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Parallel PR

Auburn Women's Volleyball

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We are on your side.

Introduction

This campaign was created by a group of five Public Relations students at Auburn University as a class project. The project requires us to create a campaign from the ground up and give PR students practical experience working alongside a client, identifying and responding to communication needs, and developing the skills required to plan and implement a successful public relations campaign. For this project, our team has partnered with Auburn Women's Volleyball to identify opportunities to increase visibility, engagement, and support for the program. Through research and collaboration, we have developed strategic recommendations and campaign initiatives designed to elevate awareness and strengthen the team's connection with the Auburn community.

Table of Contents

Overview.....	4
SWOT Analysis.....	5
Social Media Audit.....	14
Situation Analysis.....	17
Goals & Objectives.....	29
Execution.....	30
Measurable Results.....	32
Recommendations.....	35
Appendices.....	37
Conclusion.....	59
References.....	60

Overview

Auburn University Women's Volleyball is a Division I program competing in the Southeastern Conference (SEC) under Auburn University Athletics. Established in 1974, the program has built a sustained presence within collegiate volleyball and continues to compete in one of the nation's most competitive conferences. Led by Head Coach Brent Crouch since 2020, the team operates under the broader mission of Auburn Athletics: "to advance Auburn University's mission through athletics by inspiring passion, pride, and excellence in our student-athletes, coaches, staff, and fans." The program prioritizes competitive success, academic achievement, leadership development, and the embodiment of Auburn's core values, including integrity, discipline, and teamwork.

The purpose of this project is to identify strategies to increase game-day attendance among students, alumni, and residents of the Auburn–Opelika community. Although major sports such as football and men's basketball consistently draw large crowds, Women's sports programs such as volleyball experience lower attendance despite ongoing engagement efforts. Auburn has a large fan base ranging from students, Alumni, and the greater Auburn, Opelika area and we are searching to see what influences our target audiences. Because attendance directly impacts team morale, game-day atmosphere, and long-term program growth, this analysis examines the internal and external factors influencing Auburn Women's Volleyball.

SWOT Analysis

Strengths

Strengths are internal characteristics and resources that position the organization to effectively accomplish its mission and long-term objectives. The following strengths of Auburn University Women's Volleyball are organized according to the four internal divisions: political, social, economic, and technological

Political:

- **Strong Institutional Alignment with Auburn Athletics**

Auburn University Women's Volleyball operates under the structure of Auburn University Athletics and competes in the Southeastern Conference (SEC). This affiliation provides organizational legitimacy, compliance support, and alignment with NCAA and SEC policies.

- **Effective Leadership and Administrative Support**

The program benefits from stable leadership under Head Coach Brent Crouch, along with oversight from Auburn Athletics administrators. Strong leadership and clear organizational structure support strategic planning, athlete development, and adherence to university and conference standards.

Social:

- **Strong Brand Identity and School Pride**

The volleyball program benefits from Auburn University's nationally recognized brand

and deeply rooted fan culture. Auburn's tradition of school spirit and loyalty strengthens the team's identity and provides a built-in audience of students, alumni, and community supporters.

- **Positive Team Culture and Community Engagement**

The program reflects Auburn's core values of integrity, discipline, and teamwork. Active involvement in community initiatives and positive interaction with fans foster strong relationships and reinforce a supportive image within the Auburn–Opelika area.

Economic:

- **Strong Institutional Funding and Resource Allocation**

As a member of Auburn Athletics, the volleyball program benefits from institutional financial support, scholarships, facilities, marketing assistance, and operational resources. Access to these assets enhances the program's ability to recruit talent, maintain competitive performance, and execute promotional initiatives.

- **Revenue and Exposure Through Conference Affiliation**

Participation in the SEC provides media contracts, sponsorship exposure, and shared conference resources that indirectly strengthen the program's financial foundation and long-term sustainability.

Technological:

- **High-Quality Digital Media and Production Capabilities**

The program utilizes professional photography, videography, and graphic design to

promote athletes and game-day experiences. High-quality visual content strengthens brand consistency and audience appeal.

- **Strong Media Presence and Engagement**

Auburn Women's Volleyball maintains an active Instagram presence with consistent posting and fan interaction. Effective use of digital platforms enhances communication with students and alumni, increases brand awareness, and supports promotional efforts aimed at improving attendance.

Weaknesses

Political:

- **NCAA Rule**

Because the program competes at the NCAA Division I level, it must follow strict NCAA and SEC rules. These regulations affect recruiting and scholarships, and NIL opportunities. While these rules are meant to keep competition fair, they can sometimes hurt a team's flexibility and make it harder to adapt quickly and compared to professional sports organizations, this is a threat.

- **Administrative Limitations**

The volleyball program also operates under the larger Auburn Athletics structure. Major decisions about funding, staffing, and facility improvements have to go through the athletic department and university administration. This can slow down progress and affect the timeline with which decisions are made, slowing down the process.

Social:

- **Limited Visibility**

Auburn is well known as a football school, and that culture can make it harder for other sports, including women's volleyball, to consistently attract large crowds and media attention. Volleyball matches often compete with the football season in the fall, which can impact attendance and overall visibility.

- **Recruiting Challenges**

Recruiting is another challenge. While Auburn competes in the SEC, it does not yet have the same national volleyball reputation as long-established powerhouse programs. The top recruits, coming out of high school, may be drawn to schools with a stronger history of championships or ones with higher national rankings.

Economic:

- **Financial Limitations**

Unlike football or men's basketball, women's volleyball is not a major revenue-generating sport. Ticket sales, sponsorships, and merchandise income are more limited, meaning the program relies heavily on overall athletic department funding. If resources are tight, volleyball may not be prioritized over a sport that is producing more money for the university. Travel costs in the SEC are also significant, and rising operational expenses can put additional pressure on the program's budget.

Technological:

- **Technology**

College athletics is becoming more technology-driven each year. Programs that invest heavily in sports science, analytics, and athlete performance tracking often gain a competitive edge. If Auburn does not consistently invest in updated training and recovery technology, it could fall behind other SEC programs.

Opportunities

Political:

- **NIL Expansion**

With the NCAA now allowing athletes to have NIL deals, the Auburn Women's Volleyball players have the opportunity to create partnerships with businesses local to the Auburn-Opelika area which provides more visibility with athletes.

- **Increased Support in Women's Sports**

Recently there has been a bigger emphasis on women's sports because of Title IX. Auburn can use this as a leverage for better marketing budgeting, special events during games and increased resources as a whole.

Social:

- **Hosting Volleyball Camps**

A lot of the Auburn Women's Volleyball game attendance is from local families and young girls who are interested in volleyball. Providing youth camps during the off season is a

great way to grow interest in the team and hopefully bring in more families and girls interested in the game.

- **Engaging with the Community**

Auburn Women's Volleyball already does a good job engaging with their fans before and after games but finding more ways to be involved with the community as a whole. They could make appearances at different events throughout the Auburn-Opelika area or provide more engaging opportunities at the end of games.

Economic:

- **Local Business Partnerships**

The Auburn-Opelika community does a great job of supporting the Auburn University Athletic teams. Reaching out to different places to partner with for cross-promotions or sponsorship deals.

- **Increased Merchandise Sales**

By frequently coming out with new merchandise, fans can have some appeal to draw them into games. If you increase merchandise sales this could also be beneficial. Because games are already free to attend people may be more willing to spend money on merchandise.

Technological:

- **Social Media Platforms**

The Auburn Women's Volleyball team already uses Instagram and X frequently but adding TikTok to their social media could be very beneficial. When trying to reach more college

students, TikTok is a great way to do that. There are opportunities to highlight the team as a whole and collaborate with each of the individual players who already have TikTok accounts.

- **Athlete Branding**

Using social media to build branding for each of the athletes allows for people to get to know them and their personalities better. When people feel they have a more personal connection with the athletes they are more likely to want to attend.

Threats

Political:

- **High-level Competition**

Because Auburn Women's Volleyball competes in the SEC, the level of competition is extremely high every season. The conference continues to improve, which makes it harder to consistently win and qualify for postseason play. With stronger opponents across the board, there is less room for mistakes. This constant competitive pressure is a major external threat to the program.

- **Conference Expansion**

Conference realignment has strengthened major conferences like the SEC. As more competitive teams are added, schedules become tougher and standing out nationally becomes more difficult. This shift is outside of Auburn's control but directly affects its ability to earn tournament bids.

Social:

- **Changing Student Interest**

Student entertainment habits are changing, with many choosing to stream games or spend time on social media instead of attending matches. Lower attendance can impact game atmosphere and home-court advantage. Keeping students consistently engaged is becoming more challenging.

- **Competition From Other Sports**

Auburn volleyball competes with other sports, particularly football, for student attention. Additionally, for families attending Auburn games, their children's participation in other sports can also impact attendance.

Economic:

- **Uncertain Economic Conditions**

Economic downturns can impact donor contributions and sponsorship funding. Since volleyball is not a major revenue-producing sport, it may be more affected if athletic budgets are adjusted. Reduced funding could limit program growth or improvements.

- **Increasing Program Costs**

Travel, recruiting, equipment, and training expenses continue to rise. Competing in the SEC requires significant financial investment. If costs increase faster than available resources, it could make it harder to keep up with other programs.

Technological:

- **Keeping Up with Performance Technology**

Athletic programs continue to invest in advanced analytics and recovery tools. Teams that adopt new technology quickly often gain an edge. If Auburn does not consistently keep pace, it risks falling behind competitors.

- **Online Reputation Risks**

Social media can help promote the program, but it also creates risk. Negative publicity or controversies can spread quickly and affect public perception. Managing the program's online image is essential in today's digital environment.

Auburn University Women's Volleyball has been successful but also has many areas to grow in. There are challenges with financial constraints, increasing competition and administrative limitations but also many opportunities for NIL expansion and local business partnerships. There is always a threat of losing interest from the student body or not being successful with social media marketing but with a positive team culture and support from the community, the Auburn Women's Volleyball team is hopeful to continue growing their program.

Social Media Audit

Brand: Auburn Women's Volleyball

Focus: Instagram (@auburnvolleyball)

CURRENT STATE

1) Which social networks are being used, and how:

Network	How Active	What Types of Activity
Instagram (@auburnvolleyball)	Very active — frequent posts & Stories	Match day graphics, final scores, player features, action shots, team culture, camp promos, recruiting
X (Twitter)	Active — mostly game updates & retweets	Score posts, live match commentary, news retweets
Facebook	Moderate — shared Instagram content	Match results & team updates
YouTube	Limited to season highlights	Most views on match action or promos
TikTok	Emerging but less consistent	Short-form challenge videos, behind-the-scenes, trending audio

PERFORMANCE

1) Engagement Metrics

Network	Engagement Metrics
Instagram	High like counts on match recap posts, career milestone posts, and recruiting announcements. Comments from fans, recruits, and community.
X	Good retweets on big wins or highlighted plays. Moderate engagement outside matches.
Facebook	Lower engagement than Instagram ,mostly shares from volleyball followers.
YouTube	Views concentrated on action highlights or featured match clips.

TikTok Growing potential , views spike on behind-the-scenes or humorous team content.

2) Sentiment Metrics

Network Sentiment Metrics

Instagram Mostly positive overall. Fans praise athletic play; occasional critique after losses.

X Energetic during matches, mixed in losses, positive overall.

Facebook Supportive and informative fanbase.

YouTube Neutral / positive , esport-like follow-through on highlight reels.

TikTok Positive, especially on fun content that shows personalities.

OPPORTUNITIES

1) Profile Improvements

Network Improvement

Instagram Add more Story Highlights: Match Results, Recruiting, Practices, NIL, Camps. Pin key posts like roster, schedule, recent wins.

X Add a pinned tweet with key season info or upcoming match details.

Facebook Customize cover photo seasonally and repurpose top Instagram content.

YouTube Organize playlists: Match Highlights, Watch Parties, Player Spotlights. Add subtitles for accessibility.

TikTok Update bio link to a link hub (tickets, roster, schedule, merch).

2) Social Activity Improvements

Network Improvement

Instagram Post more Reels — game highlights, epic plays, training clips. 3–5 Reels/week recommended.

Instagram Stories Use more Stories for polls, countdowns to matches, Q&A with players/coaches.

X Use live polls during matches to increase interaction.

Facebook Share fan-generated content from matches.

YouTube Short-form vertical clips for YouTube Shorts to ride trending formats.

TikTok Leverage trending sounds with team culture content; day in the life, locker room hype, etc.

COMPETITORS & PROFILES TO WATCH

Profile to Watch	Reason
LSU Tigers women's volleyball	Strong regional competitor with high social engagement and storytelling.
Texas Longhorns women's volleyball	Elite program with polished Instagram content and high post consistency.
Florida Gators women's volleyball	Engaging TikToks , player “takeovers,” and community content.
Nebraska Cornhuskers Women's Volleyball	One of the most followed volleyball programs nationally, known for real-time match updates, viral crowd moments, and consistently high engagement on X during games.
Wisconsin Badgers Womens Volleyball	Strong community-building through Facebook with high fan interaction, game recaps, and shareable highlight content that drives consistent engagement.
Kentucky Wildcats women's volleyball	Consistently publishes high-quality match highlights, player features, and behind-the-scenes content, with strong SEC relevance and storytelling that translates well to YouTube audiences.

OVERALL SUMMARY

Auburn Women’s Volleyball is doing well on Instagram with strong visual content, frequent posting, and high engagement on game-related posts. The account’s strengths include match recaps, recruiting announcements, and dynamic photos.

Top Areas to Improve:

- More Instagram Reels & Stories for engagement spikes
- More behind-the-scenes personality content — primed for fan connection
- Interactive features — polls, Q&A, “this or that”
- Organized Highlights — so followers always know where to find key content

Situation Analysis

Problem Statement:

Attendance and community awareness for Auburn Women's Volleyball games are currently lower than desired, limiting fan engagement and support for the team.

Mission Statement

The Auburn Athletics Department will be the nation's preeminent Athletics Department. We have a two-fold purpose: To enable our student-athletes to be successful in all areas of their lives, athletics, academics and personal endeavors, both now and in their future careers, by providing them with the best resources available in academics, facilities and coaching; While meeting the needs of our student-athletes, to represent and promote Auburn University in a positive manner in all that we do.

Existing Strategies

Auburn Women's Volleyball currently uses several social media platforms to communicate with fans and promote the team. The main platforms used are Instagram, X, Facebook, YouTube, and TikTok. Each platform is used a little differently, but they all help share information about matches, players, and team culture.

The team's most active platform is Instagram (@auburnvolleyball). The account posts frequently and includes match day graphics, final scores, action photos from games, player features, and recruiting announcements. Based on the social media audit, these types of posts usually get the most engagement from followers. Many fans like and comment on posts about big wins, player milestones, and recruiting news. This shows that Instagram is currently one of the most effective ways the team connects with its audience. The program is also active on X. This platform is

mostly used to post live updates during matches, including scores and key plays. Engagement on X tends to increase during games when fans are following along in real time. Outside of matches, the engagement is usually lower but still consistent with updates and retweets related to Auburn Athletics.

Other platforms are used but are not as active. The team's Facebook page mostly reposts content that is already shared on Instagram, which results in lower engagement. The program also has a YouTube channel that features match highlights and promotional videos, but new content is posted less frequently. Additionally, the team has started using TikTok, where short videos showing behind-the-scenes moments or fun team content sometimes get a good number of views. Overall, Auburn Women's Volleyball is doing well with social media, especially on Instagram where engagement is strongest. However, there are still opportunities to improve. For example, the team could post more short videos, use interactive features like polls or Q&A sessions, and show more behind-the-scenes content. These types of posts could help fans feel more connected to the players and the team.

Research and Campaigns

Looking at other successful college volleyball programs can help show what strategies work for promoting teams and increasing fan engagement. Many programs use social media to build excitement around their teams and encourage people to attend games.

For example, the volleyball program at the University of Texas Athletics has a strong social media presence by posting game highlights, player spotlights, and behind-the-scenes content. Their posts on platforms like Instagram and TikTok highlight team personality and important moments during the season, which helps fans feel more connected to the athletes

(@texasvolleyball) . Another example is the volleyball program at the University of Nebraska Athletics, which is known for having very high attendance at games (NCAA, 2023). The program promotes matches as major events through strong social media promotion, themed game nights, and fan-focused content that encourages students and the community to attend.

Research on sports communication also shows that social media can help build fan loyalty. Content that shows athlete personalities, team culture, and behind-the-scenes moments usually gets higher engagement from fans. Interactive posts like polls or questions can also help followers feel more involved with the team. These examples show that Auburn Women's Volleyball could increase engagement by posting more behind-the-scenes content, using interactive features, and creating more short-form videos.

Stakeholders and Publics

Different stakeholders perceive the problem in different ways. Students often see volleyball as a lower-priority activity, while players, coaches, and the athletics department view attendance as a key factor in program support and atmosphere. Alumni, community members, and media may simply lack awareness, suggesting that improved promotion, visibility, and social engagement could help address the issue. Women's volleyball attendance nationwide averages about 1,200 fans per match, while top programs like Nebraska regularly exceed 8,000 fans, showing the potential for growth through stronger marketing and fan engagement.

Primary Research

For Parallel PR's primary research, we conducted interviews. We interviewed five people around Auburn University and the Auburn Community. These people have a wide variety of differing demographic profiles. We arbitrarily interview one grad student, one freshman, one woman in

the Auburn community, a sorority girl and an international student. We asked each interviewee a total of eight questions and recorded each of their responses. Listed below are the questions asked to each person:

1. When you're deciding what to do on a typical evening, how does something like a volleyball game compete for your time?
2. What would you choose to do over going to a volleyball game?
3. What kind of person do you think typically attends volleyball games?
4. When you hear "Auburn volleyball," what image or feeling comes to mind?
5. What would need to happen socially for volleyball to become a "group thing"?
6. What would have to change for you to genuinely want to attend a volleyball game?
7. What emotions do you associate with volleyball, compared to other sports?
8. If attendance doubled next season, what do you think would have caused that?

Personas

See visual representation in appendices

Female, 24, second year Grad student

1. It would actually be ranked pretty high because I used to play volleyball and really enjoy going to the games. I usually try to go to a lot of them during the season.
2. Because I am a grad student I have a lot of school and studying so I would probably choose to sleep over going to a game. Or if I just had too much school work to do I would obviously do that over going to a game.
3. I would assume more social people attend volleyball games and obviously people who like the sport. Maybe also people who are looking for a community aspect or want a fun outing with their friends.

4. When I hear “Auburn Volleyball” I think of fun, confidence, women's sports. I think about when I used to play volleyball and all of the memories from that as well. It is all positive things.
5. There definitely needs to be more advertising from Auburn and the Athletic Department. There is so much advertisement for other sports but you never see much for volleyball. They could put up more posters, social media posts or maybe some incentives for students if they come to the game.
6. I already go to games but like I said, fun incentives are always a good idea or free tshirts or food always seems to be something that draws students into events.
7. I have a lot of positive emotions towards volleyball because it's really the only sport I like. I get excited to go to games and it makes me happy when we win games.
8. There needs to be more awareness and advertising for the season and when each of the games are so people have reminders about them. They somehow need to show that the games are a lot of fun and maybe remind them they are free and there's never really long lines to wait to get in.

Female, 62, Auburn Resident

1. It ranks low because I don't know anything about the players so I feel no connection. I like volleyball but it's not really a sport that I want to go sit down and watch for a few hours.
2. I think I would rather just watch a movie at home with my husband. If I was more into volleyball I would have more of a draw to go watch the games.

3. I feel like it is mostly families of the players that are going to the games. I don't feel like I hear a lot of people that I know going to games. Maybe some students will go too.
4. I have no idea. I have never been to a game before so I don't know much and I feel like there is no marketing for them through Auburn or around town
5. They definitely need more exposure around town and on social media. Because they are not talked about a lot people forget when volleyball season is happening and when each of the games are.
6. I'd have to have more reminders about when games are through social media and again some hype about the players so I feel like I know them a little better.
7. Constant excitement, never boring, lots of big moments. Volleyball is a fast paced game and for people that may not understand the game it may be a lot to go and enjoy thoroughly.
8. I think they need a deliberate campaign to remind people it's volleyball season and continuous reminders of when each of the games are and just different ways to remind people how fun the games are.

Male, 18, Freshman

1. It depends on each week and if I have a lot of school work and exams that week. I am an engineering major and so I spend a lot of time studying and doing school work. I also don't know much about volleyball so it probably wouldn't be the first activity I think of to do.

2. Well it depends on what day of the week it is because I live about 20 minutes off campus and would need the tiger transit to be running in order to get to the game. They don't run on the weekends.
3. People from Florida because of beach volleyball. I assume that a lot of people who live in Florida play beach volleyball and so they probably enjoy going to volleyball games because they understand it more. Or just people who are big fans of volleyball in general.
4. "I imagine a team of a bunch of people dressed as Aubie playing volleyball"
5. I can't think of anything off the top of my head because I don't know much about volleyball. I have only ever seen one flyer around campus for volleyball games and it was at another sporting event that I was attending
6. Have people like the volleyball players out on the concourse talking about upcoming games. This would help more people know when games are and maybe people would learn the players more and get to know them.
7. Because I don't know anything about volleyball I don't really have any emotions towards it.
8. Better advertisement throughout campus or in school emails. I don't have social media so advertising on there wouldn't be very helpful for me. Maybe discount on food and concessions at the game would be a good appeal.

Female, 22, Senior, involved in Greek life

1. Honestly it usually doesn't come up unless someone specifically invites me. Most nights I'm deciding between hanging out with my friends, a sorority event, studying, or going

out somewhere. If a volleyball game was already part of a group plan then I'd go, but it's not something I usually think about on my own.

2. Probably hanging out with my friends at someone's apartment, going to dinner downtown, studying at a coffee shop, or going to another Auburn sports game if it's a bigger one. A lot of nights also end up being sorority stuff or just relaxing with friends.
3. I feel like it's mostly families, people who really follow volleyball, or friends of the players. Maybe some students who just really like sports in general. It doesn't feel like something that a lot of the general student body goes to regularly.
4. I picture a smaller gym with a team that's probably really good, but it just doesn't get the same attention as football or basketball. It feels more low-key and not as big of a campus event.
5. If more of my friends started going and it became something people talk about doing before the weekend or on a weeknight. Like if sororities planned group outings or if it became normal to meet up there before going out somewhere. It would need to feel like a fun social thing, not just a game.
6. Probably more excitement around it on campus, like better promotion, theme nights, or if people were posting about it and making it look fun. If my sorority or a big group of friends decided to go together I'd definitely be more interested.
7. Volleyball feels more chill and kind of fun to watch, but it doesn't have the same excitement or intensity that I associate with football or basketball games at Auburn. Those feel like huge events, and volleyball feels more relaxed.
8. I think it would be because it became more of a social thing for students. Like if there were good promotions, Greek life getting involved, maybe themed games, or if the team

started doing really well and people started talking about it more. Once something feels like the place to be, students usually show up

Female, 26, International Student

1. Most nights I'm usually studying or getting ready for clinicals the next day, and now I'm doing preceptorship. Nursing school takes a lot of time, and I also try to call my family in Vietnam when our schedules line up. So a volleyball game would kind of compete with studying or just taking a break after a long day.
2. Honestly, I'd probably choose to study with classmates or just have alone time.
3. I feel like the people who usually go are students who really like sports or have a lot of school spirit. Maybe people who played volleyball before, or groups of friends who like going to games together.
4. When I hear Auburn volleyball, I picture a gym that's really loud and energetic with people cheering and music playing. It seems fun, but it's also not something I grew up around, so it feels a little unfamiliar to me.
5. If my friends wanted to go together, I'd be a lot more likely to go. If people in my nursing cohort planned it as a group activity, it would feel more fun and comfortable.
6. I think I'd be more interested if it felt more like a social event. Like if friends invited me, or if there were student events at the game. That would probably make it more appealing.
7. Volleyball feels really energetic and fun to watch.
8. If attendance doubled, I think it would probably be because more students started going with their friends or the team started doing really well and people got more excited about it.

Overall there was an overwhelming consensus that there is not enough advertising for Auburn Women's Volleyball and if there was more, people may be more inclined to attend games. There also seems to be a lack of connection between the players. People wish they knew more about the players personally like they do with basketball or football. People are more likely to attend to support someone they feel like they have a connection to. Many also mentioned how they wish there were more incentives to go to the games such as discounted food. What was most beneficial about this research is that we were able to see the overarching issue among people with all different interests and ages was there seems to be a lack of advertising for games. Improving their marketing efforts and a stronger social atmosphere may be beneficial in increasing attendance at games.

Identifiable Issues

The recurring issue we have seen throughout our research is that people are lacking awareness about the Auburn volleyball program as a whole. People have no sense of connection to the players or volleyball and are unaware of when matches are. These things are clearly displayed through the analysis of the surveys conducted.

Key Publics

- Auburn University Office of International Programs – Can help promote games to international students and organize group outings or special events to introduce them to Auburn volleyball.

- Auburn Student Government Association – Can support student engagement by promoting games through student channels and encouraging campus-wide attendance initiatives.
- Greek life organizations (fraternities and sororities) – Large student groups that could organize group attendance, themed sections, or competitions to increase turnout.
- Residence halls and campus housing communities – Resident assistants and housing staff could promote games and organize hall trips to matches.
- The Auburn Plainsman – The student newspaper can raise awareness through coverage, feature stories on players, and game promotions.
- WEGL 91.1 FM – The student-run radio station can promote upcoming games and increase visibility among students.
- Auburn Tigers marketing and fan engagement teams – Responsible for promotions, theme nights, giveaways, and social media campaigns to attract more fans.
- Local Auburn–Opelika youth volleyball clubs and high school teams – Engaging young athletes and their families could help build a stronger community fan base and increase attendance.

Conclusion

Overall, the situational analysis shows that Auburn Women's Volleyball faces challenges related to awareness, promotion, and fan connection. While the team maintains an active social media presence, many students and community members remain unaware of games or do not feel personally connected to the program. Primary research revealed that students are more likely to attend events when they are promoted socially and when they feel engaged with the athletes.

Successful programs such as Texas and Nebraska demonstrate that strong social media content, themed events, and fan engagement strategies can significantly increase attendance. These findings suggest that improving promotion, increasing player visibility, and creating more social experiences at games could help Auburn Women's Volleyball strengthen fan engagement and increase attendance.

Goals & Objectives

1st Goal: To increase audience awareness of Auburn Women's Volleyball

1. *Objective 1:* Increase awareness by 30% by the first game of the 2026 season.
2. *Objective 2:* Increase engagement on Instagram by 25% by the first game of the 2026 season.

2nd Goal: To grow the attendance at Auburn Women's Volleyball games

1. *Objective 1:* Increase attendance at games by 15% by the end of the next season.
2. *Objective 2:* To increase agreement among students that their attendance impacts team success from 25% to 60% by August 1.

Execution

Goal 1: Increase audience awareness of Auburn Women's Volleyball

Objective 1.1

Increase awareness by 30% by the first game of the 2026 season.

Strategy

Use a social media awareness campaign to increase student recognition and engagement with Auburn Women's Volleyball.

Tactic

Launch #AllInForVolleyball on Instagram and X, encouraging students to follow AUWVB and post using the hashtag for a chance to win a \$50 Momma G's gift card, tracked through hashtag usage and follower growth (see Appendix C).

Objective 1.2

Increase engagement on Instagram and X by 25% by the first game of the 2026 season.

Strategy

Strengthen social media engagement through interactive and consistent digital content.

Tactic

Partner with influential Auburn students (micro-influencers) and compensate them to create sponsored Instagram and TikTok content promoting upcoming volleyball games, using targeted messaging to reach the Auburn student audience and drive game attendance (see Appendix D).

Goal 2: Grow attendance at Auburn Women's Volleyball games

Objective 2.1

Increase attendance at games by 15% by the end of the next season.

Strategy

Promote game attendance through direct student engagement and events.

Tactic

Partner with UPC during its “First 56” to host a free dinner in Neville Arena, followed by an exclusive locker room meet-and-greet with the team and then a game after (see Appendix E).

Objective 2.2

Increase agreement among students that their attendance impacts team success from 25% to 60% by August 1.

Strategy

Influence student perception through athlete-driven storytelling that emphasizes the importance of fan support.

Tactic

Pitch and secure a feature story in The Auburn Plainsman, highlighting Auburn Women’s Volleyball, focusing on the upcoming season and the effect of student attendance on player and team performance (see Appendix F).

Measurable Results

1st Goal: To increase audience awareness of Auburn Women's Volleyball

The first objective we have chosen to focus on is listed below: Increase awareness by 30% by the first game of the 2026 season measured by student survey.

Organizational Tactic 1 (Shared) : Launch #AllInForVolleyball with the incentive that if you post with it and follow Auburn Women's Volleyball official account, you will be entered into a raffle to win a \$50 Momma G's giftcard to encourage sharing

- **Exposure:** Measure hashtag usage, mentions, and total reach of user-generated posts.
- **Engagement:** Track likes, comments, and shares on student-created content.
- **Influence:** Survey students to see if peer posts made them more likely to attend a game. Students who complete the survey will be entered into a raffle for a chance to win a \$50 Momma G's giftcard.
- **Action:** Track increases in student attendance, group attendance trends, and tagged posts from games.

Organizational Tactic 2 (Owned): Partner with UPC during its "First 56" to host a free dinner in Neville Arena, followed by an exclusive locker room meet-and-greet with the team and then a game after.

- **Exposure:** Measure the number of views on the instagram post about the event.
- **Engagement:** Track how students interact during the event—participation in activities (games, giveaways, meet-and-greets), time spent at the event, and interactions with players or staff.

- **Influence:** Use a brief post-event survey or QR code to ask attendees if the event increased their awareness of Auburn Women's Volleyball or made them more interested in attending a game.
- **Action:** Measure how many attendees take a next step, such as following social media accounts, signing up for updates, or attending a future game (tracked through student ticket claims or check-ins).

Organizational Tactic 3 (Paid): Partner with influential Auburn students (micro-influencers) and compensate them to create sponsored Instagram and TikTok content promoting upcoming volleyball games, using targeted messaging to reach the Auburn student audience and drive game attendance.

- **Exposure:** Measure total reach and impressions from influencer posts, including the number of followers exposed to the content and audience demographics.
- **Engagement:** Track likes, comments, shares, saves, and video views on each influencer's sponsored posts.
- **Influence:** Use student surveys to assess whether students recall seeing influencer content and if it increased their interest in Auburn Women's Volleyball or attending a game.
- **Action:** Track link clicks, use of unique promo codes or ticket links provided by influencers, and increases in student attendance tied to those promotions.

Organizational Tactic 4 (Earned) : Pitch and secure a feature story in *The Auburn Plainsman*, highlighting Auburn Women's Volleyball, focusing on the upcoming season, key players, and the game-day experience to generate student interest and awareness.

- **Exposure:** Measure the number of readers reached through print circulation and online article views, including unique page visits.
- **Engagement:** Track online engagement such as shares, comments, likes, and time spent reading the article.
- **Influence:** Use student surveys to determine if students recall seeing the article and if it increased their awareness or interest in attending a game.
- **Action:** Monitor increases in game attendance following the article's publication and include a survey question asking if the article influenced their decision to attend.

Recommendations

Social Media: Auburn Women's Volleyball already has an active social media presence, but the content should become more engaging and personal to better connect with students. Highlighting player personalities, behind-the-scenes moments, and team culture can help make the program feel more relatable. There should be a stronger emphasis on interaction and student involvement. Campaigns like #AllInForVolleyball is a solid starting point, but their success depends on getting students to consistently participate. When students see their peers posting about games, it creates social proof that can directly influence attendance. Partnering with Auburn-based micro-influencers is especially important, as they can promote games in a way that feels more authentic and reaches audiences beyond the team's current followers. Focusing on interactive, student-driven content will help turn social media into a more effective tool for increasing both awareness and game attendance.

Marketing: A key takeaway from the research is that many students are simply unaware of when games are taking place. To address this, Auburn Women's Volleyball should adopt a more visible and integrated marketing approach that extends beyond social media. This includes increasing promotion across campus through flyers, tabling, and digital boards, as well as utilizing email communication and partnerships with student organizations like UPC. In addition, securing coverage through outlets such as The Auburn Plainsman can help expand reach and reinforce the program's presence within the campus community. Messaging across all platforms should remain consistent and emphasize the impact of student attendance on team success. By increasing both the frequency and visibility of promotions, the program can stay top-of-mind and make it easier for students to be aware of and plan to attend games.

Event & Game-Day Experience: To effectively increase attendance, Auburn Women's Volleyball should focus on creating a more engaging and social game-day experience. Games should be positioned as a full experience rather than simply a competition. Building off initiatives like the "First 56" event, the program should continue to incorporate themed nights, giveaways, and opportunities for fan interaction throughout the season. Experiences such as meet-and-greets or post-game engagement with players can help strengthen the connection between the team and its audience. Over time, creating consistent traditions and a more energetic atmosphere can encourage repeat attendance. By making games feel like a social and memorable experience, Auburn Women's Volleyball can build stronger fan engagement and sustain higher attendance levels.

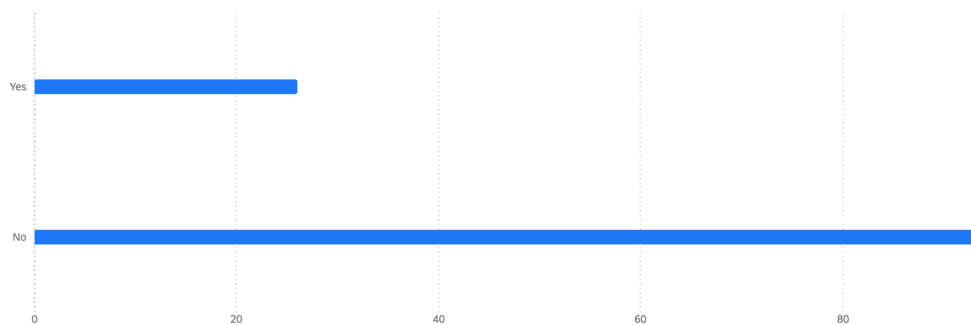
Appendices Table of Contents

Appendix A: Survey Results	2-9
Appendix B: Personas	10-13
Appendix C: #AllInForVolleyball Instagram Story Post	14
Appendix D: Mock Micro Influencer Post	15
Appendix E: UPC x Auburn Volleyball Event Material	16-18
Appendix F: Plainsman Feature Story Media Pitch.....	19
Appendix G: Mock Website.....	20
Appendix H: Content Calendar.....	21
Appendix I: Budget	22
Appendix J: Media Contacts	23

Appendix A: Survey Results

Figure 1

Q1: Have you attended or watched an Auburn Volleyball game (in person or online) within the last 12 months? 120 ⓘ

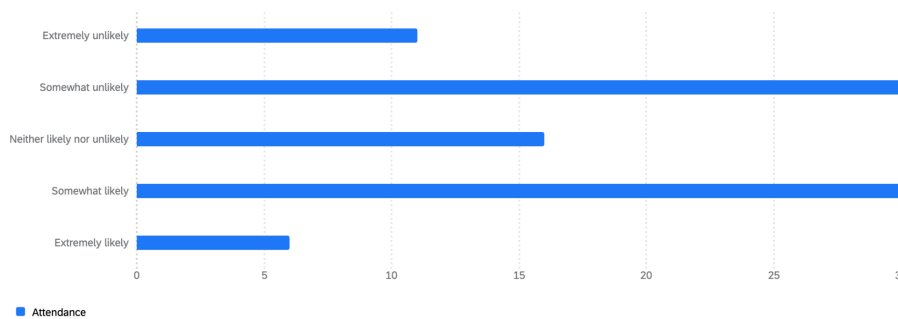


Q1: Have you attended or watched an Auburn Volleyball game (in person or online) within the last 12 months? 120 ⓘ

Q1 - Have you attended or watched an Auburn Volleyball game (in person or online) within the last 12 months?	Count	Count
Yes	22%	26
No	78%	94

Figure 2

Q2: On a scale ranging from extremely unlikely to extremely likely, how likely... 81 ⓘ



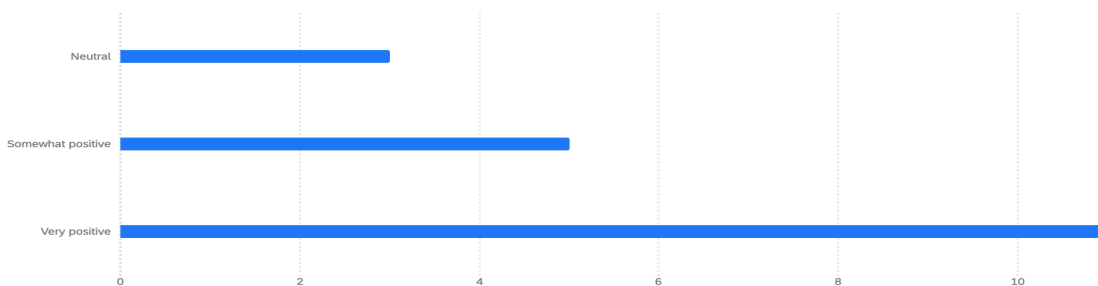
Q2: On a scale ranging from extremely unlikely to extremely likely, how likely... 81 ...

On a scale ranging from extremely unlikely to extremely likely, how likely... Attendance

Extremely unlikely	11
Somewhat unlikely	30
Neither likely nor unlikely	16
Somewhat likely	32
Extremely likely	6

Figure 3

Q3: How would you describe your overall experience at an Auburn Women's Volleyball game? 19 ⓘ

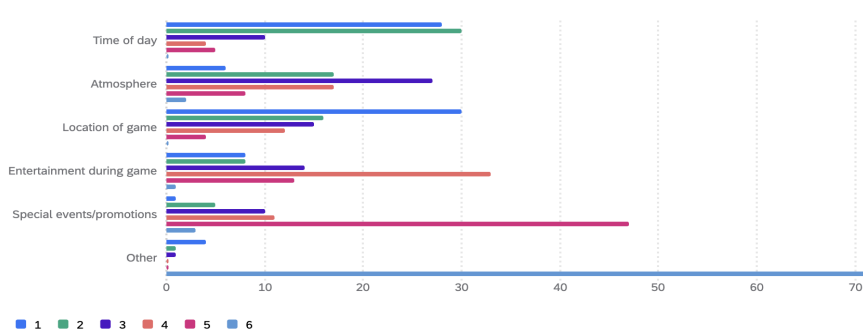


Q3: How would you describe your overall experience at an Auburn Women's Volleyball game? 19 ⓘ

Q3 - How would you describe your overall experience at an Auburn Women's Volleyball game?	Count	Count
Neutral	16%	3
Somewhat positive	26%	5
Very positive	58%	11

Figure 4

Q4: What are the most important factors when considering an Auburn Women's Voll... 77

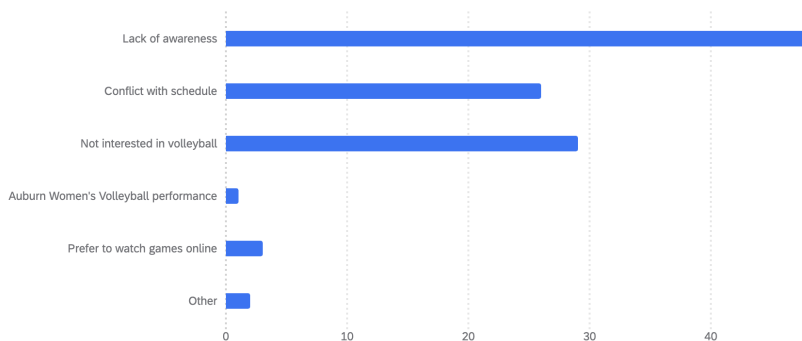


Q4: What are the most important factors when considering an Auburn Women's Voll... 77

What are the most important factors when considering an Auburn Women's Voll...	1	2	3	4	5	6
Time of day	28	30	10	4	5	0
Atmosphere	6	17	27	17	8	2
Location of game	30	16	15	12	4	0
Entertainment during game	8	8	14	33	13	1
Special events/promotions	1	5	10	11	47	3
Other	4	1	1	0	0	71

Figure 6

Q6: What are the biggest reasons you do not attend Auburn Women's Volleyball ga... 64

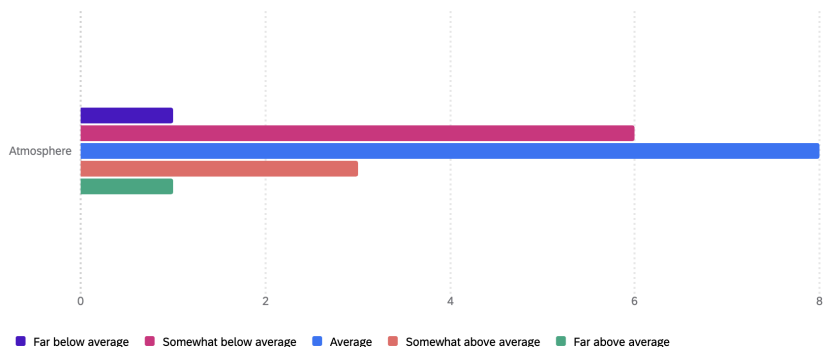


Q6: What are the biggest reasons you do not attend Auburn Women's Volleyball ga... 64

Q6 - What are the biggest reasons you do not attend Auburn Women's Volleyball games? Select all that apply. - Selected Choice	Count	Count
Lack of awareness	75%	48
Conflict with schedule	41%	26
Not interested in volleyball	45%	29
Auburn Women's Volleyball performance	2%	1
Prefer to watch games online	5%	3
Other	3%	2

Figure 7

Q7: Compared to other Auburn Athletic Events, how would you rate the atmosphere... 19 ...



Q7: Compared to other Auburn Athletic Events, how would you rate the atmosphere... 19 ...

Compared to other Auburn Athletic Events, how would you rate the atmosphere...	Far below average	Somewhat below average	Average	Somewhat above average	Far above average
Atmosphere	1	6	8	3	1

Figure 8

Q8: What is one thing Auburn Athletics could do to make you more likely to attend Auburn Women's Volleyball games? 131 ⓘ

What is one thing Auburn Athletics could do to make you more likely to atte...

Free food, promo

Promote them more and make students more aware of their game schedule

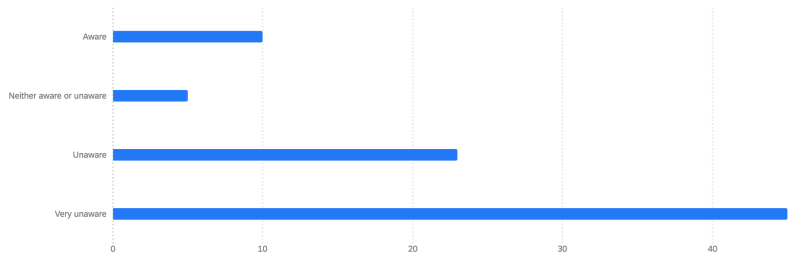
Promote games more

Offer more giveaways to enter

Not sure, just not interested.

Figure 9

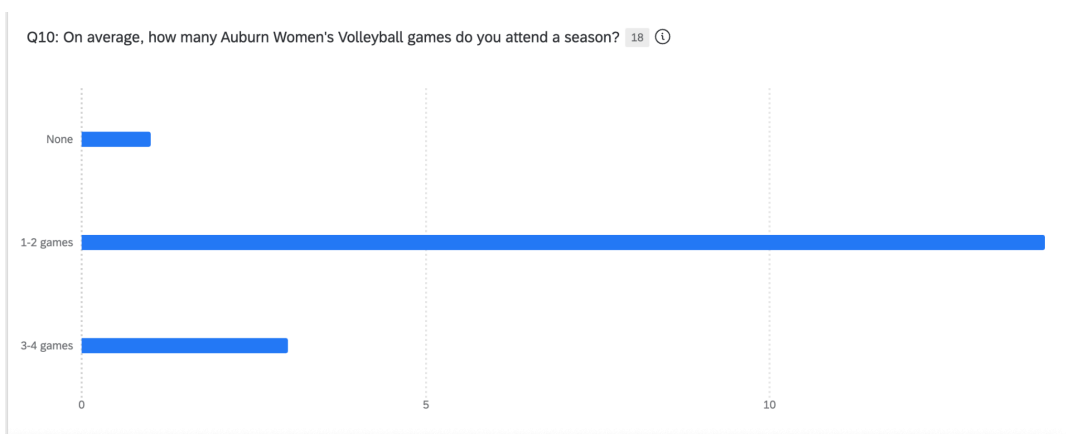
Q9: How aware are you of the Auburn Women's Volleyball home game schedule? 83 ⓘ



Q9: How aware are you of the Auburn Women's Volleyball home game schedule? 83 ⓘ

Q9 - How aware are you of the Auburn Women's Volleyball home game schedule?	Count	Count
Aware	12%	10
Neither aware or unaware	6%	5
Unaware	28%	23
Very unaware	54%	45

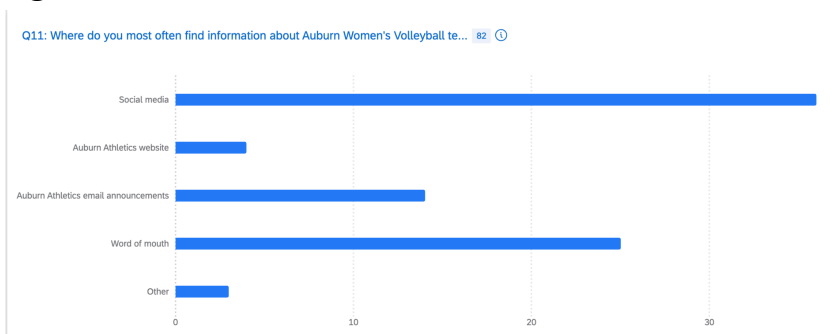
Figure 10



Q10: On average, how many Auburn Women's Volleyball games do you attend a season? 18 ⓘ

Q10 - On average, how many Auburn Women's Volleyball games do you attend a season?	Count	Count
None	6%	1
1-2 games	78%	14
3-4 games	17%	3

Figure 11



Q11: Where do you most often find information about Auburn Women's Volleyball te...: Other - Text 131 ⓘ

Other

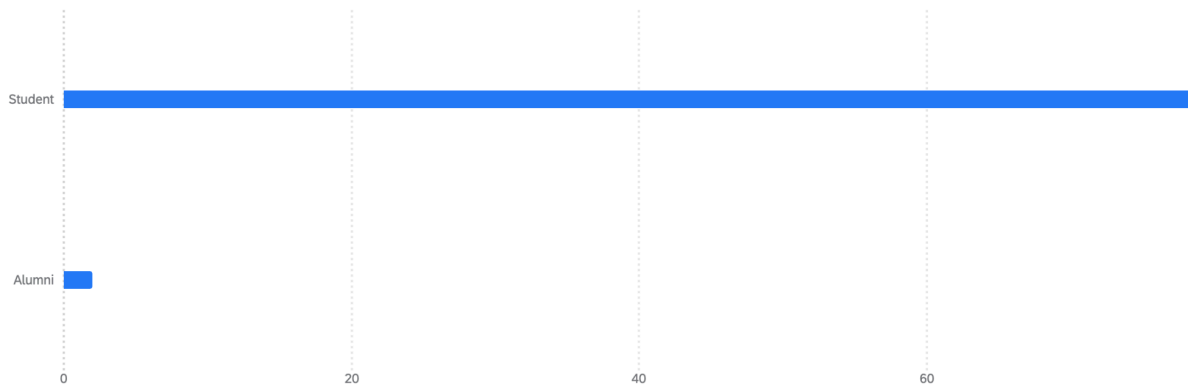
I don't

Q11: Where do you most often find information about Auburn Women's Volleyball te... 82 ⓘ

Q11 - Where do you most often find information about Auburn Women's Volleyball team? - Selected Choice	Count	Count
Social media	44%	36
Auburn Athletics website	5%	4
Auburn Athletics email announcements	17%	14
Word of mouth	30%	25
Other	4%	3

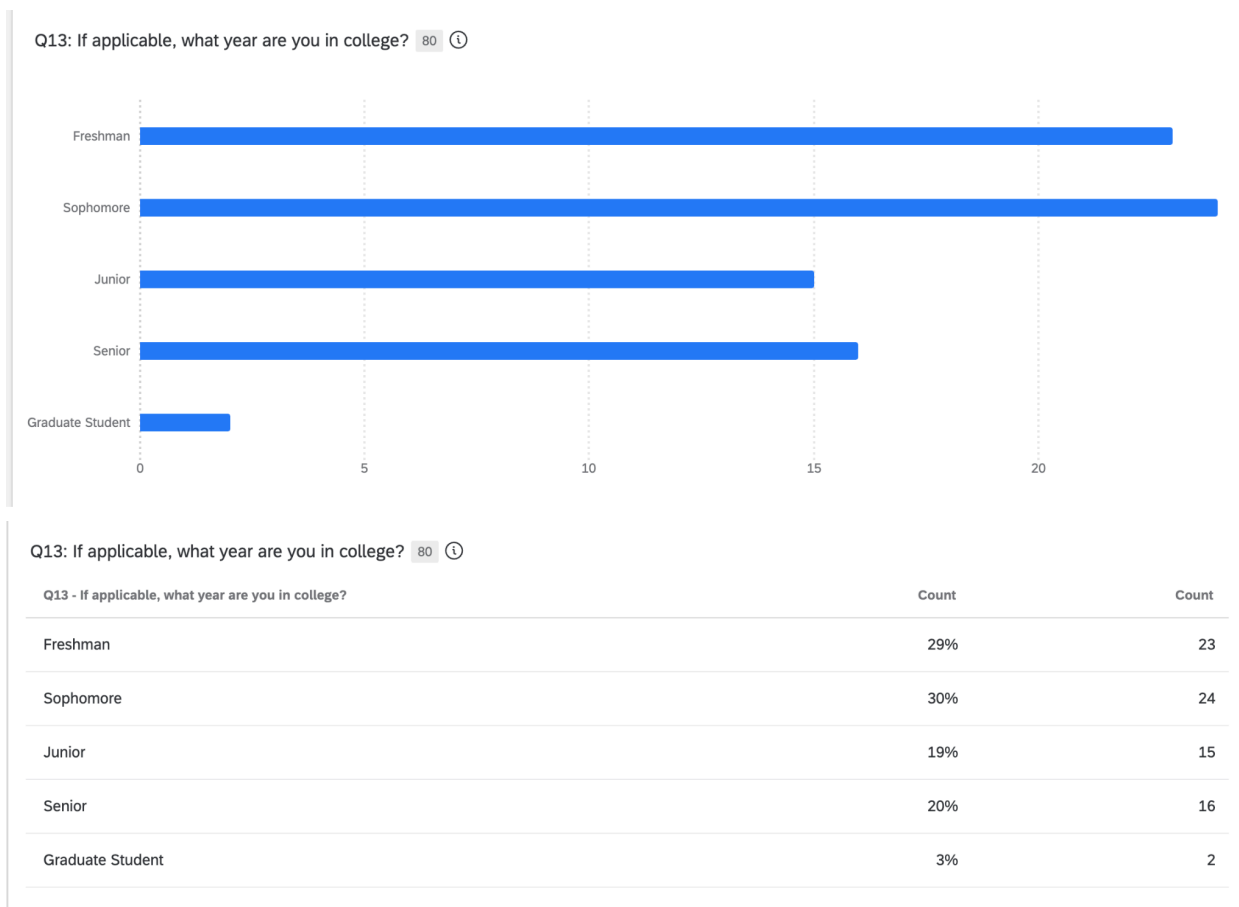
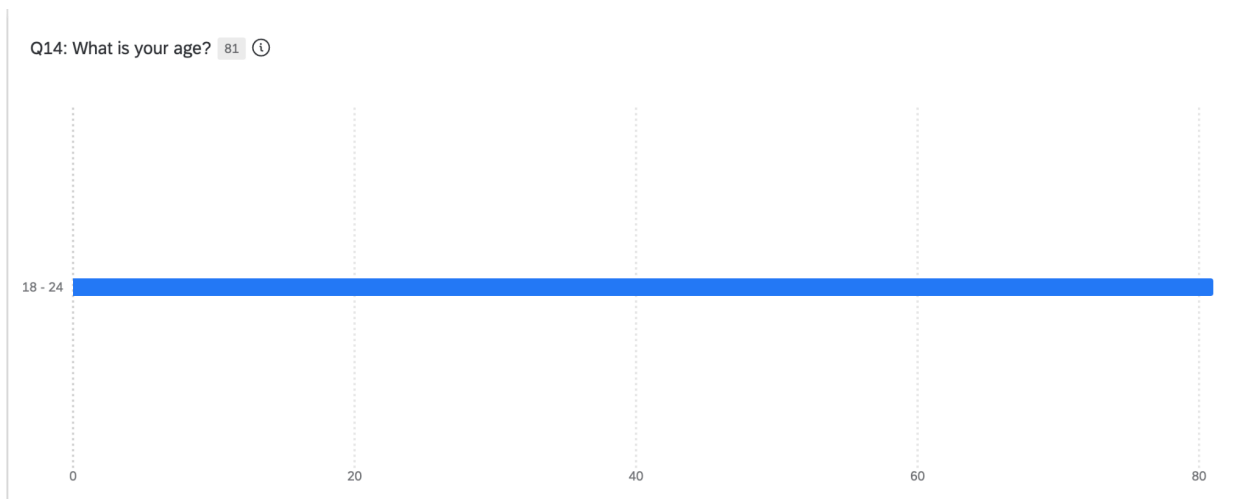
Figure 12

Q12: What is your current relation to Auburn University? (Select all that apply) 81 ⓘ



Q12: What is your current relation to Auburn University? (Select all that apply) 81 ⓘ

Q12 - What is your current relation to Auburn University? (Select all that apply)	Count	Count
Student	98%	79
Alumni	2%	2

Figure 13**Figure 14**

Q14: What is your age? 81 ⓘ

Q14 - What is your age?	Count	Count
18 - 24	100%	81

Appendix B: Personas



Alex Escalante

Biography:

Alex Escalante is an 18-year-old freshman at Auburn University from Montgomery. He is highly intelligent and very focused on academics, often prioritizing schoolwork above everything else. Though introverted and sometimes a bit uptight from the pressure he puts on himself, Alex is thoughtful, unique and quietly driven to succeed.

Gender: Male

Age: 18

Race: White

PERSONA 1

Motivations

- He is motivated by academic success and prioritizes his schoolwork.
- He is career-oriented and driven by long-term goals.
- He is motivated by personal growth, despite the pressure he puts on himself.

Goals

- Earn high grades freshman year
- Get involved in professional organization
- Find a small group of friends

Problems

- High stress and pressure
- Difficulty socializing
- Time management with academics

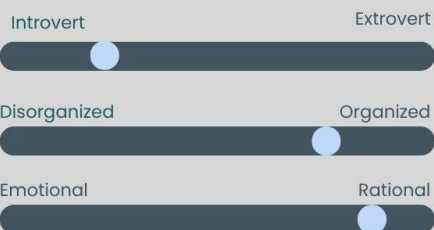
Social Media Use



Favorites



Personality





Beverly Ficken

Biography:

Beverly is a 62-year-old Auburn enthusiast who loves the Lord, her church and investing deeply in the people around her. She's happiest when she's mentoring younger women, hosting gatherings, or cheering people on in whatever season they're in. Beverly has a natural gift for making people feel seen and supported.

Gender: Female

Age: 62

Race: White

PERSONA 2

Motivations

- She is relationship-driven and invests deeply in others.
- She is faith-led and grounded in her love for the Lord and her church.
- She is motivated by her love for her community and supporting those around her.

Goals

- Lead and Mentor Women
- Deepen Church Involvement
- Stay Engaged with Auburn Community

Problems

- Time management
- Navigating life Transitions
- Maintaining deep relationships once her small groups move away

Social Media Use



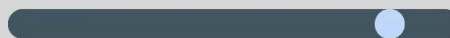
Favorites



Personality

Introvert

Extrovert



Disorganized

Organized



Emotional

Rational





Miriam Smith

Biography:

Miriam is a 24-year-old second-year grad student studying counseling who values deep relationships and intentional living. A former volleyball player, she prioritizes health, sleep and meaningful community while balancing school. She's intelligent, emotionally aware and loves Auburn and supporting women's sports.

Gender: Female
Age: Race: White

PERSONA 3

Motivations

- She is motivated to help others emotionally through her work in counseling.
- She values community and meaningful connection.
- She prioritizes health and wellness in her daily life.

Goals

- Advance her counseling career
- Maintain a balanced lifestyle
- Build meaningful social connections

Problems

- Time management with school
- Networking challenges
- Graduate school stress

Social Media Use

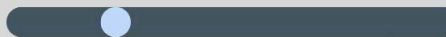


Favorites



Personality

Introvert Extrovert



Disorganized Organized



Emotional Rational



Appendix C: #AllInForVolleyball Instagram story post

AUBURN VOLLEYBALL


ALL IN FOR VOLLEYBALL





JOIN US IN NEVILLE ARENA
T H I S F R I D A Y
MORE INFORMATION ON OUR SOCIALS @AUBURNVOLLEYBALL




Appendix D: Mock Microinfluencer Collaboration Post





 **emmalinestewart**





@emmalinestewart

Come join us in Neville Arena for the season-opener! Cheering for Auburn Volleyball has been so much fun, and there's nothing like the energy when students show up and show out  

Grab your friends, throw on your orange and blue, and be part of the student section as we kick off the season the right way. The vibes are high, the team is ready, and we need YOU to bring the noise!!!

Let's pack the arena and make it loud for our Tigers 🐾 #AllInForVolleyball

Appendix E: UPC Event Materials

EVENT CHECKLIST

Purpose: To engage incoming freshmen during the First 56 initiative by creating a fun, welcoming environment where students can connect with Auburn University Program Council and Auburn Tigers women's volleyball athletes, build school spirit, and encourage attendance at Auburn volleyball games.

Guests: Incoming Auburn freshmen (primary audience), UPC representatives, Auburn volleyball players and coaching staff

Amt of Guests: 150–200 attendees (estimate based on space and budget)

Style: Casual, interactive, and social; relaxed dinner + behind-the-scenes meet and greet + live sporting event experience

Venue: Auburn Volleyball Locker Room (meet & greet) + Neville Arena (game)

Food: Pizza and/or Chick-fil-A sandwiches (individually packaged for easy distribution)

Drinks: Bottled water and soft drinks

Music: Light background music during check-in and dinner (playlist)

Furniture: Round tables and chairs for dining, check-in table, food service tables

Décor: Auburn-themed décor (orange and blue tablecloths, signage, banners, volleyball branding)

Budget: \$1,000

Staffing: UPC student volunteers (check-in, food distribution, event coordination), athletics staff for facility access and coordination

Security: Auburn Arena/Neville Arena security staff

Licenses & Permissions: Approval from Auburn Athletics for locker room access, event approval through university, food vendor permissions (if required)

Agreements: Coordination agreement between UPC and Auburn Athletics; food vendor agreements (Chick-fil-A/local pizza provider)

Other [e.g. transport, parking, cleaning etc]:

- Parking coordination for freshmen attendees
- Post-event cleanup crew (UPC volunteers or facilities staff)
- Event signage and directional signage
- Wristbands or name tags for attendees

MOCK EVENT TIMELINE

Event Timeline: “First 56” UPC x Auburn Volleyball

3:30 PM – Staff & Vendor Arrival

- Event staff, catering, and operations teams arrive
- Initial setup begins across dining and check-in areas

4:30 PM – Final Setup & Team Briefing

- Catering finishes preparing and staging food stations
- Tables, signage, and guest flow layout are finalized
- Staff participates in a quick walkthrough of responsibilities and timing
- Final coordination with volleyball operations for locker room access

5:00 PM – Guest Arrival & Check-In

- Students begin arriving and checking in - wristbands passed out

5:15–6:00 PM – Dinner Experience

- Guests enjoy a free, casual dinner in a relaxed environment
- Opportunity to socialize and build excitement before the game

6:00 PM – Transition Period

- Dinner wraps up and students are organized into smaller groups

6:10–6:40 PM – Locker Room Meet-and-Greet

- Small groups rotate through the locker room
- Students meet players and coaching staff
- Photo and autograph opportunities

6:40–6:50 PM – Seating Transition

- Students are guided to reserved seating sections as arena fills

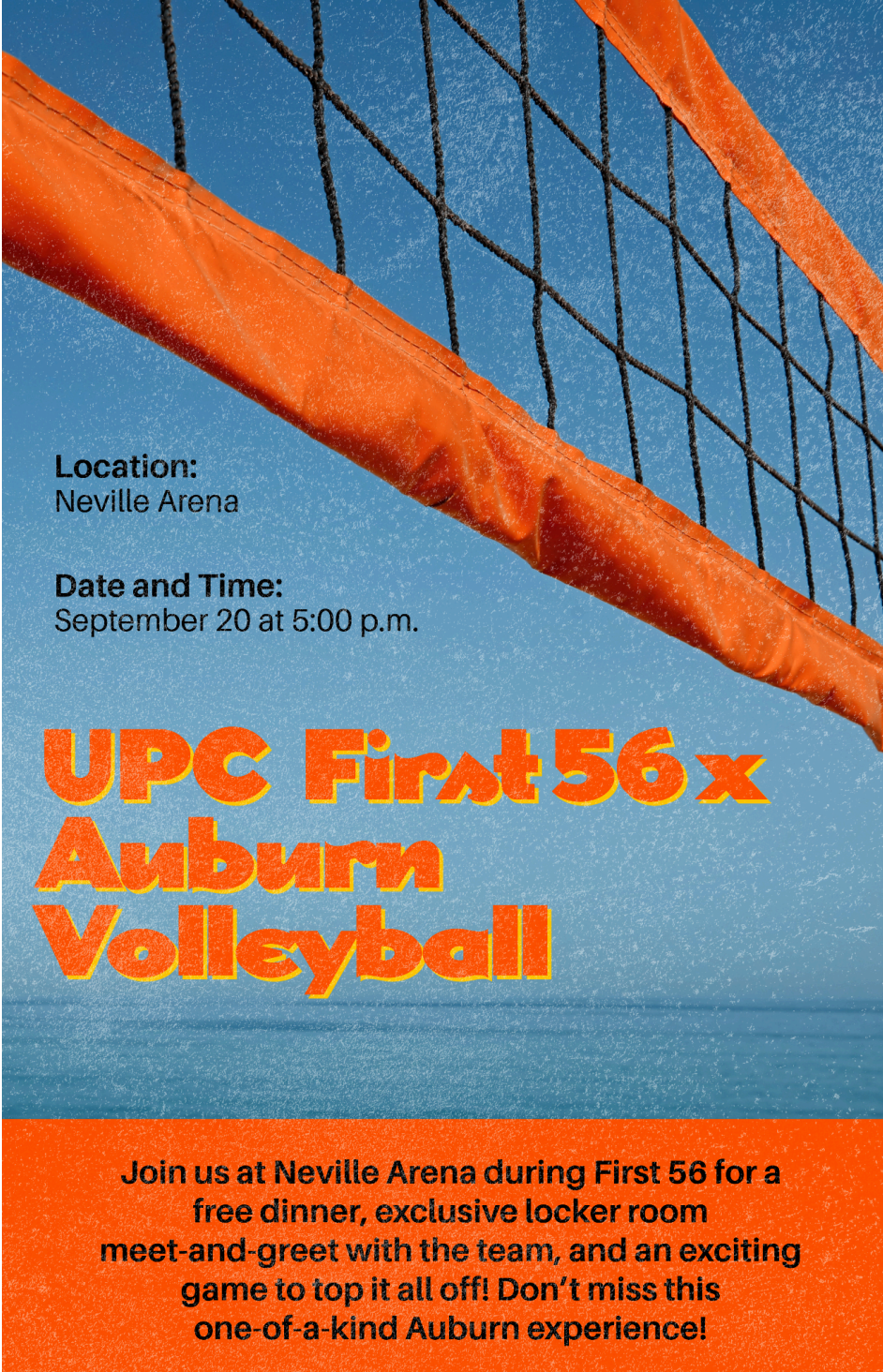
7:00 PM – Match Begins

- Attendees watch the game together
- Encouraged to cheer and participate in Auburn traditions

Post-Game (Approx. 8:30–9:00 PM)

- Event concludes and guests exit, staff begins breakdown and cleanup

MOCK SOCIAL MEDIA GRAPHIC



Location:
Neville Arena

Date and Time:
September 20 at 5:00 p.m.

**UPC First 56 x
Auburn
Volleyball**

Join us at Neville Arena during First 56 for a free dinner, exclusive locker room meet-and-greet with the team, and an exciting game to top it all off! Don't miss this one-of-a-kind Auburn experience!

Appendix F: Plainsman Feature Story Media Pitch

Subject: Story Idea: How Students Are Fueling Auburn Volleyball

Dear Editor,

I'm reaching out to pitch a feature story for The Auburn Plainsman about the growing impact of student attendance on Auburn Tigers women's volleyball and its upcoming season.

Auburn Volleyball is building real momentum, and a big part of that energy comes from the student section. This story would focus on how student turnout shapes the atmosphere inside the arena and directly impacts player performance. When the crowd is engaged and loud, it creates a noticeable boost in confidence and intensity for the team, something players and coaches consistently point to as a difference maker.

The feature could include interviews with players and coaches about what it feels like to compete in front of a strong student crowd, along with perspectives from students who regularly attend games. It could also highlight what makes Auburn Volleyball games such a fun and underrated part of campus life, while giving readers a preview of what to expect this season.

With so much attention often going to football and basketball, this story gives readers a chance to see how their support can make a real impact in another competitive program. It also connects directly with students by showing that simply showing up can help shape the team's success.

I would be happy to help coordinate interviews or provide any additional information. Thank you for your time and consideration.

Best,
Parallel PR

Auburn Volleyball contact: Thomas Hoffman, tgh0024@auburn.edu

Appendix G: Mock Website

Find our website <https://parallelpr.org/> .

Parallel PR is a creative, relationship-driven public relations firm dedicated to elevating brands through intentional storytelling and strategic communication. On our website, you'll find a look into our services, past work and campaigns, and the values that shape how we build meaningful connections between our clients and their audiences.



Appendix H: Content Calendar

A B C D E F G							
Sep-26							KEY:
							Paid Media
							Earned Media
							Shared Media
							Owned Media
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Insta Story - Poll	Insta reel- Training	Insta Story- Game sched	Insta Reel- Highlight	Insta Story- Q & A w Coach		
	Repost Fan Content- FB	Student Influencer Vlog	Live Poll- X	Repost Fan Content- FB	Press Release		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Insta Story- highlight	Insta Reel- Highlights	Insta Story- poll	Insta Reel- team interview	Insta Story- Q&A w player		
	Feat Day in the life- YT		Repost fan content- FB	Live Poll- X	student inf. Tiktok @ game		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Insta Story- poll	Insta Reel- Epic Play	Insta Story- Highlight	Insta Reel- training	Insta Story- Player feat.		
	Repost art. Abt UPC	Live Poll- X	Repost fan content- FB	All In for v-ball Post- FB	Player YT Short		
	UPC event post Insta/F	UPC event Poll	UPC event Post- insta/ FB/ T		UPC event- reposts		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Insta Story- Highlight	Insta Reel- Highlight	Insta Story- Poll	Insta Reel- training	Insta Story- Player Feat.		
		Repost Fan Content- FB	Tiny mic interviews- Tik T	Live Poll- X	Repost Fan Content- FE		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Insta Story- Poll	Insta Reel- Training	Insta Story- highlight	Insta reel- epic Play	Insta Story- Player Feat.		
	Repost Fan Content- FB	Emmaline stewart - seas	Repost Fan Content- FB		Micro influ- YT short		

Appendix I: Budget

PR CAMPAIGN BUDGET PLAN - Auburn First 56 Volleyball Campaign

Projected Subtotal to date:

\$3,025.00

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Event Costs				
Free Dinner for Freshmen (~150 students)	150	\$ 10.00	\$1,500.00	First 56 event; \$10/head estimate — UPC or Athletics may subsidize
Event Décor, Signage & Check-In Supplies	1	\$ 150.00	\$ 150.00	Auburn-themed tablecloths, banners, volleyball branding, check-in table
Giveaways (AU Merch, Branded Items)	1	\$ 200.00	\$ 200.00	AU merchandise giveaways for attendees; reinforces school spirit
			SUBTOTAL	\$1,850.00
Printing costs (flyers/brochures etc)				
Flyers & Posters (First 56 Event Promotion)	200	\$ 0.50	\$ 100.00	200 color flyers/posters distributed across dorms and campus
Media Kit / Press Materials (Plainsman Feature)	1	\$ 50.00	\$ 50.00	Printed press kit supporting earned media pitch to The Plainsman
Graphic Design (Hashtag Campaign Assets)	1	\$ 50.00	\$ 50.00	Student-created; minimal cost estimate — could be \$0 if fully in-house
			SUBTOTAL	\$ 200.00
Public Relations				
First 56 Event (UPC + Auburn Athletics Coordination)	1	\$ 0.00	\$ 0.00	No direct PR cost; covered by UPC/Athletics partnership agreement
Raffle Prize — Momma G's Gift Card (#AllInForVolleyball)	1	\$ 50.00	\$ 50.00	Hashtag campaign raffle prize; drives social engagement
Plainsman Feature Story (Earned Media)	1	\$ 0.00	\$ 0.00	Earned placement — \$0 cost; pitch through student media relations
Press Release Distribution	1	\$ 0.00	\$ 0.00	UPC volunteers draft and distribute; no paid wire service needed
Conferences	0	\$ 0.00	\$ 0.00	
	0	\$ 0.00	\$ 0.00	
			SUBTOTAL	\$ 50.00
Social Media				
Twitter	0	\$ 0.00	\$ 0.00	Organic posts only; no paid spend
Facebook	0	\$ 0.00	\$ 0.00	Organic event page only
Pinterest	0	\$ 0.00	\$ 0.00	
Instagram	4	\$ 25.00	\$ 100.00	4 boosted posts × \$25; targets Auburn freshmen (#AllInForVolleyball)
Google+	0	\$ 0.00	\$ 0.00	
LinkedIn	0	\$ 0.00	\$ 0.00	
			SUBTOTAL	\$ 100.00
Digital (Other)				
Blog	1	\$ 0.00	\$ 0.00	UPC blog post recap of First 56 event; no cost
Website	1	\$ 0.00	\$ 0.00	Auburn/UPC website event listing; no cost
Mobile App	0	\$ 0.00	\$ 0.00	
Mobile Alerts	1	\$ 0.00	\$ 0.00	Auburn app push notification to freshmen; no cost
Email Newsletter	1	\$ 0.00	\$ 0.00	UPC email blast to freshmen list; free platform
			SUBTOTAL	\$ 0.00
Traditional Advertising				
Micro-Influencer Payments (6 Auburn Student Influencers)	6	\$ 75.00	\$ 450.00	6 student influencers × \$75; paid campaign driving event awareness
Influencer Content Performance Bonuses	4	\$ 25.00	\$ 100.00	4 bonuses × \$25 for top-performing influencer content
Radio	0	\$ 0.00	\$ 0.00	
Television	0	\$ 0.00	\$ 0.00	
	0	\$ 0.00	\$ 0.00	
			SUBTOTAL	\$ 550.00
Other				
Contingency Fund (10% of Pre-Contingency Total)	1	\$ 275.00	\$ 275.00	10% contingency on all categories; ensures budget realism
	0	\$ 0.00	\$ 0.00	
			SUBTOTAL	\$ 275.00
			\$ 0.00	
			\$ 0.00	
TOTAL CAMPAIGN BUDGET			\$3,025.00	\$3,025.00

Appendix J: Media Contact List**MEDIA/OTHER CONTACTS**

MEDIA NAME: The Auburn Plainsman

Contact name: Brychelle Brooks

Phone: 334-844-4057

Email: editor@theplainsman.com

MEDIA NAME: WEGL 91.1 FM

Contact Name: Rae Nawrocki

Phone: **(334) 844-9345**

Email: rcn0011@auburn.edu.

MEDIA NAME: Auburn Opelika News

Contact Name: Justin Lee

Phone: 3347372513

Email: jlee@oanow.com

PRINTING SUPPLIER: McQuick Printing

Contact Name: Haley

Phone: [\(334\) 821-0067](tel:(334)821-0067)

Email: mcquickprintingau@gmail.com

Conclusions

Overall, this campaign provides a strategic and measurable approach to increasing both awareness and attendance for Auburn Women's Volleyball. By combining social media engagement, campus-wide marketing efforts, and enhanced game-day experiences, the plan creates multiple touchpoints to connect with students and drive action. Emphasizing student involvement and the impact of attendance on team success helps build a stronger emotional connection to the program. If executed effectively, these efforts will not only boost attendance in the short term but also foster long-term support for Auburn Women's Volleyball.

References

American Volleyball Coaches Association. (2025). *2025 women's volleyball attendance records*. AVCA. <https://www.avca.org/news-events/2025-attendance-records/>

National Collegiate Athletic Association. (2023). *Nebraska volleyball breaks world record for women's sporting event attendance*. NCAA.

University of Nebraska Athletics. (2023). *Record-breaking crowd packs Memorial Stadium for volleyball match*

AI Explanation Page

“The author(s) would like to acknowledge the use of ChatGPT, a language model developed by OpenAI, in the preparation of this assignment. ChatGPT was used in the following way(s) in this assignment [e.g., brainstorming first-draft tactics, organizing information into the most legible format, grammatical correction, and citation of our research.]”