CASE STUDY 03

STUDENT ORGANIZATION / COMMUNITY / EVENTS

simon fraser student society

Student-first content built for relevance, reach and action.

ONGOING PARTNERSHIP
Beginning June 2026

1.7M+	2.7M+	1.7K+	125K+
ACCOUNT VIEWS IN 30 DAYS	ACCOUNT VIEWS IN 90 DAYS	NEW FOLLOWERS IN 30 DAYS	INTERACTIONS IN 90 DAYS

ACCOUNT-LEVEL INSIGHTS DURING THE ONGOING PARTNERSHIP / SFSS TEAM MEMBERS ALSO PUBLISH STATIC CONTENT



TOP REEL / JUL 21

CONFIRMED ORGANIC

388K+ views



TOP REEL / AUG 6

CONFIRMED ORGANIC

296K+ views

THE CHALLENGE

Engage a large student community, promote events and stay relevant even during quieter periods.

THE STRATEGY

Create culturally native student content built on identity-driven shareability - the kind students recognize as "us" and immediately send to friends.

DISCOVERY + ACTION

60% of 90-day views came from non-followers
25K+ profile visits / **2.7K+** bio-link taps
1.4M Reel views across the 90-day period.

WHAT SFSS LEADERS SAY

> *"He understands our audience which has positioned him to support our efforts to reach our membership."*
> PATIENCE O. / OPERATIONS LEAD

> *"You can expect a creative and positive vibe with a serious attention to detail with top notch media output..."*
> CHANDRA T. / HUMAN RESOURCE & SERVICES LEAD

> *"He brings new ideas to the workplace with his creativity and out of the box thinking."*
> RISHU B. / PRESIDENT

SOCIAL MEDIA STRATEGIST + CONTENT CREATOR / CREATIVE DIRECTION

malikawada.com