

**SIMPSON**  
COLLEGE

**EduADAWARDS**

SIMPSON COLLEGE

# Homecoming/Inauguration Social Media Campaign

# SIMPSON COLLEGE

## Simpson College Homecoming/Inauguration Social Media Campaign

The Homecoming and Inauguration social media campaign's primary goal sought to increase attendance at Homecoming and related events, with the secondary goal of increasing brand pride and affinity.

The campaign begins with the use of Homecoming images from the previous year, highlighting the joy and fun of the event to boost attendance. Pictures and video highlights are shared during and after the event to feature those who attended and create anticipation for the following year's Homecoming events.

The 2024 Homecoming week included the inauguration of the College's 25th president, who is also an alumnus of the College. This brought an additional element to the campaign, allowing the College to share details and foster eagerness for the upcoming inauguration and the "homecoming" of a treasured alumnus.



[Simpson Homecoming - Instagram 01 Carousel](#)

[Simpson Homecoming - Instagram 02 Carousel](#)

[Simpson Inauguration - Instagram Video](#)

[Simpson Homecoming - Instagram Video](#)

[Simpson College Homecoming/Inauguration Social Media Assets](#)





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**simpsoncollege** Tailgating fun and endless cheers during Homecoming weekend! Our favorite time with the Simpson family. 🍌

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**edwinattorney** And **@simpsoncollege** won!!! 🔥🔥🔥

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**simpsoncollege** #SimpsonCollege #Homecoming #RollStorm #SimpsonStorm #Football #Tailgate

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**simpsoncollege** The One With the Simpson Red Couch! #Homecoming2024 #SimpsonRedCouch

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