emma De Varona
Lead Social Media Director



Ryan Rodriguez
Recruitment Director



Alejandra Hernandez
Lead Graphic Design Director

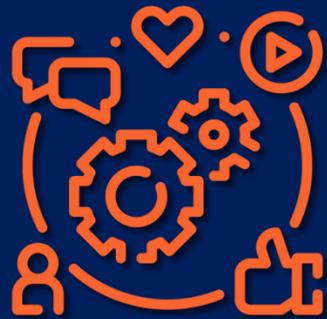


Tatiana Escobar
Recruitment Director

MARKETING CABINET

OVERVIEW

Social Media



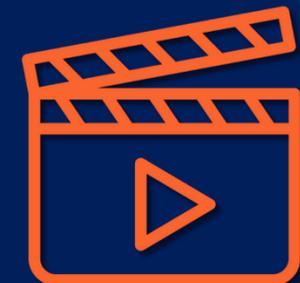
Content



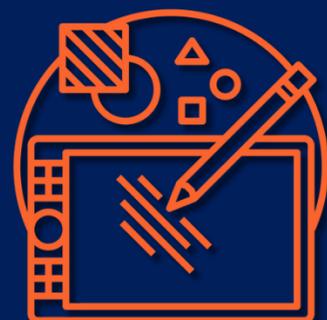
Apparel



Video



Graphic Design



Recruitment

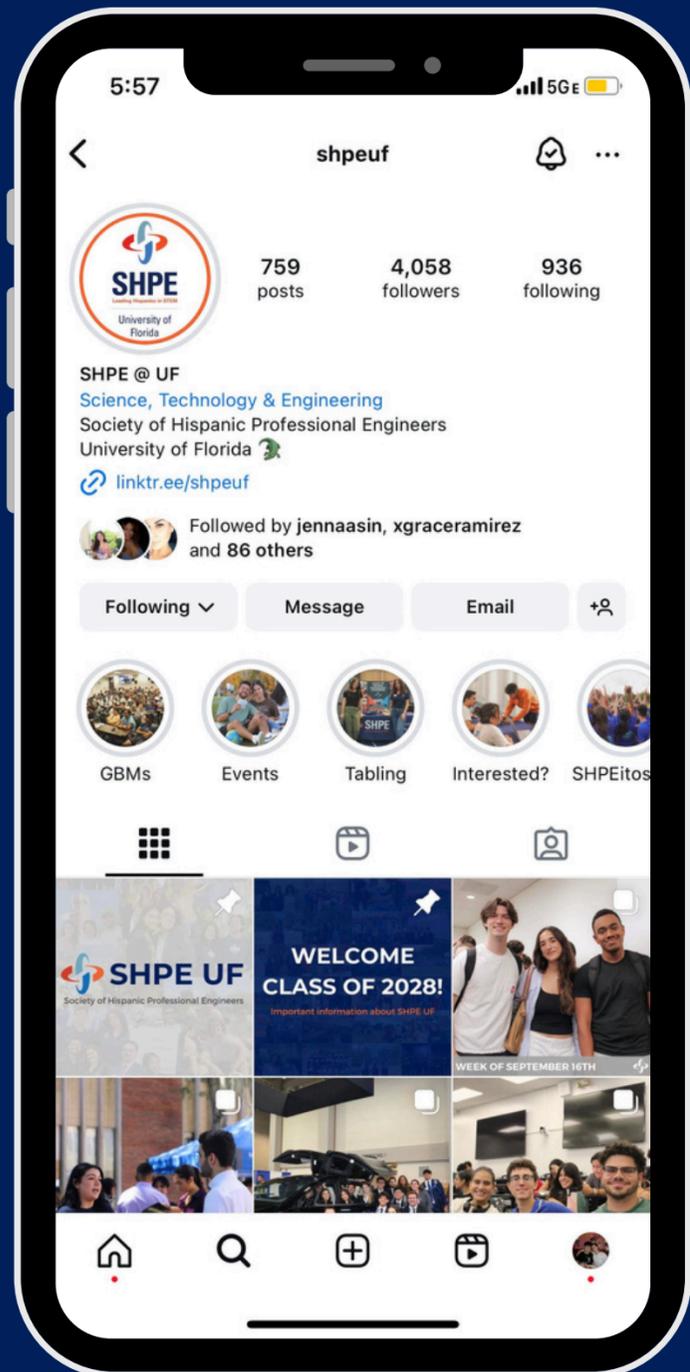


Photography



SOCIAL MEDIA

@shpeuf



- **Main Feed**

- Consistency is key
- Be unique

- **Stories**

- Reminders
- Live footage

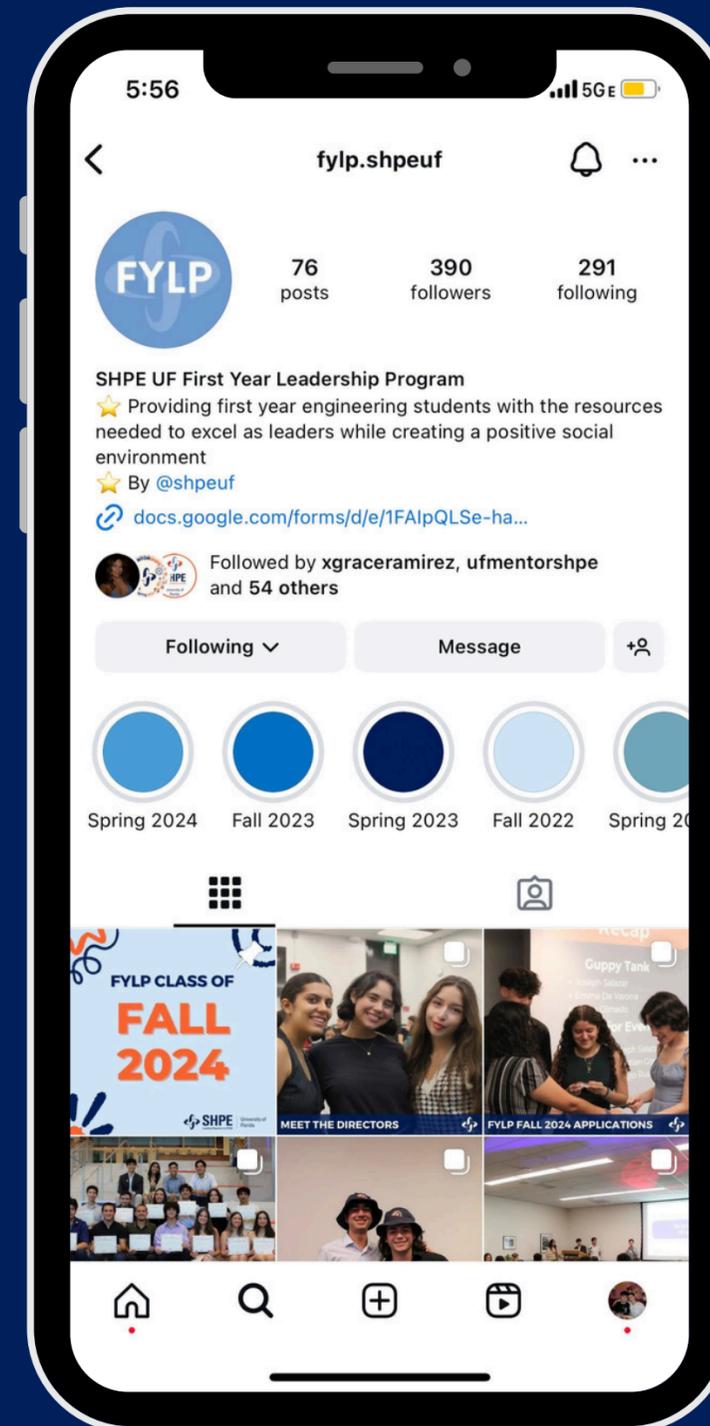
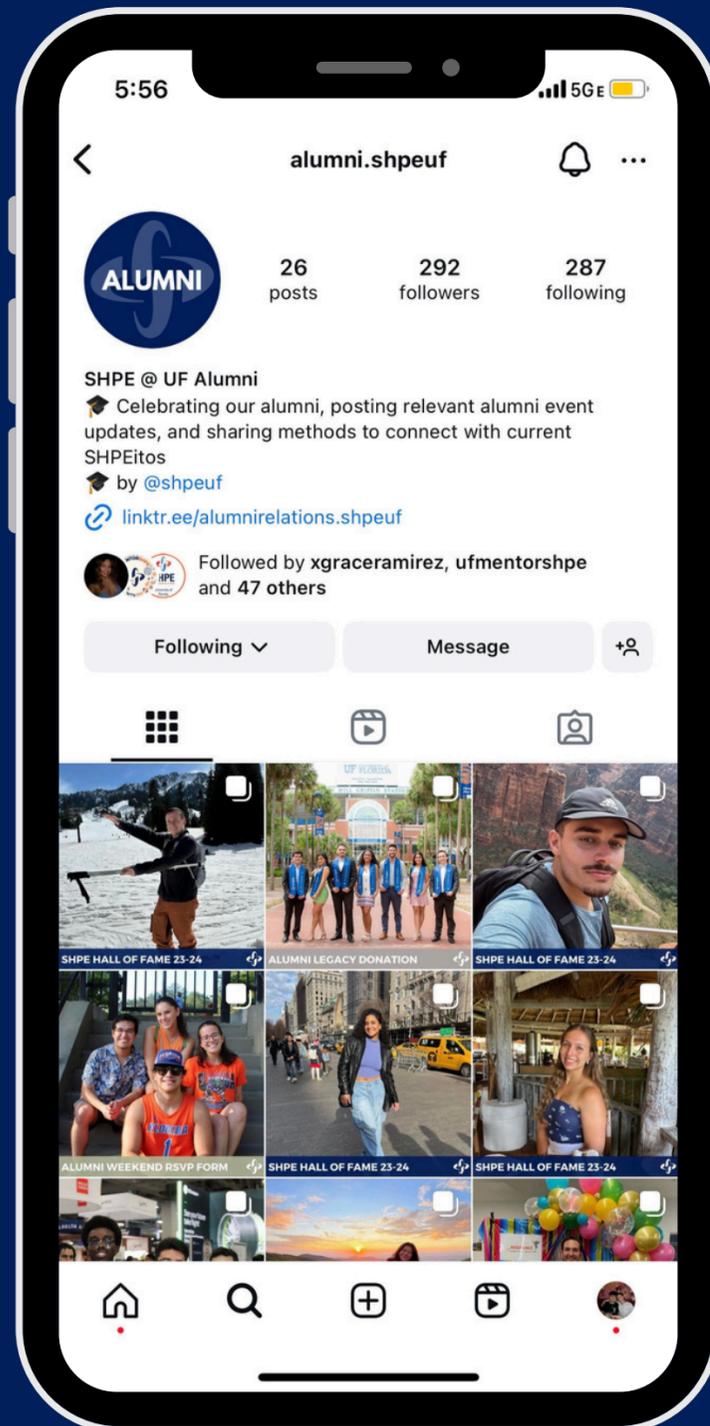
- **Reels**

- Trends, but make it SHPE
- Fun but professional

SOCIAL MEDIA



@alumni.shpeuf



@fylp.shpeuf

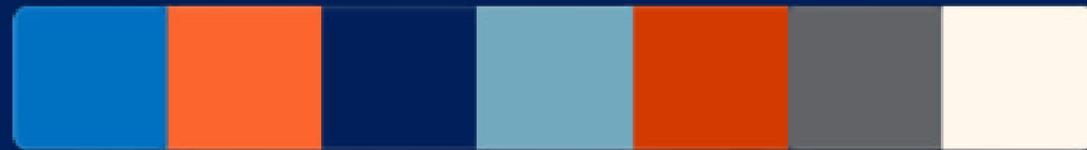


GRAPHIC DESIGN

- **Branding**

- Always stick to brand colors
- Include a logo in every graphic

SHPE Colors

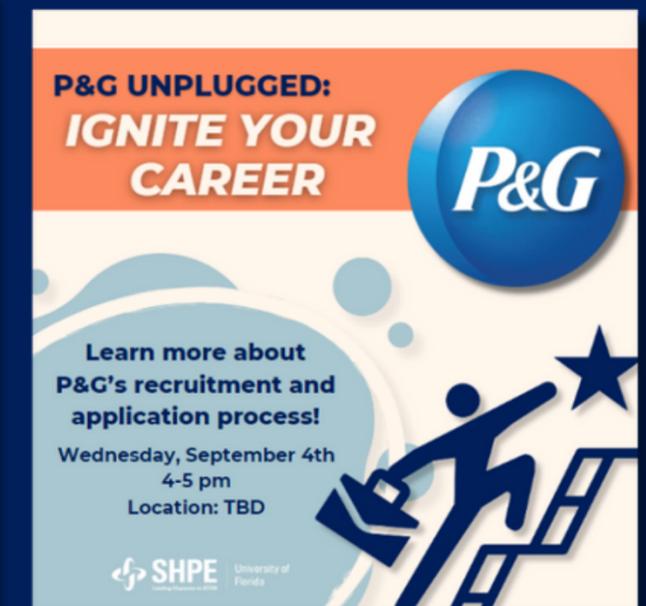
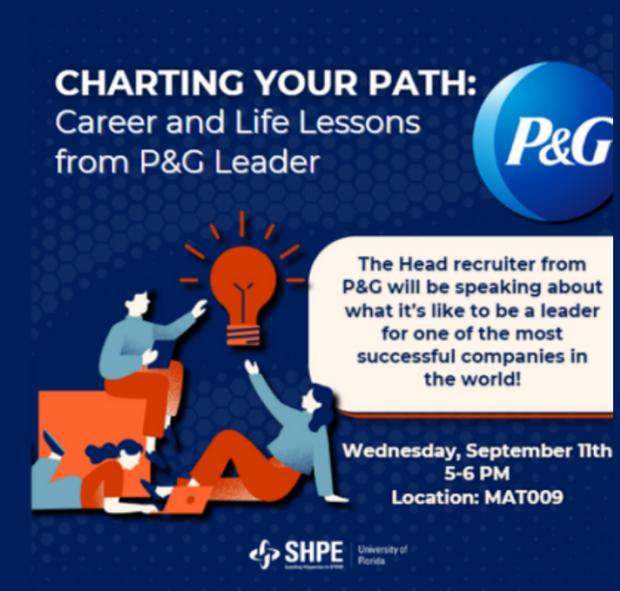


- **Consistency**

- Similar events have similar graphics
- Graphics should match

- **Creativity**

- Make things stand out!
 - Use shadows and textures
 - Little details go a long way



CONTENT

- **Instagram Reels**

- With the rapid increase in popularity, reels have worked wonders!
- Longer videos with greater music selection

- **Trends + Professionalism**

- Keeping up with the trends and staying on-track
- Adding a SHPE-edge: mixing comedic + professional brand

- **Podcasts + Alternative Content!**

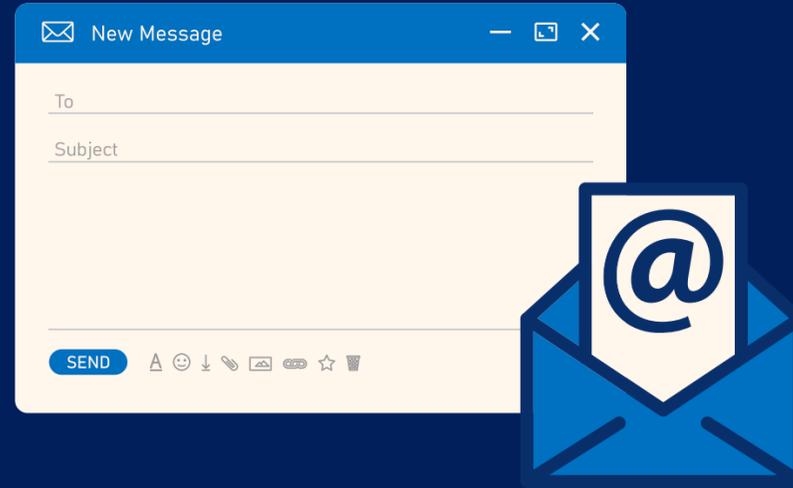
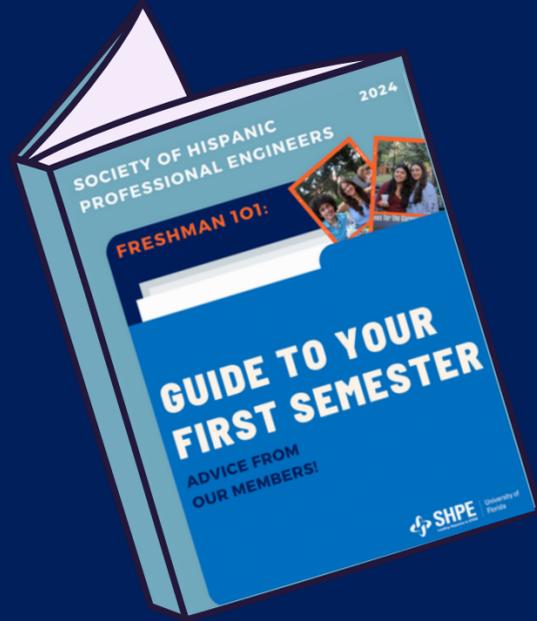
- Content, but on the go!
- Imperative to monitor user-interactions and listen to the audience!



shpenational Love the dedication 🙏

3w 4 likes Reply

Freshman 101 Docs



Emails



Info Session

RECRUITMENT



Tabling



Interest Forms

QUESTIONS?



SHPE

Leading Hispanics in STEM

University of
Florida



SHPE

Leading Hispanics in STEM

University of
Florida

