

hey sit with us



Allie Blain

Table of Contents

Research

- 3 About Us
- 5 Prior Media
- 6 Survey Results
- 7 Situational Analysis
- 8 Interview with Hannah Grace Nash

Planning

- 10 Goal, Objectives, Strategies, Tactics
- 11 Content Calendar

Implementation

- 13 Press Releases
- 19 Media Advisory
- 20 E-mail Pitch
- 21 Pinterest Strategy
- 22 Pinterest Content
- 23 Instagram Strategy
- 24 Instagram Content
- 26 Blog Strategy
- 27 Blog Content
- 38 Hey Picnic With Us Event
- 41 Media Kit

Evaluation

- 42 Return on Investment, Statistics
- 47 Summary

Hey Sit With Us



Founded in Fall 2022 at Samford University, Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with listeners to chat about the things in life that are important to them and their audience. They have a lot of love in our hearts and want to share that love with listeners. Nash and Blain believe that “we were not created to do life alone!” Their vision is to create a movement where young women feel empowered to go out of their way to invite others to Sit With THEM in a collegiate setting. Hey Sit With Us encourages women to have important and meaningful conversations that promote deep connections.

As of January 2024, Hey Sit With Us has approximately 50 weekly listeners between audio and video formats of their podcast and boasts 213 followers on Instagram. They have just launched their brand website and have goals to improve their brand awareness through SEO and keyword marketing. Hey Sit With Us has an upcoming feature in the Phi Mu Aglaia newsletter, sent to all active and alumni members twice a year. Hey Sit With Us has been featured twice in the Samford Crimson student newspaper and once on a student blog featuring podcasts started at Samford University.

Hey Sit With Us fits into a lifestyle, content creation and podcast genre. Both Hannah Grace Nash and Allie Blain are passionate about embracing the joy in their everyday lives and invite their audience to do the same throughout all of their content. The brand’s tagline is “because we weren’t created to live life alone” and is the driving force behind all of their content.

About Us



Allie Blain

Creative Director

The cohost and creative director for Hey, Sit With Us! All the way from the sunny state of Florida, she's obsessed with all things Disney and is likely wearing a pink outfit wherever she goes with a can of coke in her hand at all times. But there's more to Allie than just a love for pink and a need for caffeine. She's all about those meaningful conversations and spontaneous adventures with friends. Exploring new places and cultures while traveling? Count her in! And when it comes to music, Taylor Swift is her go-to girl

Hannah Grace Nash

Strategic Director

The cohost and strategic director for Hey, Sit With Us! Hannah Grace is from Rome... Georgia that is! When she's not busy cracking jokes and having a blast with her friends, you'll find her dedicating her time to her beloved sorority and making a positive impact in her community. Family is a top priority for Hannah, and she's especially mitten with her niece Minnie Mae. Just to clarify, Minnie Mae is a dog, but she's an important member of the family, no doubt.



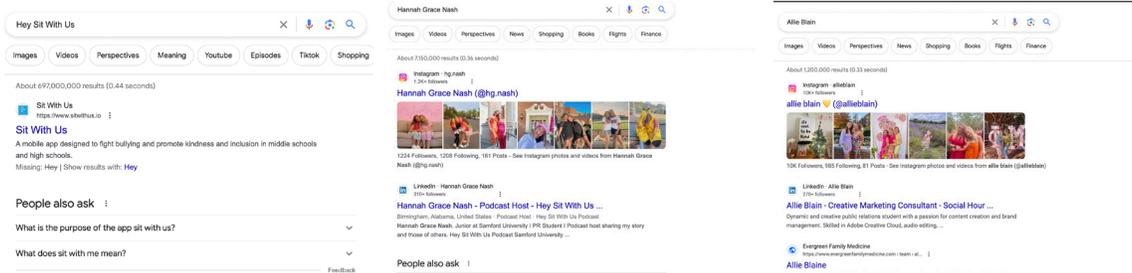
we weren't created to live life alone

Paid Media

At this point, Hey Sit With Us has relied on other forms of media than paid to promote their brand. Because of this, there is no paid media to report on.

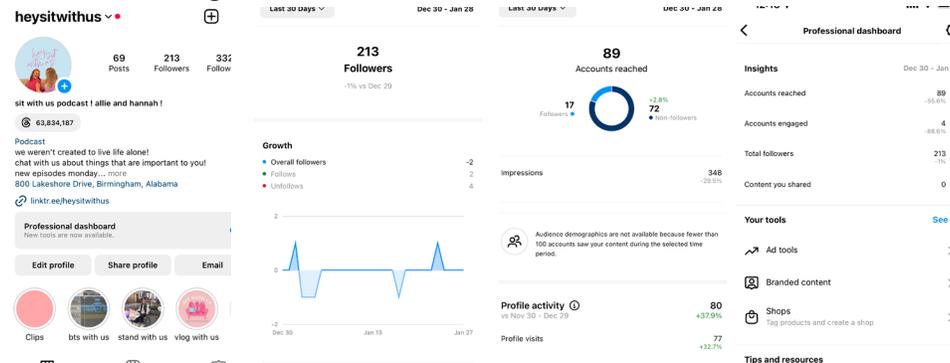
Earned Media

Hey Sit With Us has been featured in two Samford Crimson articles, a blog post from a Samford student and a podcast critique video. Hey Sit With Us has an upcoming feature in Phi Mu's Agalia Newsletter, sent to all active and alumnae members of the sorority.



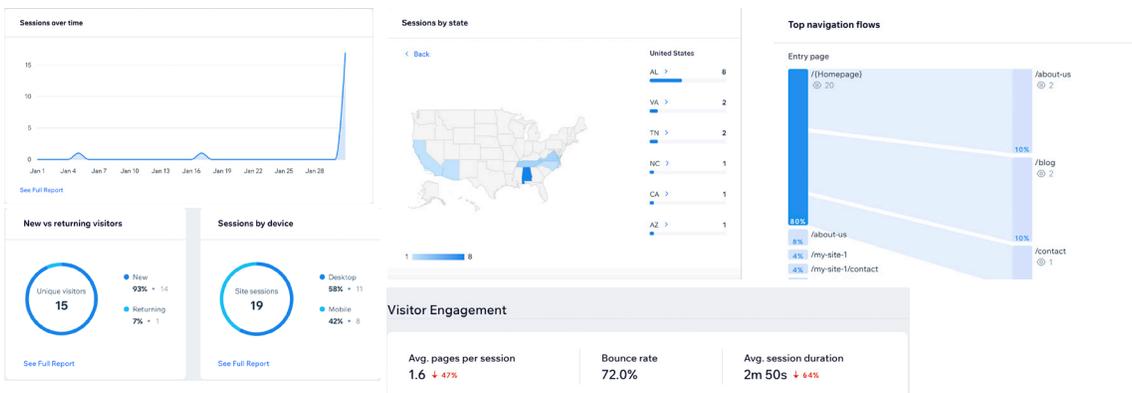
Shared Media

Hey Sit With Us' strongest media presence can be found in their shared media. Hey Sit With Us maintains a presence on Instagram, TikTok, YouTube, Pinterest, and LinkedIn. Their strongest and most consistent presence can be found on Instagram



Owned Media

Hey Sit With Us maintains owned media on their website and blog, heysitwithus.com



Survey Results:

To best understand the audience of Hey Sit With Us, I conducted a survey through Qualtrics. This survey was sent out to college aged women in the south and amassed 138 responses. The following questions were asked throughout the survey:

What is your gender?

How old are you?

Indicate your current educational status

Where do you attend college?

Indicate your current major / career goals - check multiple as needed:

Are you a member of a Panhellenic, NPHC, service or affinity (e.g. Christian, common ethnic background) sorority? (Active or Alum)

Which sorority/women's group are you a member of?

Have you ever listened to a podcast called Hey Sit With Us?

How did you hear about the Hey Sit With Us podcast?

How often do you listen to podcasts?

What is your favorite podcast?

What attracts you to the podcasts you listen to?

What do you enjoy doing while listening to podcasts?

What keeps you from listening to podcasts?

What is your ideal length of a podcast

Do you follow any podcast accounts on social media?

Please list the podcast accounts you follow on social media.

Have you ever attended a live recording or an event related to a podcast?

Who would be your ideal guest to listen to on a podcast?

These answers helped to determine competitors in the industry as well as understanding more about the listening habits and desires of Hey Sit With Us' ideal client.

138
college aged
women were
surveyed.

Age of Responders



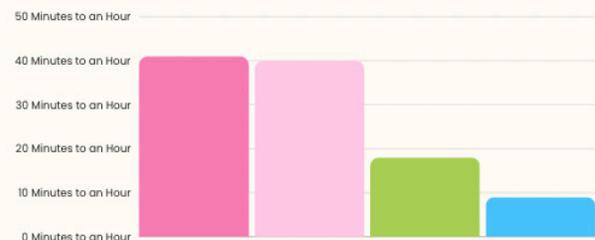
55%
Follow podcast accounts
on social media

60%
Identify as a member of a
Panhellenic, NPHC, service or
affinity sorority

23%
Have listened to the Hey Sit With Us
Podcast at least one time

26%
Listen to podcasts on a weekly
basis

What is your ideal podcast length?



situational analysis

Strengths:

Hey Sit With Us does a good job of creating content that relates to their target audience. They have strong brand awareness around Samford University's campus.

Weaknesses:

Hey Sit With Us has not utilized their owned media platform to its fullest potential to reach new audiences. Their consumer brand awareness does not surpass Samford University.

Opportunities:

There is a gap in the college-girl lifestyle market that Hey Sit With Us has the potential to fill. As girls in their early 20's and late teens are searching more to build community, Hey Sit With Us can become the standard.

Threats:

With the increasing popularity of podcasts and availability of equipment, Hey Sit With Us will experience a rise in competition within the next few years.

Brand Position:

Direct competitors to the Hey Sit With Us podcast are Don't Blame Me with Meghan Rienks, Gals on the Go with Danielle Carolan and Brooke Miccio, House Guest with Kenzie Elizabeth, Manifest with Tori Desimone and Approachable with Samantha Ravndahl and Alyssa Anderson. Hey Sit With Us is known for mixing honest and raw experiences with humor and light-hearted banter to create a mix of relatability and vulnerability. Hey Sit With Us stands out from these competitors as the hosts, Hannah Grace Nash and Allie Blain are college students who are experiencing the highs and lows of everyday life alongside their listeners. Their incorporation of bright colors and recognizable branding helps them to stand out.

Interview with Hannah Grace Nash

What are things you are passionate about and how does that translate into your brand story?

I love people. My passion is making others feel comfortable and empowering them to go outside their comfort zone. As college students it is easy to get caught up in our own world and forget about the people around us. We frequently assume that our peers are good on their own and we're the only ones that need encouragement throughout our daily lives. To me, Hey Sit With Us serves as a way to not only encourage others going through the same phase of life as me, but remind them to do the same for those around them.

When people think about Hey Sit With us- what is the first thing you want to come to their mind?

I hope the first thing that comes to mind when someone thinks about Hey Sit With Us is more of a feeling than a statement. I want others to smile and feel a sense of familiarity, as if they know us personally and can relate to what we are going through.

How important has social media strategy been to Hey Sit With Us in the past and how do you want it to grow this semester?

Besides word of mouth, social media strategy has been the sole way we have grown HSWU since we started. I hope we can grow our social media strategy this semester to be consistent with posts, language, and targeting.

Define your ideal listener / target audience.

The ideal HSWU listener is a young woman around college age who is just trying to figure life out.

How would you describe the current / day to day operations that occur with Hey Sit With Us?

Allie focuses on the creative content side of Hey Sit With Us and I focus on our strategy. My goal is to design SEO strategy, target our audience with keywords, and determine topics as they relate to keywords and trends.

What is your vision for Hey Sit With Us over the next year?

My vision for Hey Sit With Us is for it to grow into a community where listeners interact with not only us as the hosts, but each other as well. Ideally, we will be able to grow our online community by using our website as a forum for encouragement and relationship building.

How does the content you consume impact the content you create with Hey Sit With Us?

I consume tons of podcast content daily. The content I listen to allows me to feel like I am in the room with the hosts and part of the conversation in real time, understanding the jokes and following the stories. That feeling inspires me to ensure Hey Sit With Us creates content that is impactful and makes people want to feel like they are a part of the conversation.



Hey Sit With Us is set apart by their bright personalities, which is reflected well in their branding and coloring. There is truly nothing “just like” Hey Sit With Us and that is something that sets them apart. In general, brands that could be compared to them are those with a passion for authenticity and a desire to impact the world for good.

Goal: To increase brand awareness and maintain a consistent online presence.

Objective: Diversify the Hey Sit With Us brand to include blogs with traffic reaching at least 50 viewers a month

Get posts at the top of search results when “college life is searched

Improve post key word accuracy by tracking what keywords work on our posts and what successful pinners are using

Make consistent posts that match blog content and link to the HSWU website

Post high-quality pictures that Pinterest’s algorithm will prioritize

Increase Website SEO

Write specific blog posts with keyword rich terms

Embed external and back links throughout the HSWU website and blog posts

Customize website meta tags

Mention blog posts and newly designed website on podcast episodes.

Objective: To increase audience engagement by 20% by the end of our campaign.

Host an in-person Hey Sit With Us event

Plan a picnic event and invite listeners to join.

Send messages to sororities at Samford, UAB, BSC and University of Alabama

Advertise event on social media

Post regularly on all platforms (pinterest, instagram, tiktok, blog, etc.)

Post 2 blogs weekly and promote them on all social media platforms

Utilize Pinterest as a platform to distribute blog content to relevant audiences.

Interact with Instagram audience by responding to comments and direct messages

Generate word of mouth attention through non-social-media outlets

Send press releases to relevant news outlets

Hand out free SWAG, such as stickers, on campus and at the event.

Post flyers around Samford University campus

Content Calendar

Week One

March 17 - March 23

Blog Content

Makeup under \$50

We wish we knew this before college

Instagram Content

Makeup under \$50

Meet Hannah Grace Nash

Meet Allie Blain

Announce Picnic

Send Press Release to Crimson

Week Two

March 24- March 30

Blog Content

HSWU Event Recap

Instagram Content

Announce new podcast episode

HGN Video inviting people to the picnic

HGN Birthday Post

Special Spring Podcast Episode!

Content Calendar

Week Three

March 31- April 6

Blog Content

Turning 21.

Life is an epic mosaic

Instagram Content

Stickers on Campus post

ARB Birthday post

21st birthday blog post

Send Press Release to Auburn

Week Four

April 7- April 13

Blog Content

Hannah's Spring Faves

Allie's Spring Faves

Allie's Sorority Story

Instagram Content

Fave pod episodes

Picnic recap post

Send Press Release to Al.com

Press Release #1

This press release was sent to the Samford Crimson to announce the "Hey Picnic With Us" Event



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FOR IMMEDIATE RELEASE

SAMFORD STUDENT PODCAST, "HEY SIT WITH US," HOSTS "HEY PICNIC WITH US" AT HOMEWOOD CENTRAL PARK.

BIRMINGHAM, Ala. (March 20, 2024) – *Hey Sit With Us*, a podcast developed in Fall 2022 by Samford University students Hannah Grace Nash and Allie Blain, is proud to be hosting "Hey Picnic With Us," an event designed to create a space to grow in friendships and community with like minded college aged girls. This event will take place at Homewood Central Park on Wednesday, March 27 from 5:00 - 7:00 p.m.

The podcast began from Nash and Blain's desire to share a place where young women could be their true selves and engage in genuine conversations. Friends Nash and Blain intentionally created the title, "Hey Sit With Us," as a theme of wanting women to feel included. Nash and Blain have spent the last two years developing a virtual space for "Hey Sit With Us" and are excited to launch the next stage of their brand with an in-person event.

"At its heart, 'Hey Sit With Us,' is more than just a podcast; it's a community where women can be their authentic selves, share their experiences, and uplift one another." said Blain, co-host and creative director. "We have a lot of love in our hearts and we want to share that love with our listeners," said Nash, co-host and strategic director.

The podcast's mission statement is, "we weren't created to live life alone," and a wide variety of topics are discussed, from pop culture news to deep thoughts about personal growth in college. Nash and Blain are passionate about sharing their story as well as those of others. The podcast has been featured in the *Samford Crimson* student newspaper as well as in an online podcast review.

###

Press Release #1

This press release was sent to the Samford Crimson to announce the “Hey Picnic With Us” Event

About Hey Sit With Us

Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with listeners to chat about, “a little bit of everything.” Honored with the Samford University “Student Podcast of the Year” award, *Hey Sit With Us* is entering its fourth season with a passion and excitement to encourage important and meaningful conversations that promote deep connections. *Hey Sit With Us* can be streamed on [Spotify](#).

Press Release #2

This press release was sent to the Auburn student newspaper in hopes that they would share about Hey Sit With Us' brand and mission with their student body.



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Allie Blain

Creative Director

Hey Sit With Us

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FOR IMMEDIATE RELEASE

"HEY SIT WITH US," BECAUSE WE WEREN'T CREATED TO LIVE LIFE ALONE

BIRMINGHAM, Ala. (April 9, 2024) – Hey Sit With Us, a podcast and lifestyle blog developed in Fall 2022 by Samford University students Hannah Grace Nash and Allie Blain, is seeking to expand their reach and listenership throughout college campuses in the south. The podcast began from Nash and Blain's desire to share a place where young women could be their true selves and engage in genuine conversations. As the brand has developed, Nash and Blain have desired to share their heart more casually through blog content.

"At its heart, 'Hey Sit With Us,' is more than just a podcast or a blog; it's a community where women can be their authentic selves, share their experiences, and uplift one another," said Blain, co-host and creative director. "We have a lot of love in our hearts and we want to share that love with everyone," said Nash, co-host and strategic director.

Hey Sit With Us has curated a selection of standout episodes, ideal for both seasoned listeners and newcomers alike. These episodes offer a glimpse into the podcast's typical content:

- S2E11: "How to Be Awesome with Dr. Dan Haun!" – Featuring an engaging conversation with a beloved professor, this episode provides encouragement for college students who need encouragement in their daily lives.
- S2E4: "Sleepover Pod!" – An episode that many listeners have categorized as their favorite, including both Nash and Blain. The feeling of a sleepover with your girlfriends is perfectly encapsulated in this episode.
- S3E3: "The Power of Rest and Relaxation" – Offering practical self-care tips and authentic accounts of college life, this episode advocates for prioritizing well-being amidst academic demands.

Press Release #2

This press release was sent to the Auburn student newspaper in hopes that they would share about Hey Sit With Us' brand and mission with their student body.

- S4E1: "Our Spring Faves" – The most recent episode of the podcast highlighting things that Nash and Blain have loved this year: products, songs, podcasts and more.

The podcast's mission statement is, "we weren't created to live life alone," and a wide variety of topics are discussed, from pop culture news to deep thoughts about personal growth in college. Nash and Blain are passionate about sharing their story as well as those of others.

###

About Hey Sit With Us

Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with listeners to chat about, "a little bit of everything." Honored with the Samford University "Student Podcast of the Year" award, *Hey Sit With Us* is entering its third season with a passion and excitement to encourage important and meaningful conversations that promote deep connections. *Hey Sit With Us* can be streamed on [Spotify](#). The podcast has been featured in the *Samford Crimson* student newspaper as well as in an online podcast review.

Press Release #3

This press release was sent to AL.com to inform them of the recent updates to the Hey Sit With Us brand.



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heysitwithus@gmail.com

FOR IMMEDIATE RELEASE

STUDENT RUN PODCAST, HEY SIT WITH US, LAUNCHES NEW WEBSITE AND LIFESTYLE BLOG

BIRMINGHAM, Ala. (April 10, 2024) – *Hey Sit With Us*, a podcast developed in Fall 2022 by Samford University students Hannah Grace Nash and Allie Blain, has recently launched a new aspect of their brand. The podcast started as a class project but has resonated with listeners and grown into its own brand, with more than 600 global streams to date. Nash and Blain are looking to expand their listenership throughout college campuses across the country and hope to encourage their listeners through regular blog content.

The podcast began from Nash and Blain's desire to share a place where young women could be their true selves and engage in genuine conversations. Friends Nash and Blain intentionally created the title, "Hey Sit With Us," as a theme of wanting women to feel included. A mixture of encouragement and humor is infused in each weekly episode, released on Mondays.

"At its heart, 'Hey Sit With Us,' is more than just a podcast; it's a community where women can be their authentic selves, share their experiences, and uplift one another," said Blain, co-host and creative director. "We have a lot of love in our hearts and we want to share that love with our listeners," said Nash, co-host and strategic director.

The podcast's mission statement is, "we weren't created to live life alone," and a wide variety of topics are discussed, from pop culture news to deep thoughts about personal growth in college. Nash and Blain are passionate about sharing their story as well as those of others. The podcast has been featured in the *Samford Crimson* student newspaper as well as in an online podcast review.

###

Press Release #3

This press release was sent to AL.com to inform them of the recent updates to the Hey Sit With Us brand.

###

About Hey Sit With Us

Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with listeners to chat about, “a little bit of everything.” Honored with the Samford University “Student Podcast of the Year” award, *Hey Sit With Us* is entering its third season with a passion and excitement to encourage important and meaningful conversations that promote deep connections. *Hey Sit With Us* can be streamed on [Spotify](#). The podcast has been featured in the *Samford Crimson* student newspaper as well as in an online podcast review.

Media Advisory



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heysitwithus@gmail.com

Allie Blain
Creative Director
Hey Sit With Us
(813) 382 0477
heysitwithus@gmail.com

FOR IMMEDIATE RELEASE

MEDIA ADVISORY: SAMFORD STUDENT PODCAST, "HEY SIT WITH US," HOSTS "HEY PICNIC WITH US" AT HOMEWOOD CENTRAL PARK.

WHO: Hey Sit With Us is thrilled to present "Hey Picnic With Us," the brand's first live event. Brand directors Hannah Grace Nash and Allie Blain will be in attendance and are excited to meet their audience.

WHAT: An evening where college aged girls are invited to come as they are, sit with each other and build community with new friends. The event is free to attend and will offer snacks and desserts, participants are encouraged to bring a picnic dinner.

WHERE: Homewood Park, 1632 Oxmoor Road, Homewood, Alabama 35209

WHEN: 5:00 - 7:00 p.m. Wednesday, March 27

SPECIAL MEDIA INFORMATION: Media are invited to be at the event at 4:45 p.m. to obtain footage as participants arrive. Hannah Grace Nash and Allie Blain will both be available for interviews during this time.

###

About Hey Sit With Us

Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with listeners to chat about, "a little bit of everything." Honored with the Samford University "Student Podcast of the Year" award, *Hey Sit With Us* is entering its fourth season with a passion and excitement to encourage important and meaningful conversations that promote deep connections. *Hey Sit With Us* can be streamed on [Spotify](#).

Pitch

After doing some market research to better understand our ideal audience, we found Bella Grace Gates. Bella Grace, a college influencer at the University of Alabama, utilizes TikTok to document her everyday experiences, sharing authentic moments of everyday college life in the south.

Hey Sit With Us Podcast Guest

3 messages

Allie and Hannah <heysitwithus@gmail.com>
To: "bellagrace@palettemgmt.com" <bellagrace@palettemgmt.com>

Mon, Feb 26, 2024 at 11:59 AM

Hi Bella Grace!

I'm Allie Blain, co-host and creative director of [Hey Sit With Us](#), a podcast based in Birmingham, AL that is an open invitation to pull up a chair and get real with your friends because we weren't created to live life alone. We are passionate about creating a space where college aged women feel like they belong while also equipping them with the tools to be intentionally inclusive in their daily lives. We are planning for our upcoming season and think you'd be an epic guest and the perfect fit for our audience.

I adore your social media accounts and love how you share positivity and authenticity throughout your content. Hannah Grace (my co-host) and I would love to have a chat with you about your journey, your views on balancing authenticity as a content creator, and any little bits of wisdom you'd want to share with our listeners.

It would likely take between 30-45 minutes and would be done through zoom, or in person if you're feeling a little day trip to Birmingham! We would take care of all of the editing and tech fun stuff!

We think our audience would love hearing from you... and we would be so happy to chat!!! Let us know if you're available!

With love
Allie Blain
Creative Director and Co-Host for Hey Sit With Us
www.heysitwithus.com

Abby Freedman <abby.freedman@palettemgmt.com>
Reply-To: abby.freedman@palettemgmt.com
To: Allie and Hannah <heysitwithus@gmail.com>

Tue, Feb 27, 2024 at 11:36 AM

Hi Allie and Hannah,

Thanks for reaching out to Bella -- confirming I will circle back if she's interested!

Abby Freedman
Talent Coordinator
Palette MGMT
[LinkedIn](#) | [Instagram](#) | [Learn More](#)

Pinterest

Prior to this campaign, Hey Sit With Us had not utilized Pinterest. Our goal with implementing a Pinterest strategy was to increase brand visibility as well as to drive traffic to the website.

We created boards that allowed our content to be easily segmented such as “Our Podcast,” “College Life,” “Travel Inspo” etc. With each photo, we strategically tagged search terms and keywords that our target demographic could be looking for.



All Pins
106 Pins 1d



Sorority Life!
9 Pins 1d



Spring and Summer!
11 Pins 6d



College Life
18 Pins 6d



Travel Inspo
21 Pins 4w



Apartment + Dorm...
15 Pins 16w



Graphic Design
11 Pins 2d



21st Birthday!
9 Pins 3d

After researching Pinterest strategy, it became clear that we needed to develop a list of keywords and potential search terms that would align with what our target demographic searches for.

The following is an example of keywords that were used to promote a recent blog post on Hey Sit With Us:

Title
Revamp Your Makeup on a Budget! Essentials Under \$50 at Target

Description
Refresh your makeup stash for under \$50! From a creamy blush to a TikTok-approved mascara, discover my Target haul for two sorority functions. Plus, learn my makeup tips and tricks for a flawless look

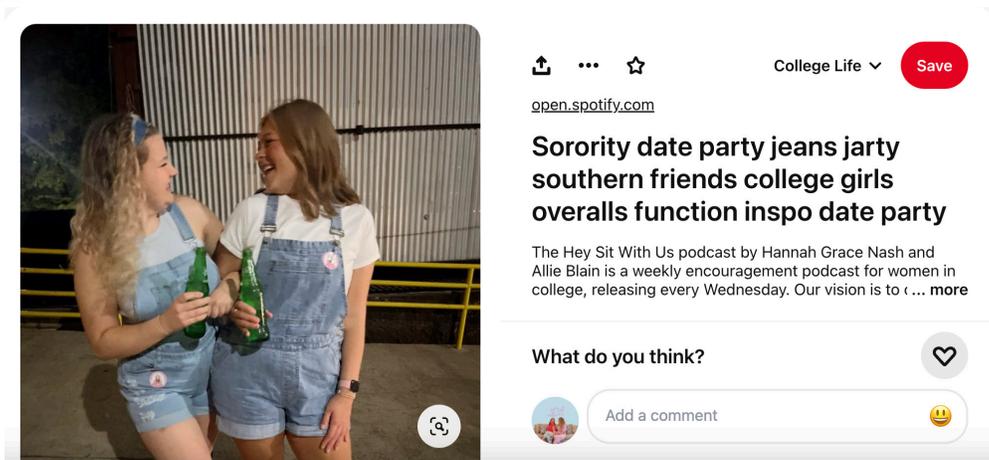
Link
<https://www.heyisitwithus.com/post/refreshing-my-makeup-drawer-at-ta...>

Board
a day in the life!

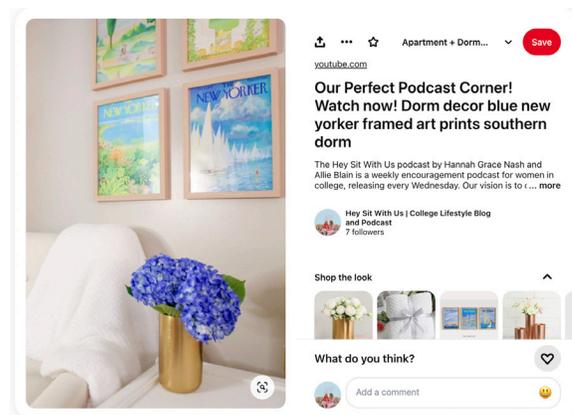
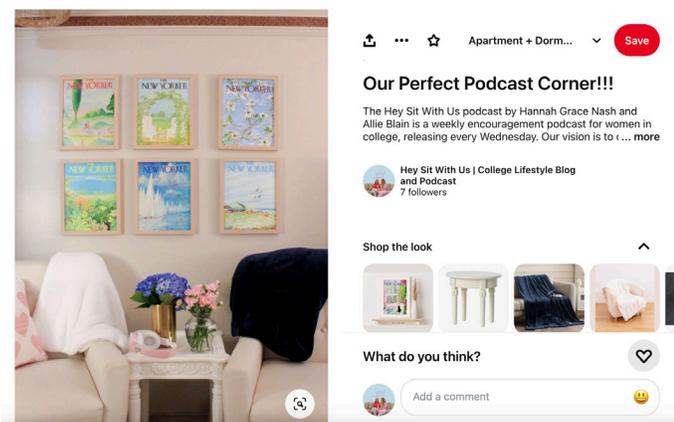
Tagged topics (0)

- Makeup Tutorial ✕
- Natural Makeup ✕
- Makeup Routine ✕
- college makeup ✕
- Beauty Tips ✕
- Simple Makeup ✕
- College Care Package Ideas ✕
- College Girl Dorm ✕
- Items For College ✕

Pinterest



Linked to a podcast episode, this pin reached 90 impressions over the course of the campaign. This is the highest viewed pin created by Hey Sit With Us.



These pins each reached over 50 impressions and recieved four saves each.

Date range: Last 90 Days
 Content type: All
 More filters

Overall performance

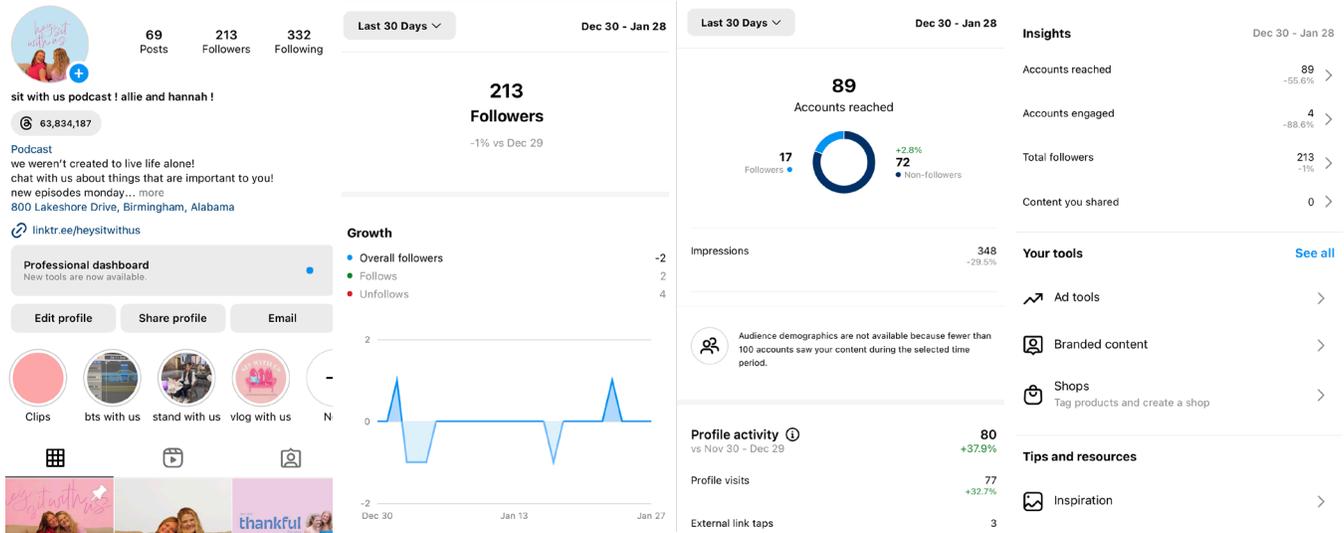
Metrics updated in real-time except for audience.

Impressions: 2.22k
 Engagements: 151
 Outbound clicks: 6
 Saves: 81
 Total audience: 397
 Engaged audience: 18

Hey Sit With Us was able to reach over 2,000 impressions on 102 Pins over the course of the campaign.

| Pin | Type | Source | Total impressions |
|--|---------|-----------|-------------------|
| Sorority date party jeans jarty south... | Organic | Your Pins | 88 |
| Beach Day Podcast black bikini aeri... | Organic | Your Pins | 65 |
| Your New Favorite Podcast | Organic | Your Pins | 50 |
| My favorite podcast!!! Relatable coll... | Organic | Your Pins | 50 |
| Best friend sleepover dorm room ro... | Organic | Your Pins | 43 |

Instagram Strategy



Information gathered 1/29/2024

Hey Sit With Us utilizes Instagram as its primary social media platform. Because of this, we aimed to prioritize high-quality content on this platform. We chose to focus on consistent content that highlights the lifestyle aspect of the brand and creates a unified aesthetic across all channels.

We used the Hey Sit With Us Instagram account to send Direct Messages to sororities at the University of Alabama, Birmingham Southern College and the University of Alabama at Birmingham, inviting them to our live event, Hey Picnic With Us. This resulted in an increase in followers from these colleges.

Hi!!!! My name is Allie and I'm a junior at Samford! I have a podcast called Hey Sit With Us with my best friend Hannah Grace where we chat about what's happening in the world around us, our lives, and really just sit with each other where we're at each week. I'm a Phi Mu and she's an AOII and we're both really passionate about the greek community. Our whole goal with Hey Sit With Us is to help foster a place where women can just sit and be real with each other and make friends! I just wanted to reach out and invite you and the women in your chapter to an event we are hosting Wednesday night, March 27 at Homewood Central Park from 5-7 p.m. We'd love to have y'all come sit with us for a fun picnic bringing together college aged girls in our community! It would be so epic if you could share this info with your chapter, we would LOVE to see you there.

Previously, Hey Sit With Us primarily used Instagram to promote podcast content. However, in rebranding Hey Sit With Us to encompass more than just a podcast, it was essential to share content that reflected this. As part of this fresh start, both Hannah Grace and Allie took the opportunity to officially introduce each other on the Hey Sit With Us Instagram account.

Furthermore, we utilized the Instagram account to promote the podcast, blog content, and live events.

Instagram

heysitwithus
Birmingham, Alabama

[View insights](#) [Boost post](#)

Liked by hg.nash and 60 others

heysitwithus HEY SIT WITH US FRIENDS! We have exciting news! Save the date for March 27, because we're having a Hey Sit With Us Picnic and YOU'RE invited to come sit with us! Bring a picnic to Homewood Central Park and come ready to make new friends! We simply cannot wait to see you there!

heysitwithus
Samford University

[View insights](#) [Boost post](#)

Liked by awnash and 21 others

heysitwithus What makeup essentials would YOU add to your cart with just \$50?! 😍 Check out our latest blog post for all the budget-friendly beauty must-haves! Link in bio!

heysitwithus
Samford University

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Liked by hg.nash and 66 others

heysitwithus HAVE YOU MET HANNAH GRACE NASH? You should! And if you haven't yet, here's what you need to know.

heysitwithus
Samford University

[View insights](#) [Boost post](#)

Liked by hg.nash and 45 others

heysitwithus HELLO WORLD - MEET ALLIE BLAIN!

heysitwithus
Samford University

[View insights](#) [Boost post](#)

Liked by courtney_easlick and 20 others

heysitwithus We're counting down the days until Hey Picnic With Us on Wednesday and we just can't wait to hang with y'all! Will we see YOU there?

allieblain Wednesday can't come soon enough!

heysitwithus
Samford University

[View insights](#) [Boost post](#)

Liked by hg.nash and 42 others

heysitwithus Happy Monday sit with us fam! This week is going to be so epic! Not only is Wednesday our Hey Picnic With Us event, it's also SEASON 4 RELEASE DAY! That's right, the podcast is officially back and we have MISSED you!

March 25

Instagram

heysitwithus
Lizzo · Birthday Girl



View insights Boost post

Liked by hg.nash and 28 others

heysitwithus HAPPY BIRTHDAY TO @hg.nash! She is so loved & she loves Hey Sit With Us so much!

Everyone wish hannah the HAPPIEST birthday in the comments and hype her up!!!



View insights Boost post

Liked by awnash and 43 others

heysitwithus Wanna be as cool as @courtney_easlick and wear one of these epic Hey Sit With Us stickers? Find Allie or Hannah Grace on campus this week, they'll have them in their backpack for you!!

heysitwithus
Samford University



View insights Boost post

Liked by hg.nash and 46 others

heysitwithus BOTH of us gals turned 21 this week and we have LOTS of thoughts about it! Check out the link in our bio to read each of our blogs about our 21st birthdays!

5 days ago

heysitwithus
Samford University



View insights Boost post

Liked by awnash and 32 others

heysitwithus Are you all caught up on the latest episodes of the pod? Or are you new here and unsure where to start? Here are our FAVE episodes, perfect for a binge on a rainy day like today!

S2E11- How to Be Awesome with @dan.on.tv! Chatting with one of our all time fave professors about everything you need to know about being awesome in life!

S2E5 73 Questions, but better!
We expose ourselves on being terrible at math, share silly stories, and open up to our perfect podcast listeners (👉👈)

S2E4 Sleepover Pod! Featuring our most famous storytimes, Livin Gods Plan (jykyk), Hannah's bumble story time, and not just one but two silly stories about fires 🔥 (Don't worry everyone's ok!)

S3E3 The Power of Rest and Relaxation where we talk about our self care hacks and share what it's really like at college!

S4E1 Our Spring Faves. This is our latest podcast filled with all the recs for y'all... and when you're done listening to this pod, head to the blog for even more!

Which pod are you listening to today? Comment and let us know

View all 2 comments
1 day ago

View insights Boost post

Liked by samallenofficial and 41 others

heysitwithus Happy birthday allie! 🥳

Everyone wish allie a happy birthday!! I think she's lit and I know you do too!

heysitwithus
Samford University



View insights Boost post

Liked by hg.nash and 28 others

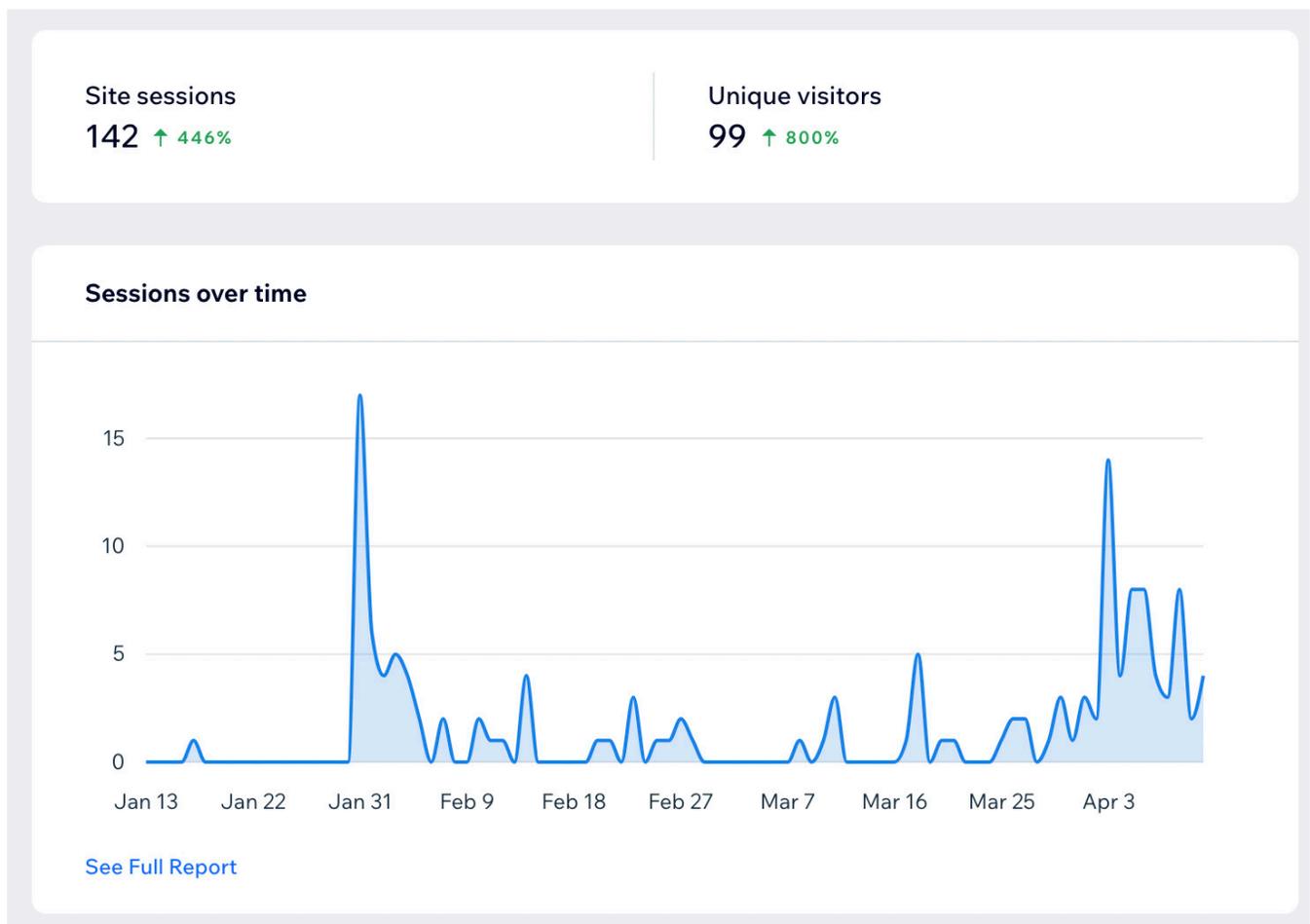
heysitwithus HAPPY BIRTHDAY TO @hg.nash! She is so loved & she loves Hey Sit With Us so much!

Everyone wish hannah the HAPPIEST birthday in the comments and hype her up!!!

Blog

Prior to this campaign, Hey Sit With Us had plans of launching their podcast website but had not published it yet. During the beginning of the campaign, we were able to put the finishing touches on the website and get the blog started. Launching the blog aspect of the brand has been a big part of the growth we have been able to see in brand discovery. By using embedded episodes, backlinks and external links we have been able to boost the Search Engine Optimization of Hey Sit With Us.

The blog content has also served as a landing page for many of the pins posted to Pinterest throughout the campaign.





Allie Blain 🏠 Mar 17 3 min read

Refreshing My Makeup Drawer at Target for \$50



Last week I had TWO sorority functions and it happens that it's perfect time of year when all of my makeup has suddenly disappeared. I've been desperate for a product refresh. So, I did what I do best. I went to Target!

We all know I love finding a good deal. So this time, I went to Target with a budget. I gave myself \$50 to revamp my makeup drawer and make sure I felt hot and confident for my upcoming functions.

****This is not sponsored by any of these brands****

Pixi by Petra On-the-Glow Blush (Fleur) - \$18.00

Y'ALL my life was incomplete without this blush. I'm simply obsessed with it now. It's a cream blush that glides on your cheek as simply as chapstick. After applying it, I take my brush (or beauty blender, depending on my mood) and blend it right in.

I joke with my friends that I had NO idea how to "be a girl" before coming to college. So, I love to share little tidbits in case you're in the same place. For example, I learned recently that when you're putting makeup on, you should do all the liquids and creams first and THEN top it all off with the powder products. If you're choosing to pair this with your favorite powder blush or highlighter, use the Pixi product first before brushing on that new product! This may be common knowledge, but in case it's not, you're welcome! ;)

Maybelline Lash Sensational Sky High Lengthening Mascara (Cosmic Black) \$ 9.99

This is a repurchase! TikTok sold me on this mascara about a year ago, and I keep coming back. There is a REASON everyone raves about this product, it's amazing! AND it lasts all day.

I always struggle with mascaras flaking or rubbing off on the top of my eyelid, and that never happens with this product. Every "expensive" mascara I've ever purchased has given me that issue, and that's never happened with this product. I highly recommend this item if you have the same issue. Save your money!

E.l.f. Halo Glow Liquid Filter - (2 Fair/Light) - \$14.00

TikTok sold me on this one. When looking for a foundation, these were my keywords: non cakey, inexpensive, light. This foundation checks all my boxes and is a great base for the rest of my makeup routine. I felt like this stayed all night and didn't run when I started to sweat - which was a lot, because I love to tear up the dancefloor.

E.l.f. is always a great brand when looking for something inexpensive and reliable. In their same line of "Halo Glow," I use their liquid blush and contour (love and recommend them both!)

Beauty Bakerie Bite Size Whip Lip Makeup - Bowl of Cherries - \$11.99

My toxic trait is that I always think a color will be less bold than it looks, and I'm always wrong. This purchase was no exception. It was BRIGHT red, but that was a big user error and not the product itself. Color mistakes aside, as soon as I put this lip on it quickly dried down to be matte. But I didn't feel like it stayed very well. My friends were constantly having to tell me that lipstick had gotten on my teeth again and after dinner, my it had completely faded.

This is a lipstick I wouldn't buy again, and if I could take back this purchase and save \$12, I totally would. So I'll do it for y'all- don't waste your hard earned money on this one.

JAPONESQUE Mini Touchup Razors - \$7.00

This is another repurchase! I'm a big fan of getting a wax, and typically get my eyebrows done every once in a while. But since I'm on a budget at the moment, an eyebrow wax didn't make the cut. I was able to clean up my eyebrows and give them a little more shape on my own! Doing them myself definitely helped me feel more confident and feminine when I didn't have the chance to get them done professionally!

At the end of the day, the total ended up nearing \$70 and with my Target Circle deals and rewards, the final total came out to \$53.86. Coupons are my favorite version of girl math! I did end up spending a bit over my original budget, but ultimately I'm feeling successful in my goal.

If you had a \$50 budget to get your favorite "must-have" beauty products, where would you go and what would you get?



Allie Blain Mar 30 1 min read

Hey Picnic With Us

Updated: 2 days ago

This week was so epic!

Not only did we launch SEASON 4 of Hey Sit With Us with a brand new episode, we were able to hang out with Y'ALL in person at our first ever live event, Hey Picnic With Us. This event created a space where we were able to grow in friendships, new and old, with like minded college aged girls. Thank you to all of our beautiful and amazing and epic friends who joined us!



We truly believe that we weren't created to live life alone and Hey Picnic With Us was a great opportunity to gather and live life TOGETHER!



If you weren't able to make it to the picnic, don't fret! We encourage you to do the same thing in your community and in your circle of friends. Grab a picnic blanket and a deck of cards and invite your people to be together. Be intentional to ask each other how you're REALLY doing & make sure that those around you feel loved and seen for who they are... wherever they're at.

If you haven't listened to this week's episode of Hey Sit With Us, what are you waiting for? Listen here, now!



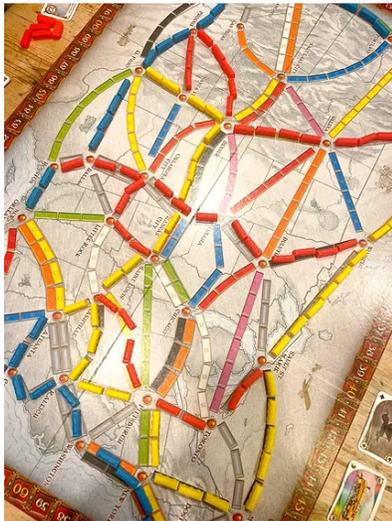
Allie Blain 🏠 Apr 3 3 min read

Life is a pretty epic mosaic

At my core, I'm an artist. I've always found joy in sketching, finding a creative outlet, writing, painting — all the things. I love to see the art that surrounds me. Recently, my heart has been stuck on the idea that my life has become a piece of art as well, in a way. I am a mosaic.

In me is a piece of everyone I have ever loved, and a piece of everyone I have ever been loved by.

The saying “you are who you hang out with” is cliché and old-fashioned. But, as I've reflected on this, I've seen how true that saying really is. As I've gotten older I've realized how right adults were when they said things my whole life (p.s. I hate admitting when I'm wrong). Who I am, how I function, how I communicate... it all can be tied back to the people I love.



In the silly things, I'm a

mosaic of the people I love. My favorite gas-station-snack is a coke banana slurpee, because that's what my dad got with me when I was little. I've developed a bit of a southern accent at college and will forever call Winnipeg, “Winnie-peg,” because of Hannah Grace Nash (if you know, you know). I love a NYT game in the morning because Linden introduced them me when we lived together in London. I wear aerie workout tops because Emma Grace raved about them and I believed her (she was right!).

In the everyday things, I am a mosaic of the people I love. I fold my clothes and roll my t-shirts the way I do after Rylan reorganized my closet last year it's how she showed love to me when I didn't feel good. I use my ring finger to smooth out my makeup because that's what Abbie told me to do when I turned 13 and started wearing makeup. Speaking of makeup, my entire makeup routine is the way it is because it's how Sloane taught me.

And in the big things, I am a mosaic of the people I love.



4/11/24, 9:46 PM

Life is a pretty epic mosaic

I feel comfortable to worship without abandon because of how I see my sister unashamedly approach the throne of grace. Abbie shows me what a healthy relationship with Jesus looks like and her devotion convicts me regularly.

I know how to be compassionate to friends that are hurting because I have seen how my mom has been compassionate not only to her hurting friends, but to me throughout my life. Re-nay-nay (as my friends call her) is a “fix-it” friend and never wants to see her people hurting or sad.

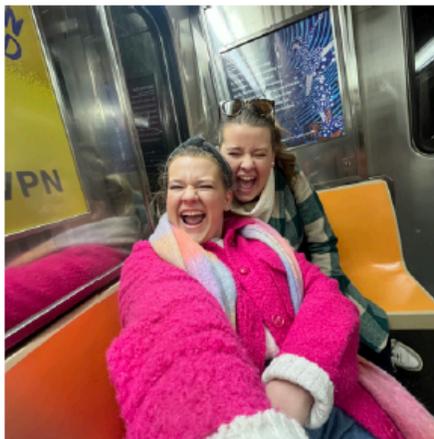


I dance without caring who's watching because I know that Courtney will be right next to me dancing just the same, and I know that she would never judge me for being myself. She reminds me, whether she knows it or not, that I should never be judged OR judge others for being the truest version of themselves.

I know how to be there for friends who are struggling with their mental health, because Meagan Ashlea showed me by being there for me in my mental health challenges. I know how to best check in on my friends because of her intentionality and consistency in how she checks in on me.

I am a mosaic of the people I love.

As sappy as this seems, I could go on for hours and hours and hours about who I am because of the people I love (and the people who love me). Whether they knew it or not, these people (and many more) helped shape me into the woman I am becoming.



And... whether you know it or not, there's a piece of you that lives in who someone else is too. In thinking about this mosaic, I'm drawn to the idea of influence. Whether these people meant to or not, they influenced parts of my

character, my habits and my personality. And whether I've meant to or not, I'm sure there are pieces of me that have influenced parts of others character, habit and personality.

As I enter this next year of my life, I'm reminded that my actions hold purpose. Whether they are big or small, I have the opportunity and the privilege to influence others through my actions.

You, too, are a mosaic of the people you love. You, too, have the ability to influence others.

My hope for me, and for you, is that we make choices and act in ways that influence others for the better. Life is a pretty epic mosaic.



Allie Blain 3 days ago 5 min read

Recruitment 101: What I wish I knew before joining a sorority

Updated: 2 days ago

When I applied for recruitment, my Greek life knowledge could be summed up in the hour and thirty-four minutes of Legally Blonde. My Rho Gamma had to break it to me that Delta Nu wasn't a sorority in real life after I expressed my disappointment in Samford not having a chapter. To say that I had no idea what I was getting myself into would be a complete understatement. Going into recruitment, I scoured the internet for blogs and TikTok OOTDs. Tying a bow on my junior year and preparing to recruit for my final year of college has me thinking a LOT about the time I've spent in my chapter and things I wish I would have known before going through recruitment.



Before we start! I'm going to do a quick vocab bank for y'all. While some of these words have become common knowledge for me, I know that not everyone has that familiarity. I certainly didn't when I started reading through sorority blogs! Each school might do things a bit differently, but this is what recruitment looked like for me.

Philanthropy- The first and most casual round of recruitment. In this round, you visit each house. For this round, you are given a t-shirt and style it however you want! I wore bright disco pants!

Sisterhood- The second round of recruitment. In this round, you go to less houses than before. After a process of mutual selection and voting, your schedule is determined. It sounds really daunting, but believe me – the system works! The parties are a bit longer than philanthropy and you get to have deeper conversations with active members of the houses.

Preference- The last round of recruitment where you visit only two houses. At this point, you have intentional conversations with women in each house to determine if this is a place where you could see yourself growing and

thriving. It is formal, and can tend to be emotional at times!

Bid Day- AKA BEST DAY EVER! You get to open your bid card and know which house has offered you a “bid” aka an offer to join their sorority. You have the awesome opportunity to “run home” and be welcomed by a “bid day buddy” (often a girl who you talked to during recruitment)

Rho Gamma- A rho gamma is an upperclassman who has disaffiliated from her sorority to be a recruitment guide/counselor for PNMs.

PNM - PNM means Potential New Member- if you’re going through recruitment, you’re called a PNM.

Parties- Each time you enter a house during recruitment, it is during a “party.” During this time, you’ll talk to some of the girls in the sorority, hear speeches and maybe even a song from active members, and learn more about the core purposes and beliefs of each organization.



Now let’s jump in to five things I want you to know before you go through sorority recruitment this year!

Be YOU

I know, I know, it sounds like something your mom would say, but trust me, it's solid advice. Pretending to be someone you're not during recruitment isn't just exhausting for you, it's also not fair to the chapters you're hoping to join.

Think about it like this: You’re trying to find a place where you feel like you can belong, a home away from home. You want that home to love you for who you REALLY are. Embrace your quirks, your passions, the things you love- whatever makes you “you!” When you go into a house as yourself, rather than pretending to be someone you’re not, you’re going to make the whole process feel a lot smoother and way more rewarding come Bid Day.

Have growth on your mind in each of these houses.

When I went through recruitment in 2021, my goal was to find a place where I didn’t just fit in as I was, but a place where I would be challenged to grow and become the best version of myself. When you go through recruitment, that’s what I’d encourage you to do as well!

I am so thankful I thought about this when going through recruitment. Not only was I able to come as I was into my chapter in 2021, I have been able to grow into a more confident and authentic person that can definitely be attributed to the people I’ve been surrounded with in my chapter.

Keep growth in mind, and I'm sure your senior self will be OH-SO-THANKFUL for it!

Don't listen to "stereotypes!"

Coming into college, there are a ton of stereotypes that surround certain chapters. What you need to know is that while there may be some truth in them, you should ultimately be able to find every kind of girl in the sorority you end up choosing. Don't count out a sisterhood purely based on the rumors you hear or what you read on Greek Rank (really just avoid Greek Rank in general!)

Instead, focus on getting to know the chapter for who they really are. Do your own research and go into each party with an open mind, ready to learn more about what each house has to offer. After all, who knows better about what a sisterhood is truly about than the sisters themselves? By letting go of those stereotypes and giving each chapter a fair chance, you might just find your perfect fit in the most unexpected place.

So please, I'm begging you, ditch the stereotypes and keep your mind open! Trust me, it's the best way to find your forever home!

Greek Life isn't Everything!



Don't cancel me for saying this! Y'all know I ADORE my sorority and the lifelong bonds I've formed, but I also know that my Greek letters don't define me. They don't dictate who I can or can't be friends with either. Of course I have some amazing sisters who I couldn't imagine my life without. But, I ALSO have some incredible friends in different chapters and even some who decided to go the independent route. Recruitment can be stressful and overwhelming, and I know it's tempting to think that your worth comes from the letters you do or do not wear... but please remember that you are epic and wonderful and iconic regardless of what sorority you do (or don't) join.

Take a deep breath, let go of the pressure, and remember that your worth extends far beyond those Greek letters!!!

Find a place where you feel safe to share your story

In my experience, my chapter has done a great job at empowering each woman to feel comfortable to share their story. No matter where we've come from or what we've been through, we're all on this journey together, weaving our stories into something truly special. I know it might sound a tad cheesy and overly sentimental, but it's true. I'm thankful to have found a place where I can share my life without fear of judgment.

When you're going through recruitment, trust your gut. Your story is important and you deserve to be surrounded by people who honor and uplift it. I know this is something I found and am so thankful for!

Regardless of your experience coming into recruitment, remember that every girl going through this process is likely just as nervous as you are— even the active members of the chapters! I can't wait to see how you grow and thrive in this next chapter of your life! As you go through recruitment, my hope for you is that you're able to stay true to yourself, keep an open heart, and find a place where you can not only come as you are but grow into who you want to become!

DISCLAIMER: I do not speak for my chapter, my sorority, or my school! Everything stated here is fully my own opinion and based on my own experiences!

Hey Picnic With Us

Our event, Hey Picnic With Us, was an amazing evening filled with community and fun. College aged girls from the Birmingham area came to Homewood Central Park on March 27th to relax together and make new friends. This event allowed our community to say “Hey, sit with us!” and really mean it.

We hung up posters all around Samford campus to make sure everyone knew about the event. We also reached out to different sororities in the Birmingham area to spread the word even further. All of our friends who came to our event were able to get a “Hey Sit With Us” sticker.



YOU'RE INVITED TO

hey *picnic* with us

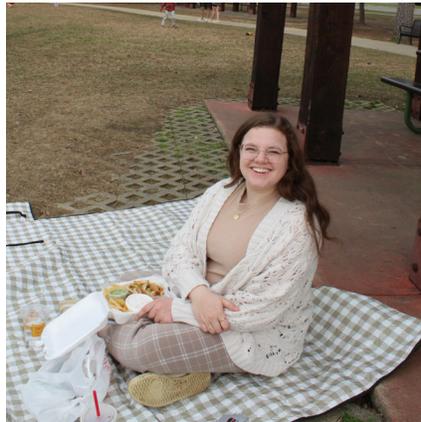
MARCH 27TH

5-7 p.m.

Homewood Central Park

An evening where you can come as you are, sit with each other and build community. Bring your picnic blanket and dinner and come ready to make new friends and play some games!





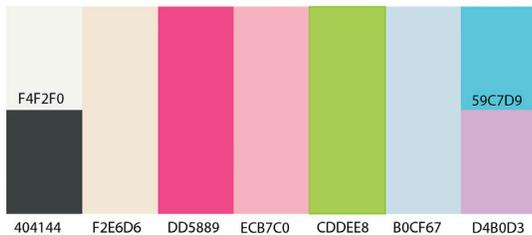
“ Picnic with Us was a wonderful opportunity to foster fellowship! I was able to meet and talk to girls outside of my typical bubble while still eating alongside some of my very best friends.”

- Lindsay Hardwick

Media Kit

Hey Sit With Us has long had an established brand identity system. We were able to use what had already been created in the content created during this campaign

Brand Colors:



Brand Fonts:

Mr. Eaves Mod OTM

Lindsay Signature

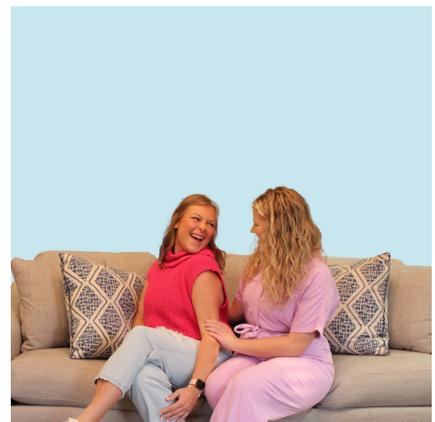
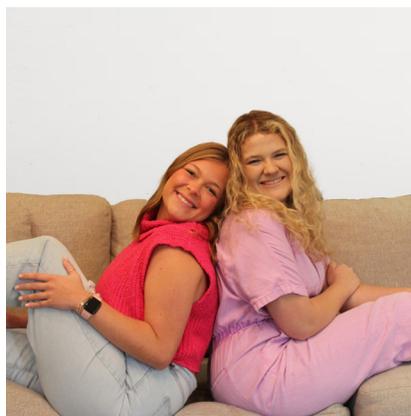
Brand Logos:



Podcast Cover:



Profile Pictures:



Return on Investment:

Instagram:

Before the campaign, Hey Sit With Us had 213 followers, with minimal reach and engagement due to their inconsistent posting habits. Throughout the campaign, Hey Sit With Us was able to grow, reaching 244 followers. The audience reach expanded from 89 to 746 accounts in the last 30 days, along with 124 engaged accounts.

This campaign led to 31 new followers, 657 more accounts reached, and 120 additional engaged accounts.

Website Traffic:

At the beginning of the campaign, heysitwithus.com had 15 lifetime visitors and 19 site sessions. Their average viewer spent 2 minutes and 50 seconds on the site. After a successful campaign, the website has seen 145 site sessions and 99 unique visitors. Additionally, the average session raised to 4 minutes and 30 seconds. This indicates viewers being more interested in the content being provided.

Pinterest:

Despite starting from scratch at the beginning of this campaign, the Hey Sit With Us Pinterest account became one of the strongest parts of the campaign. The page reached 2.22k impressions, 151 engagements, 6 out-bound clicks, and 81 saves, reaching a total audience of 397.

Search Engine Optimization:

By strategically including keywords and a variety of SEO tactics, Hey Sit With Us has been able to rise to a higher prominence in search results. Hey Sit With Us also secured new earned media, including a feature on Phi Mu's national blog. Both "Hannah Grace Nash" and "Allie Blain" are now search terms that are heavily connected to the brand of "Hey Sit With Us."

Search Engine Results

google Hannah Grace Nash

About 7,890,000 results (0.25 seconds)

LinkedIn - Hannah Grace Nash
360+ followers
Hannah Grace Nash - Podcast Host - Hey Sit With Us ...
Birmingham, Alabama, United States · Podcast Host · Hey Sit With Us Podcast
Hannah Grace Nash, Junior at Samford University | PR Student | Podcast host sharing my story and those of others. Hey Sit With Us Podcast Samford University ...

Instagram - hg.nash
1.2K+ followers
Hannah Grace Nash (@hg.nash)
1240 Followers, 1232 Following, 161 Posts - See Instagram photos and videos from Hannah Grace Nash (@hg.nash)

LinkedIn - Hannah Grace Nash
1 reaction · 2 weeks ago
Hannah Grace Nash on LinkedIn: Social Media
Hannah Grace Nash's Post. View profile for Hannah Grace Nash. Hannah Grace Nash, Junior at Samford University | PR Student | Podcast host ...



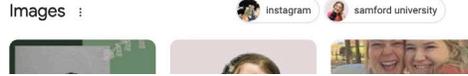
Allie Blain

About 1,170,000 results (0.26 seconds)

LinkedIn - Allie Blain
340+ followers
Allie Blain - Public Relations Intern
Dynamic and creative public relations student with a passion for content creation and brand management. Skilled in Adobe Creative Cloud, audio editing, ...

Instagram - allieblain
5.4K+ followers
allie blain (@allieblain) · Instagram photos and videos
5366 Followers, 1033 Following, 85 Posts - See Instagram photos and videos from allie blain (@allieblain)

Instagram - allie_blain
300+ followers
Allie Blain (@allie_blain)
303 Followers, 218 Following, 41 Posts - See Instagram photos and videos from Allie Blain (@allie_blain)



Google Hey Sit With Us

Meaning Podcast Tiktok

About 764,000,000 results (0.30 seconds)

YouTube - Hey Sit With Us Podcast
10+ followers
Hey Sit With Us Podcast
Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with YOU to chat about the things in life that are ...

Apple
<https://podcasts.apple.com/podcast/hey-sit-with-us>
Hey Sit With Us allie blain and hannah grace nash
Hey Sit With Us is a weekly podcast where friends Hannah Grace Nash and Allie Blain sit together with our listeners to chat about the things in life that are ...

Sit With Us
<https://www.sitwithus.io>
Sit With Us
A mobile app designed to fight bullying and promote kindness and inclusion in middle schools

See results about

Hey Sit With Us
We want you to feel loved and welcomed here. No matter ...

google.com/search?q=Hey+Sit+With+Us+Blog&sca_esv=d88e1983e8fdb79e&rlz=1C6CHFA_enUS911

Hey Sit With Us Blog

heysitwithus.com
<https://www.heysitwithus.com/blog>
Blog! - Hey Sit With Us | college girl podcast
Mar 17, 2024 — Discover the latest trends, tips, and insights in the ever-changing world of girls in their twenties with our engaging lifestyle blog and ...

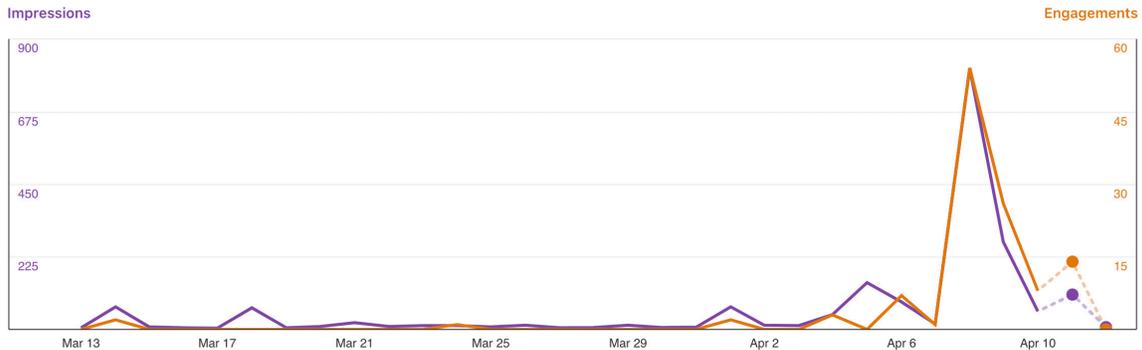
heysitwithus.com
<https://www.heysitwithus.com>
Hey Sit With Us | college girl podcast
Welcome to 'Hey Sit With Us', the ultimate college girl podcast. Join Hannah Grace Nash and Allie Blain as they explore the ups and downs of college ...

Instagram - sitwiththepod
72.3K+ followers
Sit With Us (@sitwiththepod)
72K Followers, 72 Following, 358 Posts - See Instagram photos and videos from Sit With Us (...)
Matt Hey AKA: Alright, Hey! Follow. mariathattil ... Blog - Jobs.

Sit With Us
<https://www.sitwithus.io>
Sit With Us
A mobile app designed to fight bullying and promote kindness and inclusion in middle schools and high schools.
Missing: Hey Bleg

Pinterest Results

| | Impressions | Engagements | Pin clicks | Outbound | Saves |
|-----------------------------------|-------------|-------------|------------|----------|-------|
| College Life | 497 | 27 | 11 | 2 | 14 |
| Travel Inspo | 476 | 43 | 15 | 1 | 27 |
| Spring and Summer | 331 | 11 | 5 | 0 | 4 |
| 21st Birthday | 266 | 23 | 15 | 1 | 7 |
| Graphic Design | 193 | 3 | 1 | 0 | 2 |
| Apartment & Dorm Inspo | 181 | 28 | 11 | 2 | 15 |
| Our Podcast | 158 | 4 | 2 | 0 | 2 |
| Sorority Life | 75 | 7 | 0 | 0 | 7 |
| Other | 25 | 1 | 1 | 0 | 0 |



Performance

Showing data from the last 30 days

Analytics overview

Impressions

1.92k
(+744%)



Saves

52
(+79%)



Outbound clicks

6
(+0%)



Top Pins



Impressions
60

Pin clicks
1

Saves
-



Impressions
49

Pin clicks
1

Saves
1



Impressions
38

Pin clicks
2

Saves
-



Impressions
36

Pin clicks
2

Saves
-

< 1/3 >

Create Pin

Earned Media



Uplifting Authenticity: 'Hey Sit with Us' Podcast Host, Allie Blain (Samford)

Meet Allie Blain, a student at Samford University and member of the Alpha Gamma Chapter of Phi Mu, who began her journey of self-discovery and impact at an early age.

Allie's entrepreneurial spirit first emerged during middle school, when she went to Uganda on a transformative mission trip. She wanted to continue her support beyond that one visit by sponsoring a young girl she met on the trip. This is when she founded Letters for Luv, an organization to allow Allie to sell artwork to raise funds for the sponsorship. What she expected to be a social media page that only reached her close friends and family grew to hundreds of supporters from over 30 states. Through this experience, Allie learned about how impactful social media can be.

Allie started college as a freshman at Samford in 2021 studying journalism and mass communications, two fields that tend to require speaking skills. But it wasn't until she stepped into the world of podcasting that she truly found her voice. Introduced to the medium by one of her favorite professors, Allie saw an opportunity to create a platform where authenticity and storytelling could thrive. Teaming up with her friend Hannah Grace, a member of Alpha Omicron Pi Sorority, they embarked on a journey to share life stories in a casual, relatable manner.

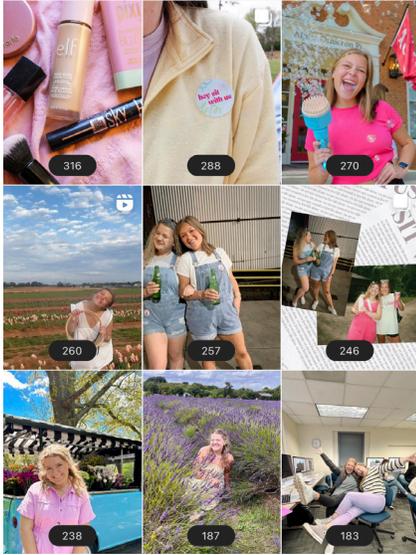
Their podcast, launched in August of 2022, quickly gained traction as listeners rallied around their message of empowerment and companionship. Drawing inspiration from social media platforms like TikTok and Instagram, Allie and Hannah Grace crafted a space where listeners could feel less alone, aiming for the comforting atmosphere of a sleepover.

Through their podcast, 'Hey Sit with Us,' Allie and Hannah Grace hope to inspire others to embrace their true selves and find comfort in the shared experiences of everyday life. Whether discussing sorority recruitment or navigating the complexities of adulthood, the hosts foster an environment where listeners can feel seen, heard and understood. 'Hey Sit with Us' is not just building a business or a simple podcast — it is creating a community where everyone is welcome to pull up a chair and join the conversation.



Instagram Results

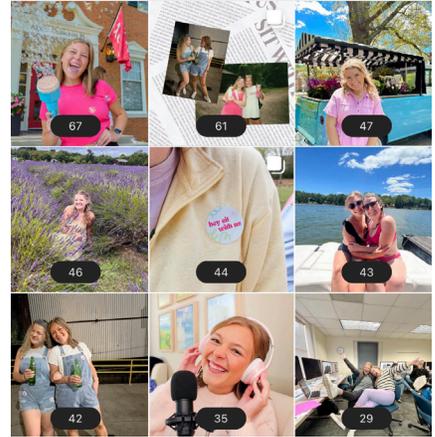
Accounts reached



Accounts engaged



Likes



Content interactions ⓘ

557

Content Interactions

+55.1% vs Oct 15 - Jan 12

Growth

| | |
|-------------------|----|
| Overall followers | 32 |
| Follows | 44 |
| Unfollows | 12 |



Post interactions

514

+46%

Likes

462

Comments

39

Saves

2

Overall, the Hey Sit With Us public relations campaign was successful this spring. The campaign achieved its goal of increasing brand awareness and diversifying the brand of Hey Sit With Us while staying true to its mission, “because we weren’t created to live life alone.”

Although the original objective of having blog and website traffic reach 50 viewers a month was not met, the Hey Sit With Us blog maintained a strong viewership on this platform, with 30 monthly viewers. This indicates a solid start to building a committed readership.

While the first objective was not fully accomplished, the second objective, “to increase audience engagement by 20% by the end of the campaign,” not only met but exceeded expectations. Hey Sit With Us experienced a 3000% increase in engagement and a 14.5% increase in followers on Instagram. Through consistent posting and strategic use of keywords, Hey Sit With Us significantly enhanced its social media presence.

Hey Picnic With Us was successful; however, in the future, we hope to see Hey Sit With Us increase its event attendance. With 15 listeners in attendance, there is room for growth. Nonetheless, Hey Sit With Us effectively provided a space for college-aged girls to connect and find community.

Before this campaign, Hey Sit With Us faced challenges with consistency in their posting strategies. This campaign demonstrated that consistency yields results. We encourage Hey Sit With Us to maintain this consistency in their strategies to continue growing.