

PENN STATE FOOTBALL: “SATURDAY STARTS HERE”

Campaign Type: Social Media & Fan Engagement

Platform: Instagram + TikTok

Target Audience: Penn State students, alumni, fans, and prospective students

Objective: Build excitement and anticipation leading into a Penn State home football game by creating social-first content that makes fans feel connected to the team and gameday experience.

CAMPAIGN CONCEPT

“Saturday Starts Here” captures the energy of Penn State gameday from the perspective of the people who make it special — players, students, alumni, and fans. Rather than focusing only on game highlights, the campaign tells the story of everything that happens before kickoff.

CONTENT STRATEGY

1. Gameday Countdown — Instagram Stories

- “48 Hours Until Kickoff” with a player or team-focused graphic
- Behind-the-scenes preparation from the football facility
- Interactive polls: “What’s your gameday tradition?”
- Student-focused countdowns leading up to kickoff

2. “A Day in the Life of Gameday” — TikTok/Reel

A fast-paced vertical video following gameday from morning through kickoff: campus atmosphere, tailgates, team arrival, the student section, and the stadium environment.

3. “Why I Love Penn State Football” — Fan Series

Short videos featuring students, alumni, and fans answering one question:

“What does Penn State Football mean to you?”

The strongest responses would be edited into a recurring series throughout the season.

4. “Inside the Huddle” — Instagram Reels

Short behind-the-scenes content featuring practice moments, team preparation, locker-room details, and player personalities while maintaining appropriate team and media guidelines.

SAMPLE CAPTION

SATURDAY STARTS HERE. 🏈

From the first tailgate to the moment the Nittany Lions run onto the field, gameday is more than a game — it's a tradition.

Where does your Saturday start? 💙💜

#WeAre #PennState #SaturdayStartsHere

SUCCESS METRICS

Campaign performance would be evaluated using:

- Video views and completion rates
- Instagram Story interactions
- Shares and saves
- Comments and fan participation
- Follower growth
- Engagement rate

My Approach: Use storytelling, short-form video, and interactive content to create a sense of community while showcasing the people, traditions, and moments that make sports meaningful beyond the scoreboard.