

# KYLE HEINER

## SOCIAL MEDIA PORTFOLIO

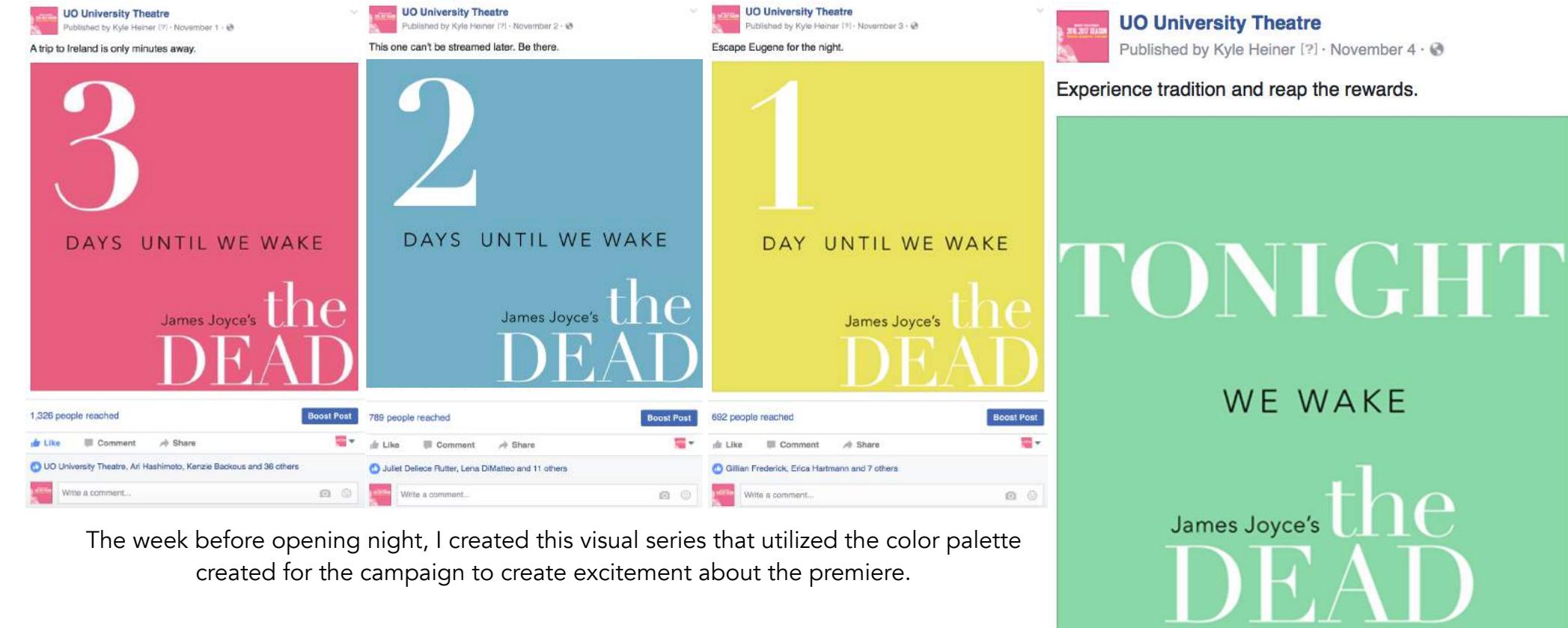
K Y L E H E I N E R . C O M



# **PROFESSIONAL**

# UO UNIVERSITY THEATRE

Through Allen Hall Advertising, my art director and I were given the client UO University Theater. Our specific task was their production of James Joyce's *The Dead*. I ran their Facebook account to create social content and promotion for the show. We saw engagement of posts and likes for the page rise as well as an increase of ticket sales at the Box Office.



To the left is the cover photo created for the Facebook page. It utilized one of the three poster designs created by us for the production.

# UO UNIVERSITY THEATRE CONTINUED

## VIDEOS



I wrote the copy, recorded audio and mixed the sound for the above video.

28,284 People Reached  
12,055 Video Views  
1,376 Reactions, Comments & Shares

| Reaction | Count | Type    |
|----------|-------|---------|
| Like     | 855   | On Post |
| Love     | 238   | On Post |
| Wow      | 2     | On Post |
| Sad      | 7     | On Post |
| Comments | 110   | On Post |
| Shares   | 161   | On Post |

5,931 Post Clicks  
369 Clicks to Play | 4 Link Clicks | 5,558 Other Clicks

NEGATIVE FEEDBACK  
12 Hide Post | 2 Hide All Posts  
0 Report as Spam | 0 Unlike Page

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 4,600 people.

28,284 people reached | Boost Post  
261 Like | 15 Comments | 155 Shares

The above video is their most viewed video to date due to a quick turn around.

## MEET THE CAST

UO University Theatre  
Published by Amelia Sonoko Inouye [?] · November 5 ·

**Ellie Jones**  
Mary Jane Morkan in James Joyce's The Dead

"I love theatre because it allows me to play and create. For four hours each night I get to play around in the life of a character, letting go of anything else I carried through the day and just creating a story. The feeling of energy between the cast, crew, and audience is unlike anything else; I walk off stage sweaty, tired, and yet wholly rejuvenated!"

1,711 people reached | Boost Post  
Like | Comment | Share  
Brenda D. Wolff, Ellie Booth and 54 others | Chronological

After opening night, each day we would post a headshot and quote from the cast to increase visibility in new audiences. This was successful as many friends and family of the cast would come visit the page for the first time.

# I'M WITH UO CAMPAIGN

I was the Social Media Manager for a student government campaign "I'm With UO" at the University of Oregon. Along with conceiving the campaign slogan "I'm With UO," I ran the Facebook, Twitter, and Instagram accounts, while continuously creating content and strategy ideas.

The screenshot shows the Facebook profile page for "I'm With UO". The cover photo features a landscape with mountains and the text "LAST WEEK TO REVOTE" and "I'M WITH UO". Below the cover, there's a banner for "SAFETY & ACCESSIBILITY PROGRAM SUPPORT STUDENT HEALTH UNIVERSITY POLICY REFORM". The sidebar on the left includes links for Home, About, Photos, Likes, Videos, Events, Posts, and Create a Page. The main content area shows a status update from ASUO asking users to write something on the page. A post below it encourages users to vote, mentioning "LAST CHANCE TO VOTE" and the same reform banner. The post has 1,168 likes and was made by Kyle Heiner.

FACEBOOK

The screenshot shows an Instagram post from the account "imwithuo". The post features a grid of 12 small profile pictures of campaign members, each with their name and role below it. The grid is arranged in four rows of three. The caption reads: "It's time to re-vote on duckweb for #ImWithUO! These @UODelts are with UO, are you?" The post was made on April 11, 2016, at 9:58 AM and has received 5 retweets and 10 likes.

INSTAGRAM

The screenshot shows a Twitter post from the account "@ImWithUO". The post features a group photo of campaign members in green shirts and yellow leis, holding signs that say "I'M WITH UO". The caption reads: "It's time to re-vote on duckweb for #ImWithUO! These @UODelts are with UO, are you?" The post was made on April 11, 2016, at 9:58 AM and has received 5 retweets and 10 likes. The interface shows standard Twitter navigation buttons at the bottom.

TWITTER

After three weeks of campaigning (which included: creating and hosting events, filming videos, sharing news articles, responding to questions, street teaming, etc.), I'm With UO won the election over the two other parties by a landslide. Our videos had higher views than the other parties, and we became the most recognizable campaign on campus for the 25,000+ undergraduate student body.

# CELEBRITY ENDORSEMENTS



I'm With UO  
Published by Kyle Heiner [?] · March 28 · 1,000 likes!  
As our supporter Drake says, "Started from the bottom now we here."

2,444 people reached

Boost Post

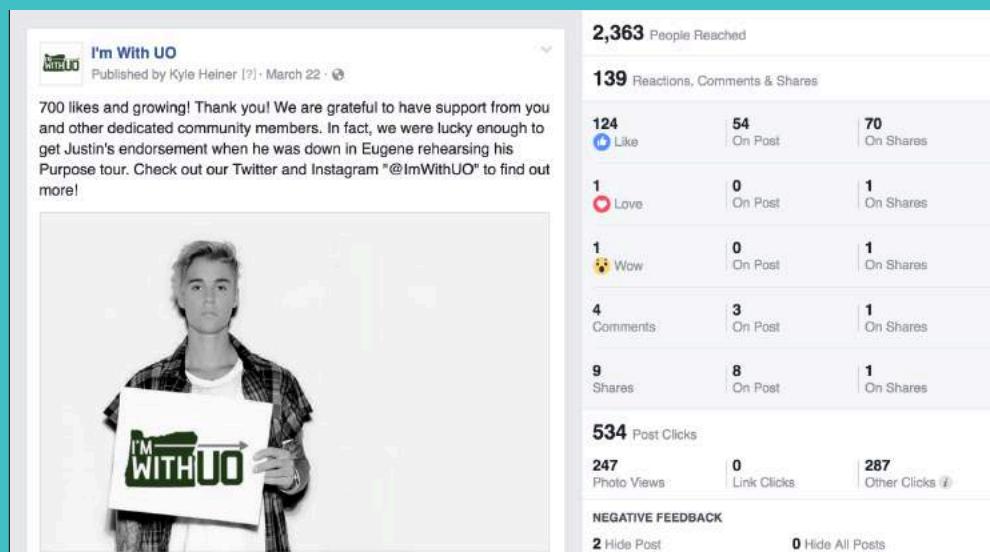
Like Comment Share

I'm With UO, Kearney Tate Newman, Andrea Dunn and 58 others



I'm With UO  
@ImWithUO  
Straight from the White House. #ImWithUO

RETWEETS 8 LIKES 12



I'm With UO  
Published by Kyle Heiner [?] · March 22 · 700 likes and growing! Thank you! We are grateful to have support from you and other dedicated community members. In fact, we were lucky enough to get Justin's endorsement when he was down in Eugene rehearsing his Purpose tour. Check out our Twitter and Instagram "@ImWithUO" to find out more!

139 Reactions, Comments & Shares

| 124 Like   | 54 On Post | 70 On Shares |
|------------|------------|--------------|
| 1 Love     | 0 On Post  | 1 On Shares  |
| 1 Wow      | 0 On Post  | 1 On Shares  |
| 4 Comments | 3 On Post  | 1 On Shares  |
| 9 Shares   | 8 On Post  | 1 On Shares  |

534 Post Clicks

247 Photo Views 0 Link Clicks 287 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts

I photoshopped the I'm With UO logo onto popular public profiles to create a celebrity endorsement campaign that added humor and relevancy to the election season.

# "I'M WITH..."



Created an "I'm With..." campaign for members of the party to tell students what issues they wanted to focus on.



I'm With UO  
Published by Kyle Heiner [?] · April 3 · 26,074 People Reached

What are you with?

Thank you to all of our dedicated slate members and volunteers! Find us on campus all week to tell us who you're with, and vote I'm With UO this election season on Duckweb, April 4th - 8th.

26,074 People Reached

12,863 Video Views

813 Reactions, Comments & Shares

| 692 Like    | 160 On Post | 532 On Shares |
|-------------|-------------|---------------|
| 48 Love     | 8 On Post   | 40 On Shares  |
| 19 Comments | 5 On Post   | 14 On Shares  |
| 54 Shares   | 51 On Post  | 3 On Shares   |

2,177 Post Clicks

434 Clicks to Play 4 Link Clicks 1,739 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

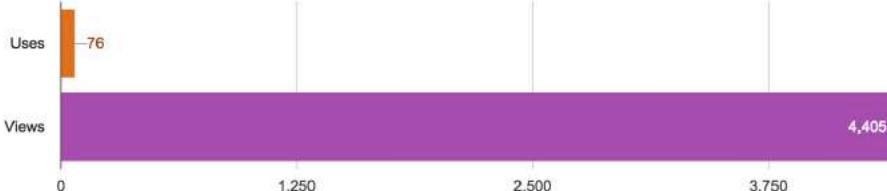
Along with shooting pictures to be used on various accounts, I filmed a video furthering this idea, which had great engagement and success.

# I'M WITH UO CONTINUED

I'm With UO



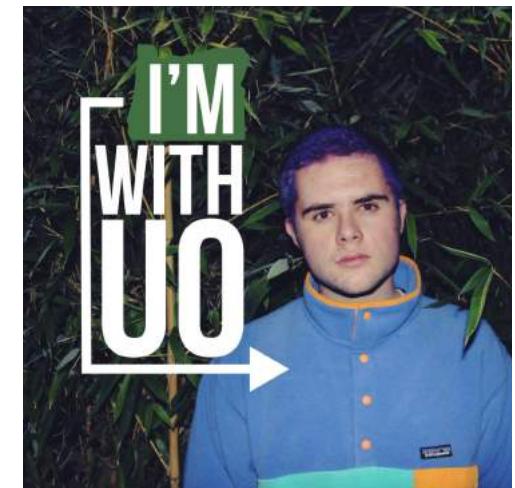
Metrics



Created an On Demand Snapchat Geofilter to be used in the heart of campus on the first day of voting. It was also used for a presidential debate the day after, and later was modified to become a campus community Geofilter.

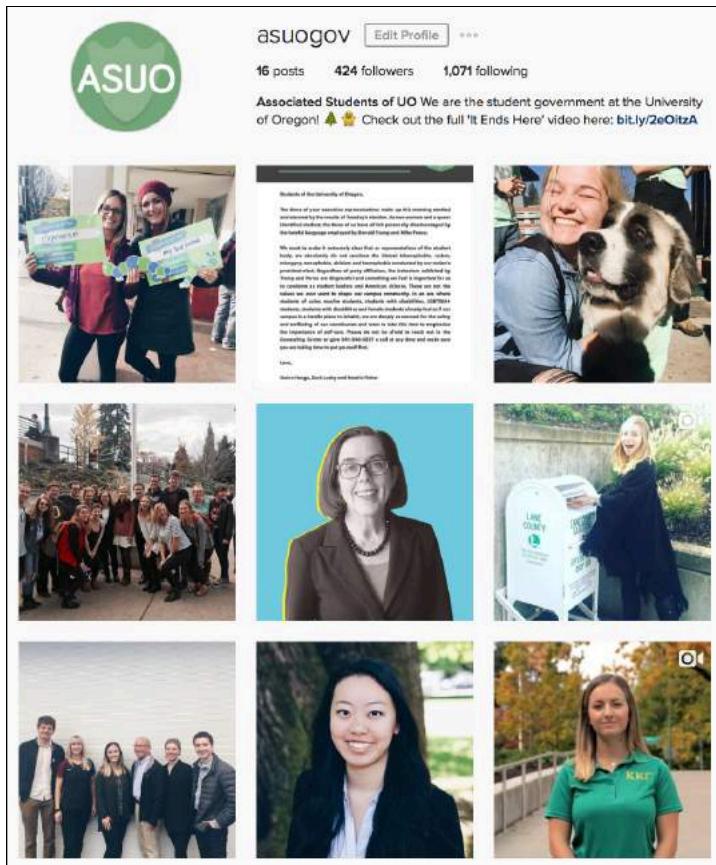


Also implemented a service where people could send profile pictures and we would superimpose the logo, or a variation of it, for them to post (see below).



# ASSOCIATED STUDENTS OF THE UNIVERSITY OF OREGON

After the election, I was appointed to Communications Director of the ASUO. In this role, I manage the student government's social profiles, as well as aid executive members in creating their events and designs, and producing content in partnership with other organizations. All three of the social media profiles made (Facebook, Instagram, and Twitter) were not very active upon arrival.



## FACEBOOK →

For Facebook, I have focused on timely responses to messages and creating ASUO Statements, which are public messages that have been successful in getting the voices of the executive team heard by the student body.

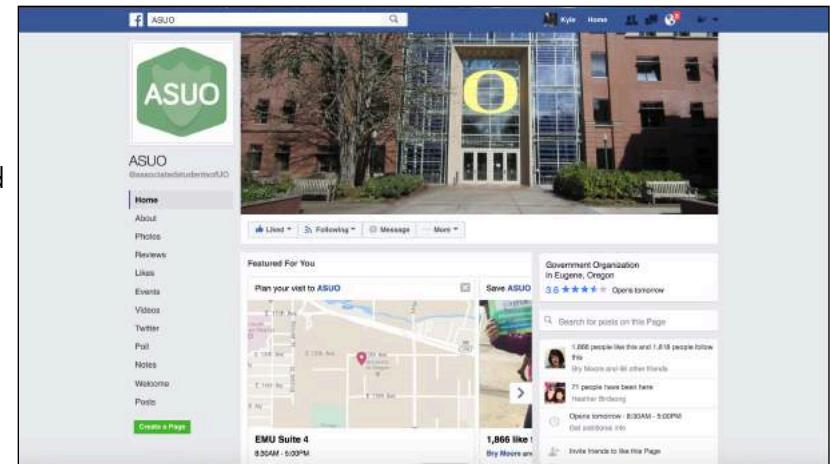
## ← INSTAGRAM

When I took over, the Instagram had only two posts after 4 years being active and only 23 followers.

The most successful post was a video made in partnership with the various PAC-12 student governments in a PSA video in support of the "It's On Us" campaign. The video was shared around all PAC-12 universities.



I have also utilized hashtags, creating ones such as #SenatorSunday (to highlight UO Senate) or #DucksVote to encourage registration.



Post Details

Reported stats may be delayed from what appears on posts

**8,318** People Reached

**469** Reactions, Comments & Shares

| Category     | On Post | On Shares |
|--------------|---------|-----------|
| Likes        | 370     | 85        |
| Comments     | 36      | 10        |
| Shares       | 7       | 1         |
| Angry        | 2       | 0         |
| Love         | 27      | 8         |
| Haha         | 27      | 24        |
| Link Clicks  | 2       | 2         |
| Photo Views  | 1,358   | 1,636     |
| Other Clicks | 0       | 0         |

**2,996** Post Clicks

**NEGATIVE FEEDBACK**

3 Hide Post  
0 Report as Spam  
0 Unlike Page

**ASUO STATEMENT**

Students of the University of Oregon,

The three of your executive representatives woke up this morning startled and alarmed by the results of Tuesday's election. As two women and a queer identified student, the three of us have all felt personally disadvantaged by the hateful language employed by Donald Trump and Mike Pence. ... See More

We want to make it extremely clear that as representatives of the student body, we absolutely do not condone the blatant Islamophobia, racism, misogyny, xenophobia, ableism and homophobia conducted by our nation's president-elect. Regardless of party affiliation, the behaviors exhibited by Trump and Pence are disgraceful and something we feel is important for us to condemn as student leaders and American citizens. These are not the values we ever want to shape our campus community. In an era where students of color, muslim students, students with disabilities, LGBTQIA+ students, students with disabilities and female students already feel as if our campus is a hostile place to inhabit, we are deeply concerned for the safety and well-being of our constituents and want to take this time to emphasize the importance of self-care. Please do not be afraid to reach out to the Counseling Center or give 541-346-3227 a call at any time and make sure you are taking time to give yourself first.

# **PERSONAL**

# FACEBOOK MILLENNIALS

KYLE.HEINER

In creating my online brand, I have tapped into millennial culture and made it a part of my image. In this post, I wanted to find a way to connect to them on the subject of voting (see right).

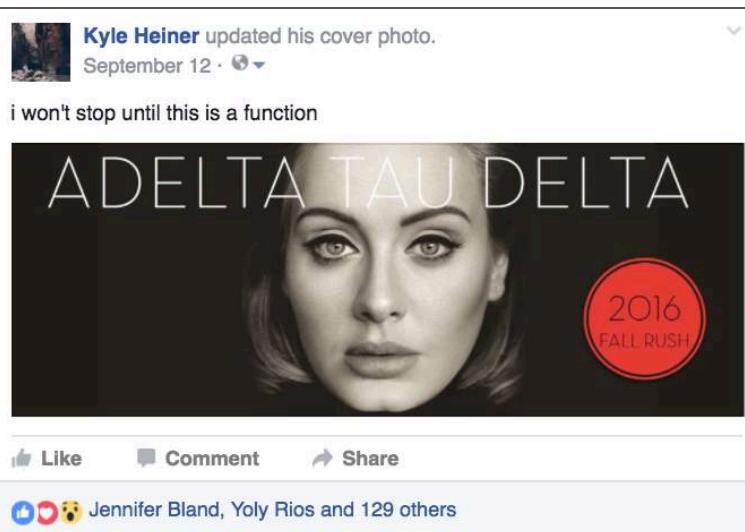
In response to the viral video of Alexis Bloomer ranting about millennials in a car, I responded to the video with a humorous twist that was my most successful Facebook video to date (see bottom right).

I created this post to combine my favorite artist and my fraternity Delta Tau Delta as a cover photo for other members to use during rush weeks (see below).



Kyle Heiner updated his cover photo.  
September 12 · 59

i won't stop until this is a function



Like Comment Share

Jennifer Bland, Yoly Rios and 129 others

EVEN MORE PROBLEMS WITH MILLENNIALS



@kyle4president

NAILED IT!!!!

More Problems With Millennials  
Dear Elders,  
As Alexis Bloomer so well put it,  
I'm sorry.  
Sincerely,  
A Millennial  
Inspired by the viral video "The Problem With Millennials"  
#GenerationwhY #YouthToday #SorryElders  
#MyOpinion #VeteransNotVegans

Tag Video Add Location Edit

5,597 Views

Like Comment Share

Eisie Garner, Erika Goto and 191 others

34 shares 15 Comments

View 9 more comments

Write a comment...

# FACEBOOK POLITICAL

I enjoy finding the humor and personalization of politics on Facebook, so I often create posts that humanize what the nation is dealing with (see right & bottom right).

Because of my social media presence, I was asked by the University of Oregon to star in a light-hearted video where I interviewed students about registering to vote (see below).

Kyle Heiner shared University of Oregon's video — thinking about voting.  
November 4 · 1,111 views

we get it kyle, you love voting

18,503 Views

University of Oregon added a new video: Ducks on the Street | Vote! 2016.  
November 4 · 1,111 views

For many Oregon students, 2016 marks the first time they've been able to vote in a presidential election. We sent Kyle Heiner and Gus McTigue out on campus to find out what students think about the opportunity to cast their presidential ballot.

Kyle Heiner February 23 · 1,111 views

tell the senate #doyourjob and confirm someone who is adequately ready for the job.

p.s. Barack Obama feel free to nominate me whenever.

Tag Photo Add Location Edit

Like Comment Share

Gabe Haw, Diego Keen and 135 others

Talia Berniker i can't believe you stole my campaign slogan #makeamericahipagain...  
Unlike · Reply · 1 · February 23 at 5:41pm

Kyle Heiner replied · 1 Reply

Liam Arnade-Colwill amazing on so many levels  
Unlike · Reply · 1 · February 23 at 6:15pm

Cameron McCann daé  
Unlike · Reply · 1 · February 23 at 6:42pm

Brady Fuller Don't you have an Econ midterm tomorrow?  
Unlike · Reply · 8 · February 23 at 6:56pm

Kyle Heiner replied · 3 Replies

Natalie Fisher You light up my life.  
Unlike · Reply · 1 · February 23 at 7:30pm

Diane Tetreault Jacober Made my day 😊  
Unlike · Reply · 2 · February 24 at 6:05am

Write a comment...

Kyle Heiner November 8 · 1,111 views

today my mom put on her pantsuit, attached her nasty woman pin, and went to work in a field full of men. also today, my mom voted for our first woman president.

throughout my life, my mom has been a constant source of inspiration. she would spend her sundays walking the dogs, baking desserts, putting up with my cartoons, analyzing spreadsheets, and writing reports.

my parents made the decision... See More → 😊  
feeling proud with Sarah Heiner.

Tag Photo Add Location Edit

Like Comment Share

Jillian Carlo and 148 others

1 share 21 Comments

View 15 more comments

Sarah Heiner Wow Kyle. Thank you so much for

Write a comment...

# TWITTER @KYLE4PREZIDENT



kyle for you ✅ @kyle4prezident · Nov 13

zoo lights // portland, oregon

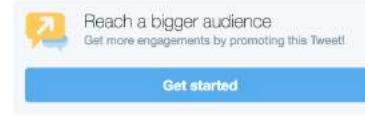


6 526 1.1K ...

## Tweet Activity



kyle for you ✅ @kyle4prezident  
zoo lights // portland, oregon  
[pic.twitter.com/hCzHrZ4Sc9](http://pic.twitter.com/hCzHrZ4Sc9)



Get started

|                   |        |
|-------------------|--------|
| Impressions       | 68,331 |
| Total engagements | 14,955 |
| Media engagements | 11,277 |
| Detail expands    | 1,646  |
| Likes             | 1,097  |
| Retweets          | 526    |
| Profile clicks    | 286    |
| Link clicks       | 117    |
| Replies           | 6      |

## MOST POPULAR

This tweet blends a Portland tradition "Zoo Lights" and the smash hit television show *Stranger Things*.

## "WORKS EVERY TIME" TWEET



Sara Bareilles ✅  
@SaraBareilles

Umm. Thank you?

kyle for you ✅ @kyle4prezident

still waiting for the queen of pop  
@SaraBareilles to announce her comeback

9/6/16, 3:50 PM

37 RETWEETS 353 LIKES

Both times the pop star replied to my tweet, and in the case of Sara, also commented on my Instagram.



kyle for you ✅

still waiting for the queen of pop  
@KT Tunstall to announce her comeback

10/5/16, 9:54 PM

VIEW TWEET ACTIVITY

1 RETWEET 8 LIKES



KT Tunstall @KT Tunstall · 10/5/16

it ain't just a comeback,

it's a SERIOUS comeback

⚡️@Womanista 😊

WOMANISTA

## A SAMPLING OF TWEETS



everyone: i love fall!! pumpkins,  
scarves, halloween, leaves 🎃🎃🎃

me: \*tries to figure out how i can fit so  
much tv into my schedule\*



\*\*\*official rankings\*\*\*

1. work b\*\*ch - britney spears
2. work form home - fifth harmony
3. work - rihanna
4. work - iggy azalea



when temperature by sean paul comes  
on



time travel guru: where would you like  
to go?

me: the audience of britain's got talent  
for susan boyle's iconic first audition

10/16/16, 12:04 PM



"locker room talk" is masculinity at its  
most extreme and damaging... it is a  
pathetic excuse that accentuates rape  
culture #debates

10/9/16, 6:11 PM

VIEW TWEET ACTIVITY

42 RETWEETS 129 LIKES



millennials will learn to "take a joke"  
when your jokes stop being blatantly  
ignorant & start being actually funny



11/6/16, 12:47 PM

# INSTAGRAM @KYLEHEINER

**kyle heiner**  
future vlogstar | popcultural | or | adelta tau delta  
snap: thatssokyle  
stay up to date ↴  
twitter.com/kyle4president

Recent posts:

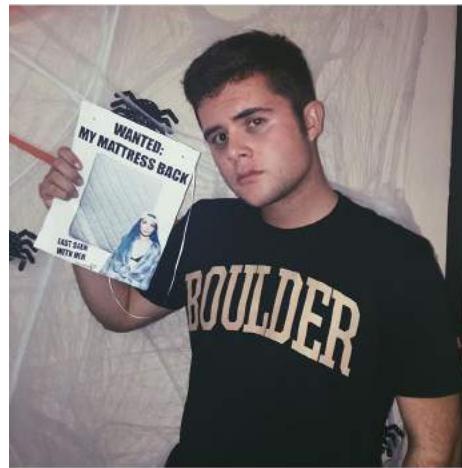
- Group photo with friends at an event.
- Portrait of Hillary Clinton.
- Man with a dog.
- Man and woman standing together.
- Man sitting on steps.
- Man holding a book titled "WANTED: MY MATTRESS BACK".
- Man and woman posing together.
- Man and woman sitting together.

Bottom navigation: Home, Search, Create, Heart, Profile.

## A QUICK SNAPSHOT

Whatever the post, I focus on creating unique, witty captions and tags within the photo to bring the piece together.

## CELEBS WHO RESPONDED



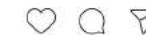
♥ corymilgram, jamesvos and 419 others

kyleheiner like i get the song is good but can i get my mattress back @iamhalsey



iamhalsey AMAZINGGGGG

6w Reply



♥ sometimes\_bry, ericleekay and 279 others

kyleheiner where i was when sara bareilles & her fans took to attack me on twitter #beautahful



sarabareilles No attacking!! No way. I was laughing and meant in fun. Hope you took it that way! 🙏😊

13w Reply

## @THATSSOKYLE SNAPCHAT



Laid back

one hour ago

1.79M

1.8K



Thu 2:17 PM

48.7K

3



POST ECON MISTER...

Today 9:55AM

2.7K

1



ECON MIDTERM WA...

Today 8:08AM

5.8K

1

# **CONNECT**

**FACEBOOK | KYLE.HEINER**

**INSTAGRAM | KYLEHEINER**

**SNAPCHAT | THATSSOKYLE**

**TWITTER | KYLE4PREZIDENT**

**MUSICAL.LY | KYLE4PREZIDENT**

**LINKEDIN | LINKEDIN.COM/IN/KYLEHEINER**