



## Social Media Content Plan

**Communications Manager:** Brianna Christie

**Graphic Designer:** Eloise Baker

**FACEBOOK:** @mcla.institute.artsandhumanities

(<https://www.facebook.com/mcla.institute.artsandhumanities/>)

**INSTAGRAM:** @mcla.iah (<https://www.instagram.com/mcla.iah/>)

### IAH SPRING 2021 Event Timeline

## MARCH 2022

**Post Date:** Monday, February 28th

**Post Topic:** Paula's Mini-Grant

**Graphic:** Flier

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** Join grant recipient and senior, Paula Kingsbury-Evans, as she kicks off her mini-grant project of zine making! The pop is this Tuesday and Thursday from 12 PM to 1 PM in the Campus Center. See you all there!

## TUESDAY MARCH 1ST NEWSLETTER

**Post Date:** Wednesday, March 2nd

**Post Topic:** The Mariposa Project

**Graphic:** Project graphics

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** Have you viewed the Mariposa Project installation in Bowman Hall? The Mariposa Project aims to explore themes of cultural disorientation, place, and identity through the use of creative channels of dialogue, workshops, and seminars that bring these themes to light. Stay up to date with the project and the amazing work being done by following their Instagram @themariposaproject413.

**Post Date:** Friday, March 4th

**Post Topic:** Questions for HoMCLA

**Graphic:** Question #2

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** #FridayFeature. Is it the quiet floor in the library or a room in CSI? Let us know using the link in our bio. We want to hear your story!

**Post Date:** Monday, March 7th

**Post Topic:** Fiona's Humans of MCLA

**Graphic:** Fiona Image

**To be Posted On:** Instagram, Facebook, Twitter

**Caption:** What is one underrated spot on campus, or any underrated thing at MCLA?

“The picnic table by the admissions building is such an amazing place to sit and relax and maybe even get some homework done. Especially in the warmer weather, it is one of my favorite spots to go when I just want to hang out outside.” - Fiona Halloran '22 (Interdisciplinary Studies and Sociology)

**Post Date:** Wednesday, March 9th

**Post Topic:** Paula Mini-Grant Photos

**Graphic:** Photos

**To be Posted On:** Instagram and Facebook

**Caption:** Missed zine making? Don't worry, they'll be materials to make one in the library to be part of the zine collection. Thank you Paula for this amazing work using mini-grant funds. We want to highlight how amazing this project went. More information on our mini-grant program down below!

Missed zine making? Don't worry, they'll be materials to make one in the library to be part of the zine collection. Thank you Paula for this amazing work using mini-grant funds. We want to highlight how amazing this project went. More information on our mini-grant program in our bio!

**Post Date:** Friday, March 11th

**Post Topic:** Questions for HoMCLA

**Graphic:** Question #3

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** #FridayFeature You know the drill. Submit using the link below! We want to hear your story!

#FridayFeature You know the drill. Submit using the link in our bio! We want to hear your story!

**Post Date:** Thursday, March 17th

**Post Topic:** Shirley Speaker Series

**Graphic:** Shirley Square and Flier

**To be Posted On:** Instagram (Square), Twitter, and Facebook (Flier)

**Caption:** Join us on Tuesday, March 22nd from 10:30 AM - 11:45 AM for a lecture on Reimagining Liberal Arts & Activating Student Voices with Dr. Shirley Edgerton, a dynamic force in the field and thought-leader of Berkshire County. In this conversation, we'll discuss how higher education might shift given the current context and needs of young people, and the importance of activating student voices.

**Post Date:** Friday, March 18th

**Post Topic:** Last Question for HoMCLA

**Graphic:** Question 4

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** #FridayFeature A professor? A student? Someone in CSSE or Student Engagement? Let us know using the link in our bio!

#FridayFeature A professor? A student? Someone in CSSE or Student Engagement? Let us know using the link down below!

**Post Date:** Monday, March 21st

**Post Topic:** Know Your Rights Seminar

**Graphic:** Know Your Rights Flier

**To be Posted On:** Instagram, Twitter, and Facebook

**Caption:** Join the Mariposa Project and the Berkshire Immigrant Center Wednesday, March 23rd in Bowman Hall 218 at 5 PM for a conversation about police, I.C.E, and immigration court. Be sure to stay after for dinner and a special performance by @yo\_soy\_arte (Instagram handle) band Latin Roots. See you all there!

## **TUESDAY MARCH 22ND NEWSLETTER**

**Post Date:** Wednesday, March 23rd

**Post Topic:** Memories through Matter

**Graphic:** Flier

**To be Posted On:** IG, Facebook, and Twitter

**Caption:** Mini-grants are rolling out this semester! Join us next Tuesday, March 29th at 5 PM in Bowman 208 for “Memories through Matter” a participatory show and tell exhibit. “Memories Through Matter” invites the MCLA community to bring an object that originally was not yours but now you are not only the current owner or caretaker of that item, but it is also a source of inspiration to you. Sign up using the link in our bio!

Mini-grants are rolling out this semester! Join us next Tuesday, March 29th at 5 PM in Bowman 208 for “Memories through Matter” a participatory show and tell exhibit. “Memories Through Matter” invites the MCLA community to bring an object that originally was not yours but now you are not only the current owner or caretaker of that item, but it is also a source of inspiration to you. Sign up using the link down below!

**Post Date:** Friday, March 25th

**Post Topic:** The Mariposa Project

**Graphic:** Images from Seminar

**To be Posted On:** IG, Facebook, Twitter

**Caption:** We'd like to recap the amazing seminar and performance by Latin Roots this past Wednesday. The Mariposa Project is doing amazing work for new comers and educating the overall MCLA and Berkshire community. We are excited to see what this fantastic work leads to in the future. Make sure to follow The Mariposa Project on Instagram @mariposaproject413

**Post Date:** Monday, March 28th

**Post Topic:** Marquis Victor

**Graphic:** Marquis Graphic

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** Join us this Thursday, March 31st at 10:30 AM for our second conversation in this year's speaker series. Marquis Victor will be lecturing on *Reimagining Liberal Arts & Activating Student Voices*. Meet us in Bowman Hall 119 or via Zoom. The link to register is in our bio! View Marquis's work on Instagram @elevated\_thought

**Post Date:** Monday, March 28th

**Post Topic:** Memories through Matter

**Graphic:** Flier

**To be Posted On:** Instagram Stories

**Post Date:** Wednesday, March 30th

**Post Topic:** JC and Delano Gallery

**Graphic:** JC Flier

**To be Posted On:** Instagram, Facebook, and Twitter

**Caption:** MCLA students J.C Innocent and Delano Mills will be displaying their works this Friday, April 1st, as part of Art Walk in Pittsfield, MA. Join us at 66 Allen St, 5-6:30 PM for the gallery opening! See you all there!