

Social Media Campaign

Promoting the Diploma in Immersive Media

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Executive Summary

This 7-day social media campaign aims to promote the Diploma in Immersive Media (IM) at Ngee Ann Polytechnic to **secondary school students aged 15-17**. Using insights gathered from a student interest survey, the campaign adopts a youth-friendly, visual, and relatable content strategy designed to reduce misconceptions about creative-tech courses and highlight the diverse opportunities within the IM field.

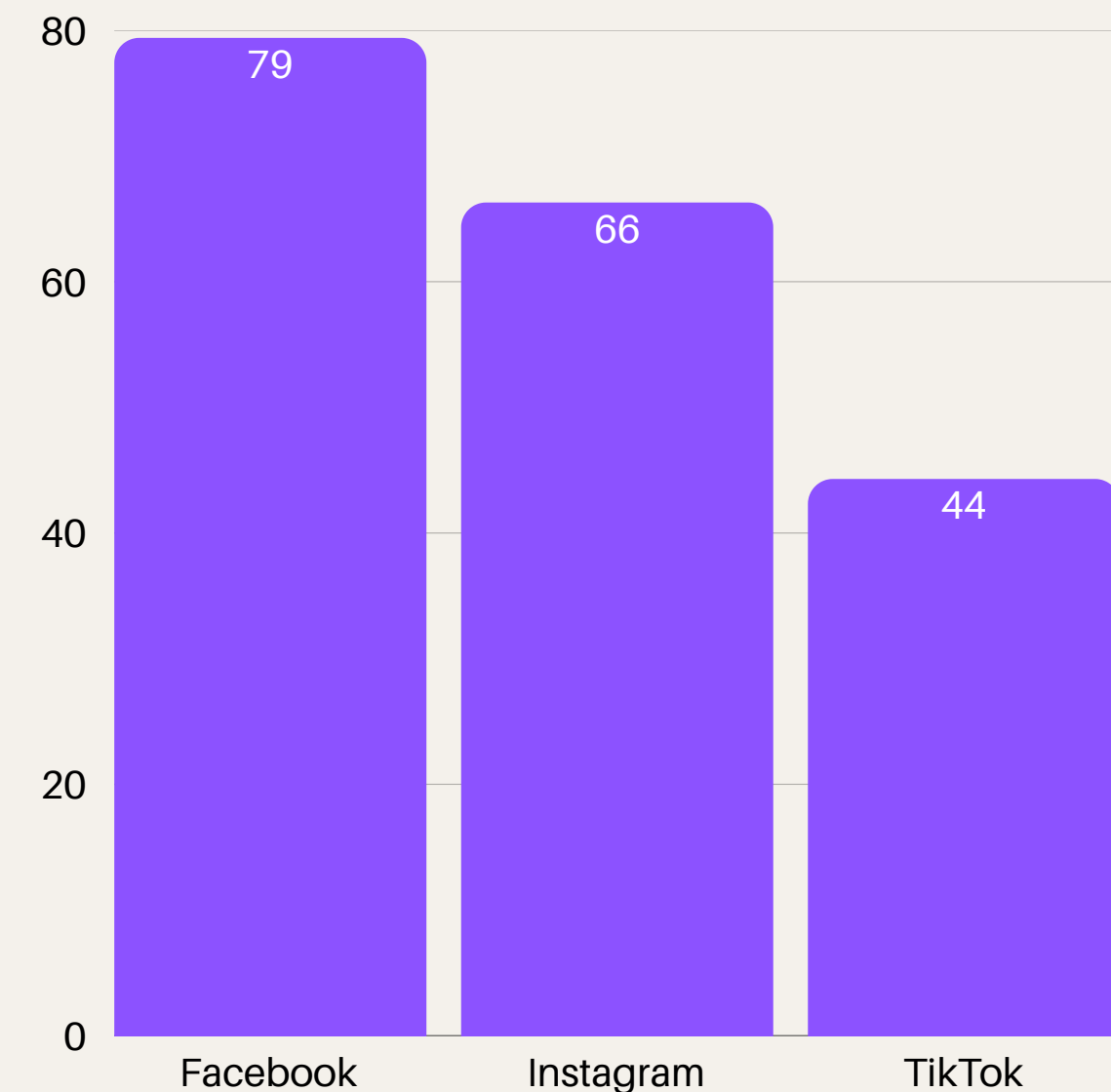
The campaign focuses on presenting real student life, hands-on learning experiences, project showcases, and clear career pathways. Content is designed mainly for **Instagram, TikTok and Facebook**, using short-form videos, carousels, and relatable visual storytelling. By combining data-driven personas with consistent branding and engaging visuals, the campaign aims to increase awareness, spark curiosity, and make IM feel accessible to students from different academic backgrounds—including those who do not consider themselves “artistic.”

Platform Selection Rationale

Why Instagram, TikTok, and Facebook?

These platforms were selected based on social media usage trends in Singapore, age demographics, and content consumption behaviour of secondary school students aged 15–17, as well as their parents.

- Teens in Singapore mainly use Instagram and TikTok for short-form, visual content
- Facebook remains relevant among parents, who influence education decisions
- A multi-platform approach allows the campaign to reach both students and indirect influencers



Social Media Platform Usage in Singapore (2025)

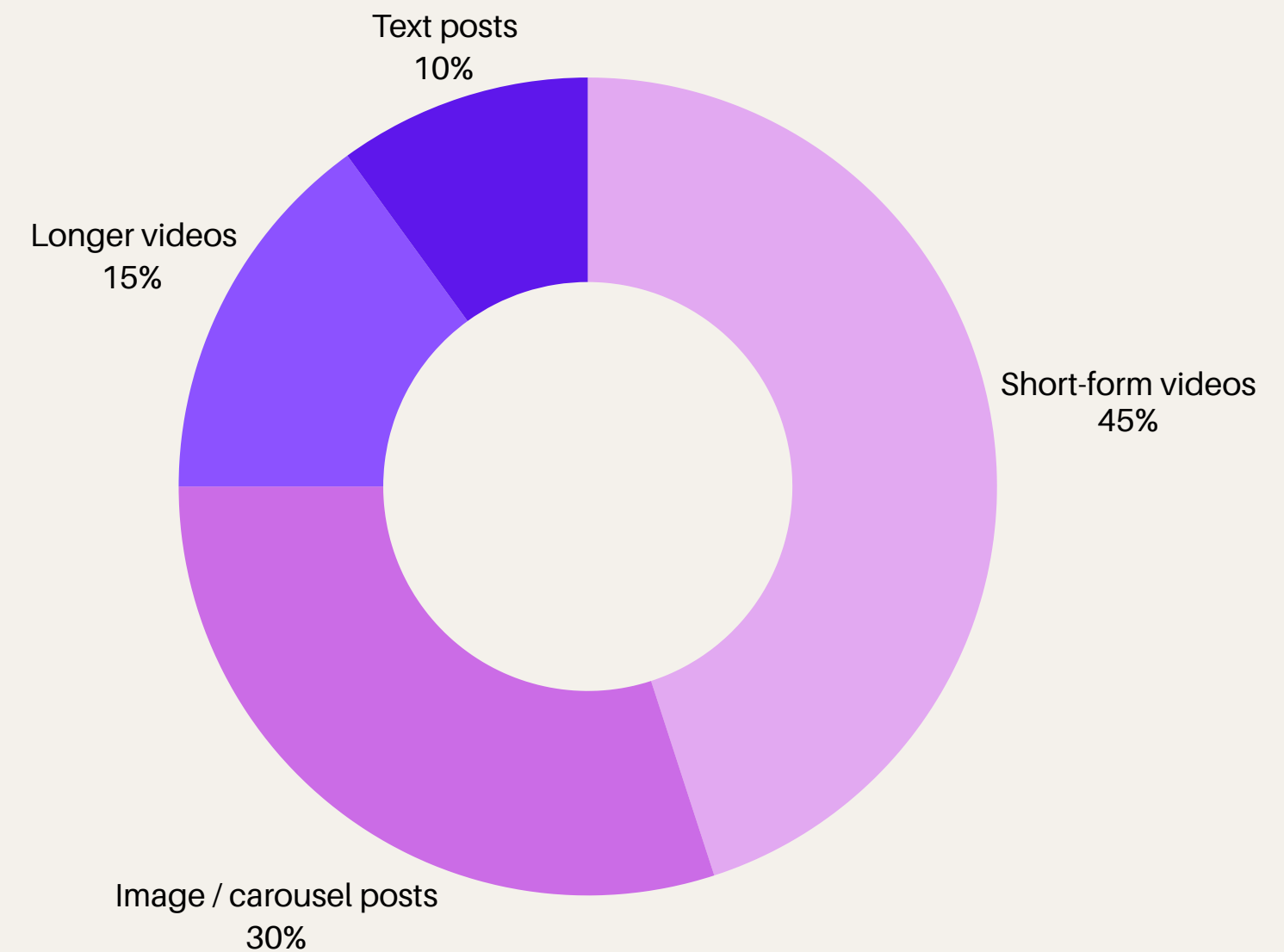
Platform Selection Rationale

Instagram & TikTok (Primary Student Platforms)

- Most popular platforms among Gen Z (13–24) in Singapore
- Strong engagement with short-form videos, Reels, and carousels
- Highly visual and fast-paced, matching teenage content consumption habits

Why they work:

Instagram and TikTok support visual storytelling, short attention spans, and relatable content, making them ideal for showcasing student life, projects, and hands-on learning in Immersive Media.



Content Format Preference (Youth)

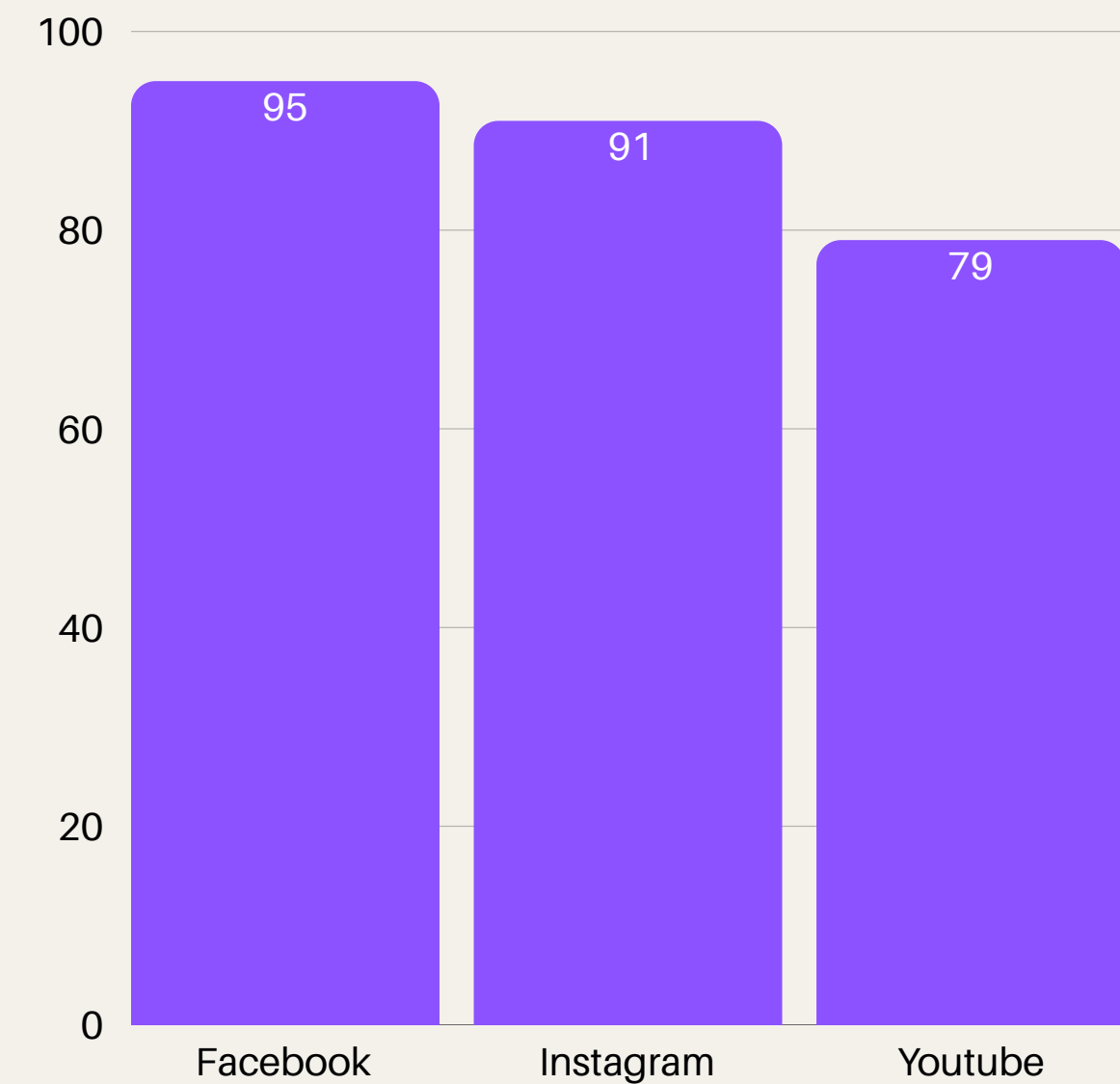
Platform Selection Rationale

Facebook (Supporting Platform – Parents)

- Still widely used by adults and parents in Singapore
- Suitable for career pathways, internship opportunities, and study progression information
- Allows sharing within family and community groups

Why included:

Facebook helps address parent concerns about career prospects and future pathways, supporting students' decision-making process.



Parent Platform Usage

Campaign Objectives

- Primary Objectives

- **Increase Awareness**

To introduce secondary school students to the Diploma in Immersive Media and clarify what the course involves, including its hands-on nature.

- **Correct Misconceptions**

To address common fears such as “media courses have unclear job prospects,” using relatable student stories and real project examples.

- **Boost Interest & Engagement**

To create visually appealing content that resonates with teens—encouraging them to explore more about IM through student projects, career pathways, and campus experiences.

- **Highlight Career Opportunities**

To show the wide range of creative-tech career paths (e.g., AR/VR, UI/UX, game design, video production), reassuring students and parents that IM leads to practical, future-ready roles.

- **Build Course Relevance**

To position IM as a course that combines creativity + technology, suitable even for students without prior art or design experience.

- Secondary Objectives

- **Showcase IM’s supportive learning environment and studio-based culture.**
- **Encourage Sec 3-5 students to consider IM during EAE or JAE in the future.**

Persona Research

To gather real insights for persona creation, I developed an **online survey** and shared it on Reddit targeting secondary school students (ages 15–17) in Singapore. The survey was designed to understand students' interests, social media behaviour, course awareness, and motivations related to creative/tech education.

The survey was divided into five key sections:

- Personal Profile → Used to identify demographic details.
- Interest & Motivation → Used to understand aspirations and preferences.
- Social Media Usage → Used to inform platform strategy.
- Course Awareness & Perception → Used to measure awareness levels and concerns.
- Photo / Avatar Upload → Used for persona visuals and qualitative insights.

Survey link: <https://forms.gle/YDf8ZgAY6NwiUcsx5>

Persona 1



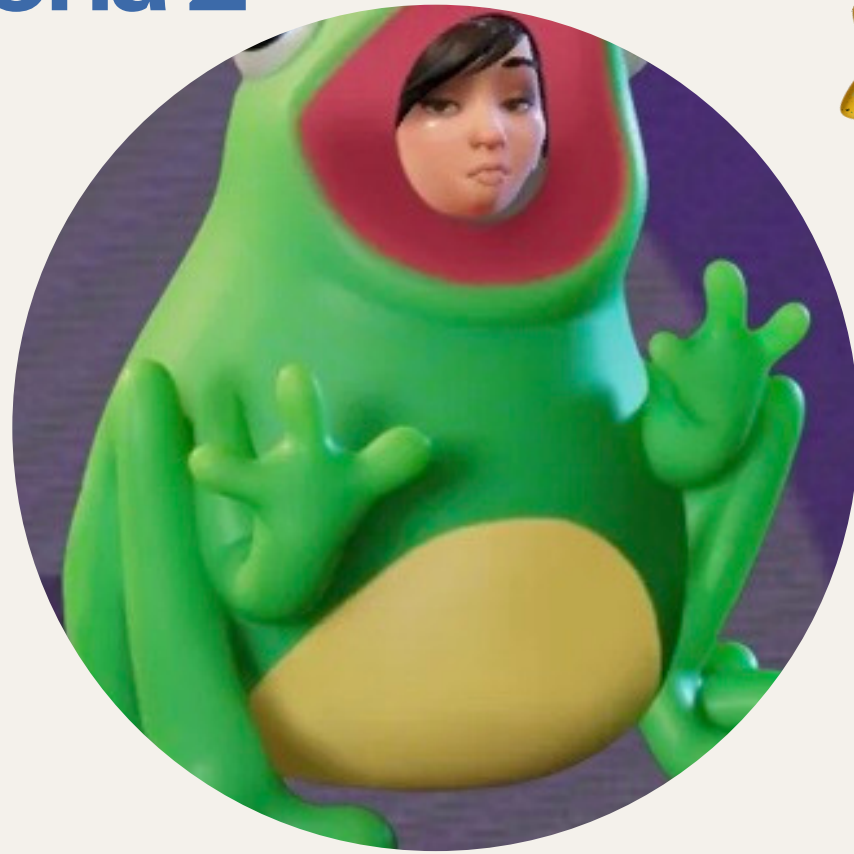
NAME:	Kim
AGE:	16 years old
LEVEL:	Sec 4
SCHOOL:	Prefer not to say
CCA:	Boys Brigade

USER DESCRIPTION:	GOALS:
<p>Kim is a 16-year-old Sec 4 student who leads an active lifestyle and enjoys sports. Although he doesn't see himself as "artistic," he is open-minded and interested in exploring creative-tech fields, especially hands-on and visually engaging learning experiences.</p>	<ul style="list-style-type: none"> • To find a course that is fun, creative, and has strong job opportunities • To explore animation, video editing, and digital art in a beginner-friendly way • To understand whether Immersive Media is suitable for someone who isn't from an art background • To learn through hands-on experiences and video-based tutorials

FRUSTRATIONS:	PERSONALITY:	INTERESTS:
<ul style="list-style-type: none"> • Feels "not good at art," lowering confidence toward creative courses • Worries that parents may not support a creative-tech path • Unsure about real job opportunities in IM • Needs clearer examples of student projects and future outcomes 	<ul style="list-style-type: none"> • Active & energetic • Hands-on learner • Friendly, team-oriented • Open to trying new things • Practical and future-focused 	<ul style="list-style-type: none"> • Sports • Watching videos & tutorials • Trying hands-on activities • Exploring tech-related creative work (animation, video editing, digital art)

MOTIVATIONS:	<ul style="list-style-type: none"> • Fun & Creativity • Good Future Job Opportunities • High Salary 	
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Persona 2



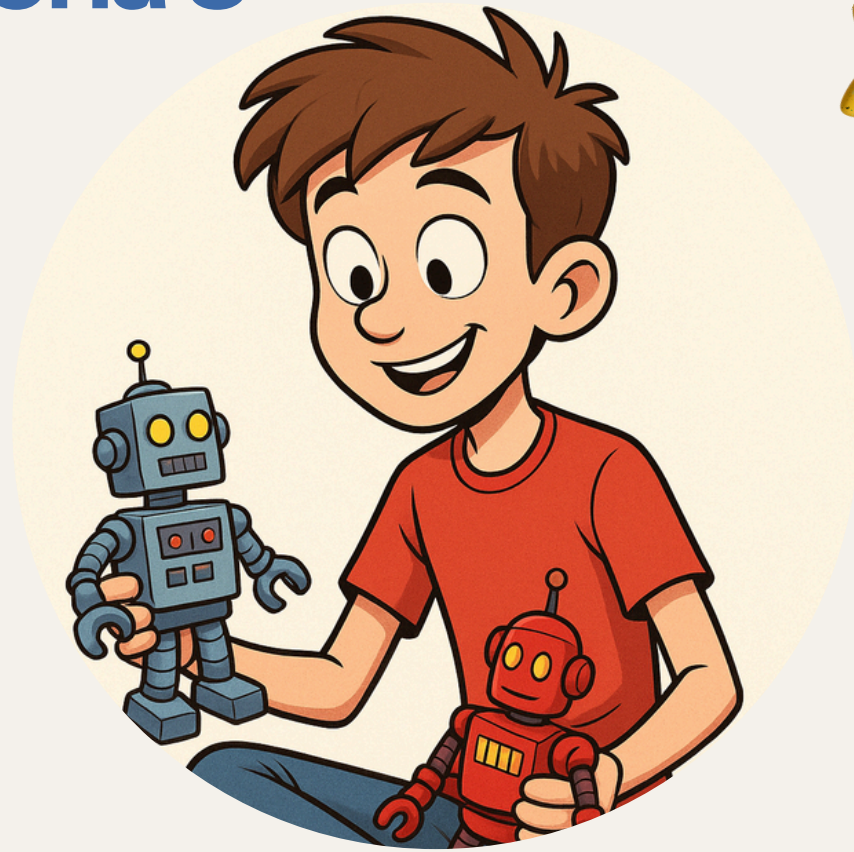
NAME:	Kelly
AGE:	16 years old
LEVEL:	Sec 4
SCHOOL:	CHIJ SNGS
CCA:	NPCC

USER DESCRIPTION:	GOALS:
<p>Kelly is deeply interested in art, drawing, digital creativity, and gaming, and enjoys exploring new mediums of expression.</p> <p>Although confident in her creative interests, Kelly is unsure about how IM course translate into real-world careers. She seeks clear information about future job opportunities.</p>	<ul style="list-style-type: none"> • To learn advanced creative skills such as animation, 3D modelling, and digital art • To explore AR/VR and game design in a beginner-friendly way • To understand the career pathways available in creative and immersive media industries • To develop a project that contributes meaningfully to society (e.g., a game that preserves traditions)

FRUSTRATIONS:	PERSONALITY:	INTERESTS:
<ul style="list-style-type: none"> • Unsure about job opportunities in creative/tech fields • Unsure what Immersive Media exactly is • Wants a course that can realistically provide long-term financial stability • Feels overwhelmed by how many creative-tech fields exist 	<ul style="list-style-type: none"> • Creative + expressive • Curious and imaginative • Introverted but confident in her art • Detail-oriented • Future-focused (thinks about career and income) • Prefers structured guidance (teacher-guided, step-by-step notes) 	<ul style="list-style-type: none"> • Drawing & digital art • Gaming • Animation • AR/VR experiences • UI/UX design • Video editing • 3D modelling

MOTIVATIONS:	<ul style="list-style-type: none"> • Fun & Creativity • Good Future Job Opportunities • High Salary 	
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Persona 3



NAME:	Jayden
AGE:	15 years old
LEVEL:	Sec 3
SCHOOL:	Woodglove
CCA:	Robotics Club

USER DESCRIPTION:	GOALS:
<p>Jayden is a 15-year-old Sec 3 student who is highly curious about technology but not very confident in his creative abilities. As a member of the Robotics Club, he enjoys tinkering with gadgets, experimenting with coding, and solving problems through trial and error.</p>	<ul style="list-style-type: none"> • To build his confidence in both coding and creative tech • To find a course that allows him to combine tech, problem-solving, and creativity • To explore AR/VR and interactive media in a low-pressure, beginner-friendly environment • To learn practical skills that can lead to future tech-related careers

FRUSTRATIONS:	PERSONALITY:	INTERESTS:
<ul style="list-style-type: none"> • Feels intimidated by creative tools like Photoshop or Blender • Worries that creative courses require talent in drawing • Finds it hard to understand career paths in the creative-tech industry • Needs guidance and reassurance to take the “first step” 	<ul style="list-style-type: none"> • Logical and analytical • Curious and experimental • Introverted but friendly • Lacks creative confidence, but motivated to learn • Prefers structured, gradual learning 	<ul style="list-style-type: none"> • Robotics • Coding • Tech gadgets • YouTube tutorials • AR/VR experiments • Gaming (strategy/simulation games)

MOTIVATIONS:	
<ul style="list-style-type: none"> • Fun & Creativity 	
<ul style="list-style-type: none"> • Good Future Job Opportunities 	
<ul style="list-style-type: none"> • High Salary 	

7-Day Content Calendar

Campaign Theme: "Create. Explore. Immerse."

Goal: Increase awareness & interest in NP's Diploma in Immersive Media among Sec 3-5 students and their parents.

	Day 1	Day 2	Day 3
Platform	IG + TikTok	IG + FB	IG + TikTok
Daily content types	Reel / Short Video	Student Project Showcase (Post Carousel)	IM Students Day in the Life (Reel)
Content Concept	What Is Immersive Media? — 20–30s explainer with clips of 3D work, AR/VR, UI/UX, Game Design	Aesthetic art + 3D + game design done by IM students	A day of an IM student: A daily vlog showing them doing projects & having classes
Caption ideas	“Not sure what Immersive Media is? Here’s your 30-second crash course.”	“Your creativity can look like this one day Explore student projects from IM!”	“Ever wondered what an IM student actually does?”
Hashtags	#NgeeAnnPoly #ImmersiveMedia #NPICT	#StudentWork #DigitalArt #NPICT #ImmersiveMedia #NgeeAnnPoly	#CampusLife #NPLife #IMJourney #NPICT
Target persona	Jayden (tech-curious), Kelly (creative), general audience	Kelly	Kim (active, hands-on learners)
Intended Outcomes	Build basic understanding of IM; spark curiosity	Show artistic potential, attract creative students	Show fun, hands-on learning experience

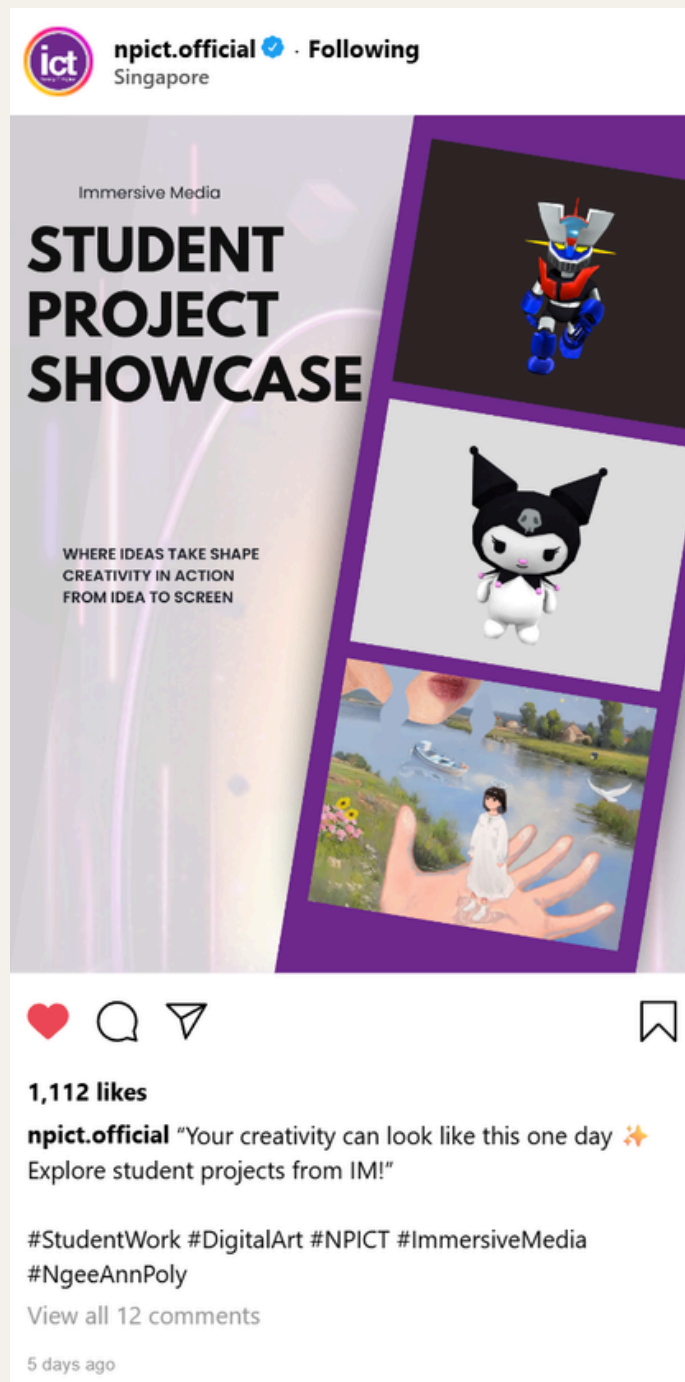
	Day 4	Day 5	Day 6	Day 7
Platform	IG + TikTok	IG + FB	IG + FB	IG
Daily content types	Reel / Short-form Video	Future Study Pathway (Post)	Internship + Future Career Pathway (Post)	FAQ: Answering Student Questions (Post + Story)
Content Concept	“Bring Your Favourite Character to Life” – A video highlighting how IM skills allow students to model, animate, and bring characters to life beyond AI-generated content.	Clear roadmap: IM → Specialisations → Poly/Uni pathways → Local/overseas options	<ul style="list-style-type: none"> • Career roles: 3D Artist, Game Designer, Extended Reality (AR/VR/MR) Designer / Developer • Internship opportunities at real companies 	Answers to common questions, eg: “Do I need to be good at art to study IM?”, “Is IM hard?”, “What intern opportunities can I get?”
Caption ideas	“Got a favourite character? Create beyond the screen ”	“Where can IM take you after graduation? Here’s your roadmap”	“YES — creative-tech jobs ARE real jobs. Here’s where IM can take you”	“Your top questions about IM — feel free to ask on the comments!”
Hashtags	#CreateBeyondTheScreen #ImmersiveMedia #NPICT #GenZCreatives	#StudyPathways #NPICT #NgeeAnnPoly	#CareerPath #CreativeCareers #NPICT #ImmersiveMedia	#FAQ #AskNP #NPICT #NgeeAnnPoly #ImmersiveMedia
Target persona	Kim, Kelly, Jayden	Jayden + Kelly	Kelly + parents	All personas + parents
Intended Outcomes	Capture attention and inspire interest in creating animated characters through IM	Reinforce long-term education value of IM	Address concerns about job stability & future	Remove fears, build confidence, convert interest



Visual Design

Sample visual templates showing how the campaign will appear on Instagram and Facebook.

Day 3 - Student Project Showcase

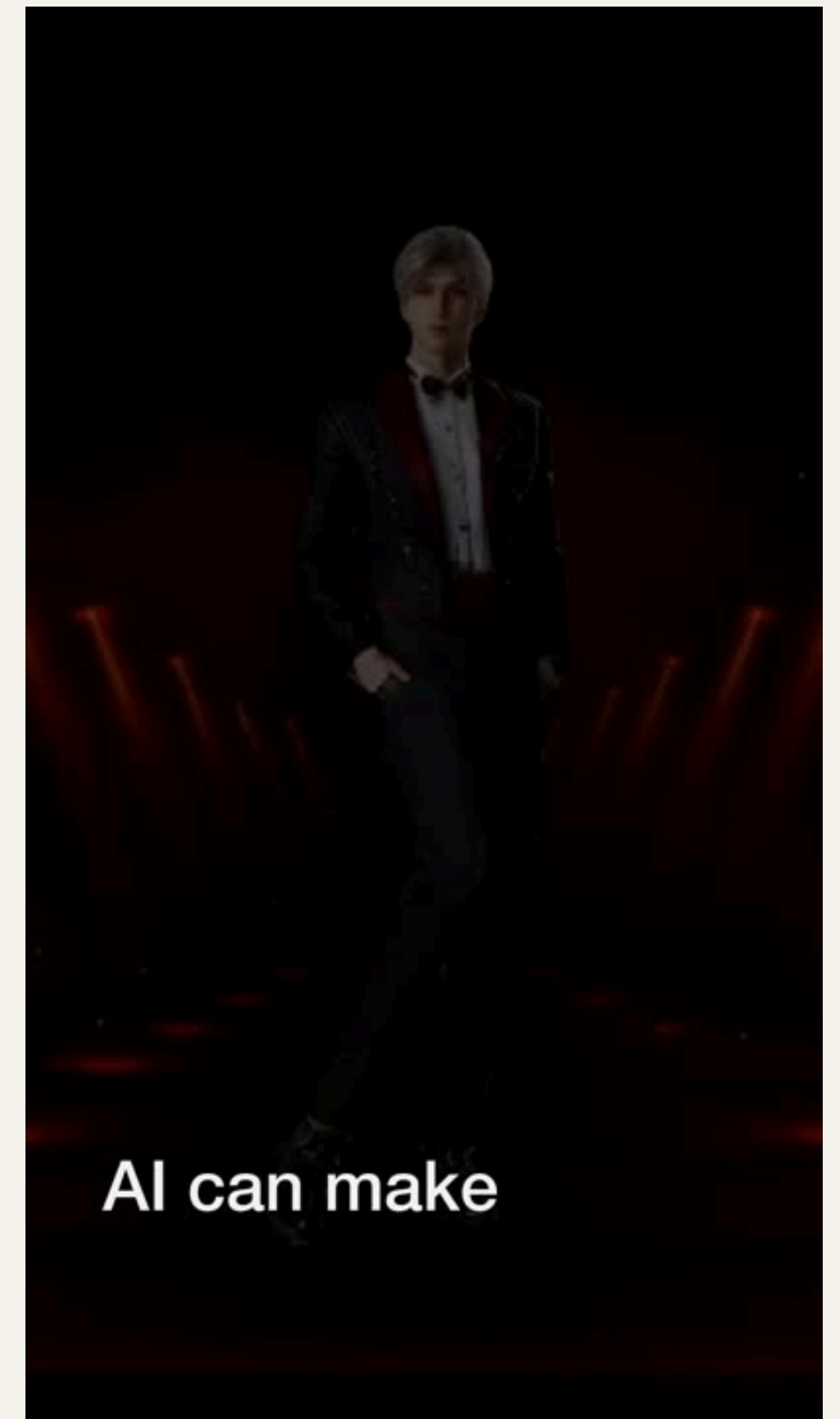


For this post, the shown image acts as a cover page. The subsequent post images feature curated student project images to showcase the quality and variety of IM student work.

Day 4 - Reel / Short Video

	Day 4
Content Concept	“Bring Your Favourite Character to Life” – A video highlighting how IM skills allow students to model, animate, and bring characters to life beyond AI-generated content.
Caption ideas	“Got a favourite character? Create beyond the screen ”
Hashtags	#CreateBeyondTheScreen #ImmersiveMedia #NPICT #GenZCreatives

Sample video design for
Day 4: IG Reel / TikTok
Video



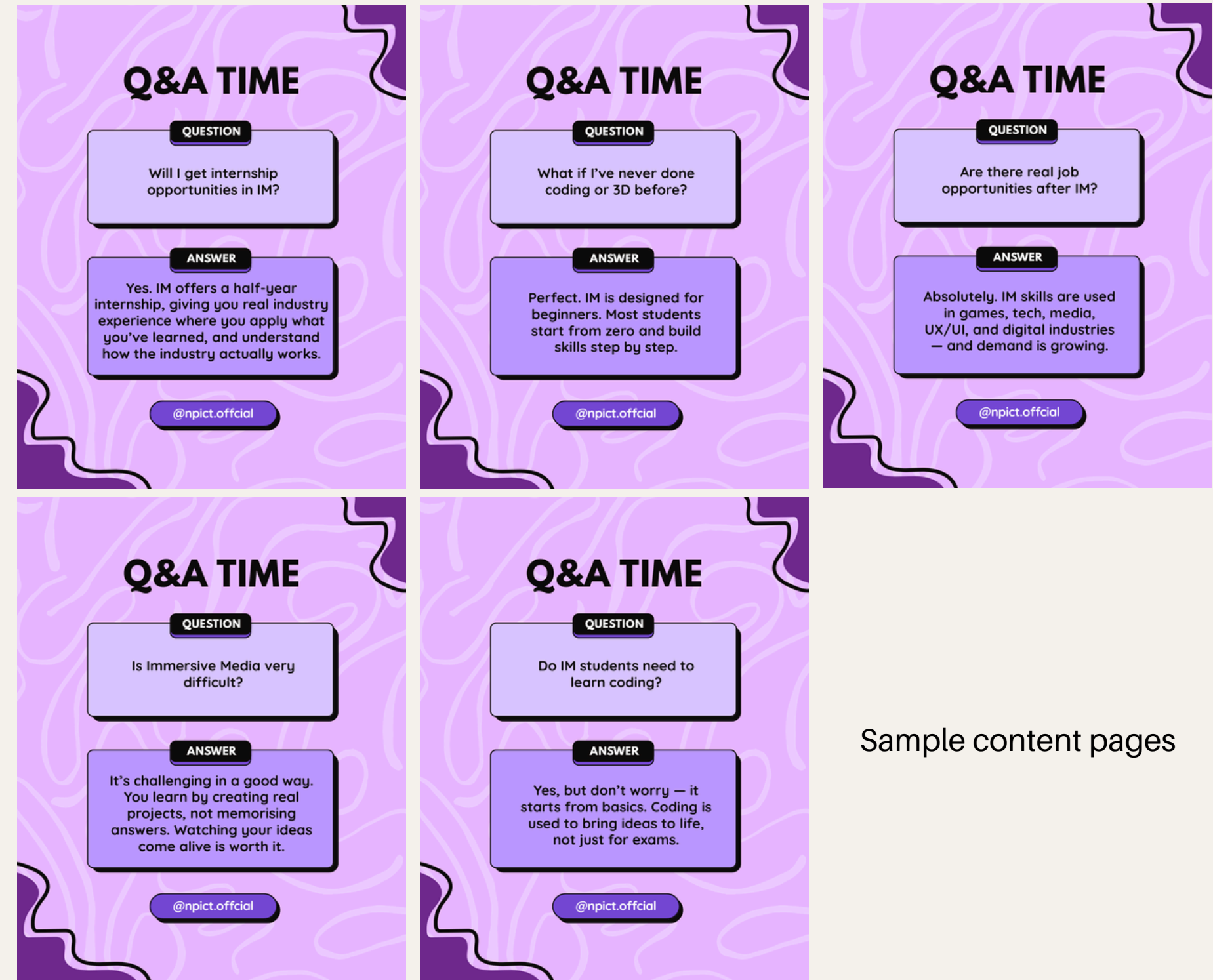
Day 7 - FAQ



Cover Page



Last Page: Call to Action



Sample content pages

Sample visual design:
Instagram post with multiple images

Visual Rationale

- Colour Palette

- Uses Immersive Media (ICT) purple (#6E298D) as the primary colour
- Supported by similar purple tones to create depth and visual consistency
- Purple represents creativity, technology, and imagination, aligning with the nature of Immersive Media

- Typography

- League Spartan for titles: bold, modern, and eye-catching
- Quicksand for body text: rounded, friendly, and easy to read
- The combination creates a youthful and energetic visual tone that appeals to teenagers

- Why This Style Appeals to Teens

- Bright, bold colours capture attention in fast-scrolling feeds
- Clean, modern typography feels current and relatable
- Visuals balance fun and professionalism, avoiding a “school poster” look
- Matches the aesthetic commonly seen on Instagram and TikTok

- Why It Matches the IM Identity

- Purple is strongly associated with digital creativity and innovation
- Bold typography reflects confidence and experimentation
- The overall style supports IM’s focus on creating experiences, not just consuming content

- Consistency Across Platforms

- Same colour palette and typography used across all posts
- Layout structure remains consistent while adapting to different formats (Reels, carousels, static posts)
- Ensures strong brand recognition across Instagram, TikTok, and Facebook

Campaign Summary

This 7-day social media campaign was designed to promote Ngee Ann Polytechnic's Diploma in Immersive Media (IM) to **secondary school students aged 15-17**, with **parents** as a secondary audience.

Guided by persona research and survey insights, the campaign focuses on short-form, visually engaging content across Instagram, TikTok, and Facebook. The content highlights IM's hands-on learning approach, student projects, study and career pathways, internship opportunities, and addresses common misconceptions through FAQs.

By combining creative storytelling, trending formats, and consistent visual branding, the campaign positions Immersive Media as a course that is accessible, exciting, and future-ready. Overall, the campaign aims to spark curiosity, build confidence, and encourage students to imagine themselves creating, not just consuming, digital experiences.

Thank you

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