

# Ally House

## Campaign Book Fall 2025



# Client Account Team



**Alyssa Murray**

*Account Executive*  
Third Year  
Advertising  
DMTA



**Ella Reifer**

*Assistant Account Executive*  
Third Year  
Advertising  
DMTA, Sociology

# Client Account Team

## Brenda Lo

*Account Associate*  
Second Year  
Ad/PR  
ENTI, DMTA, French,  
Business Certificate



## Kara Zagoren

*Account Associate*  
Third Year  
Advertising  
DMTA



## Lillie Nye

*Account Associate*  
Third Year  
Public Relations  
DMTA, French,  
Business Certificate



## Elizabeth Finn

*Account Associate*  
First Year  
Ad/PR



# Client Overview



Ally House is Penn State's nationally award-winning Living Learning Community. It is the only gender-inclusive traditional housing on campus. Located in West Halls, Ally House fosters an inclusive, supportive space where LGBTQ+ students and allies can live authentically and build community all four years.

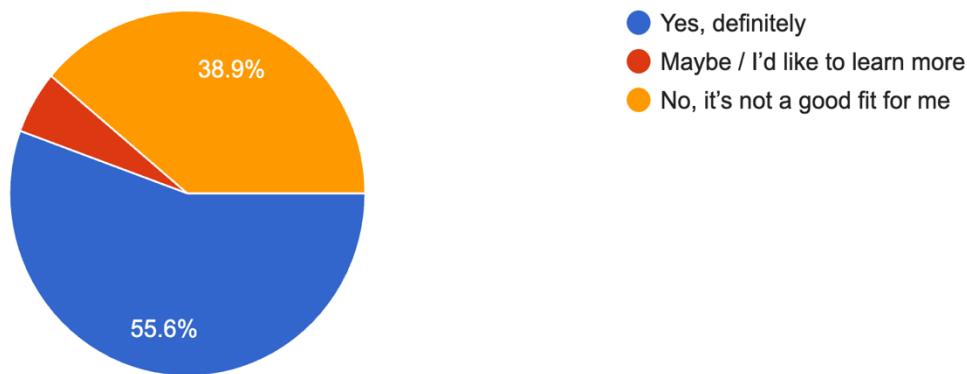


# Primary Research

Primary research and a survey conducted for Ally House reveal clear trends in how students make housing decisions. Location is a major factor, with 77.8% of respondents rating it as highly important and proximity to classes emerging as the top priority at 83.3%, followed by living near friends at 61.1%. Preferences for on-campus versus off-campus housing were mixed, with 38.9% saying they only want to live on campus, 33.3% preferring off campus, and 27.8% open to either option. Renovations were not a strong driver overall, with responses clustering around neutral (27.8%). When choosing who to live with, students prioritized shared daily habits and shared community-focused values (both at 61.1%), along with personality compatibility at 55.6%. Students most often learn about housing options through emails and word of mouth (both at 61.1%), while social media (27.8%) and housing fairs (11.1%) played a smaller role. Overall, 55.6% of respondents said they would definitely consider Ally House as a housing option, reinforcing its strong appeal to students who value proximity, compatibility, and a community-driven living experience.

Would you consider Ally House as a housing option for you?

18 responses



# Survey Draft

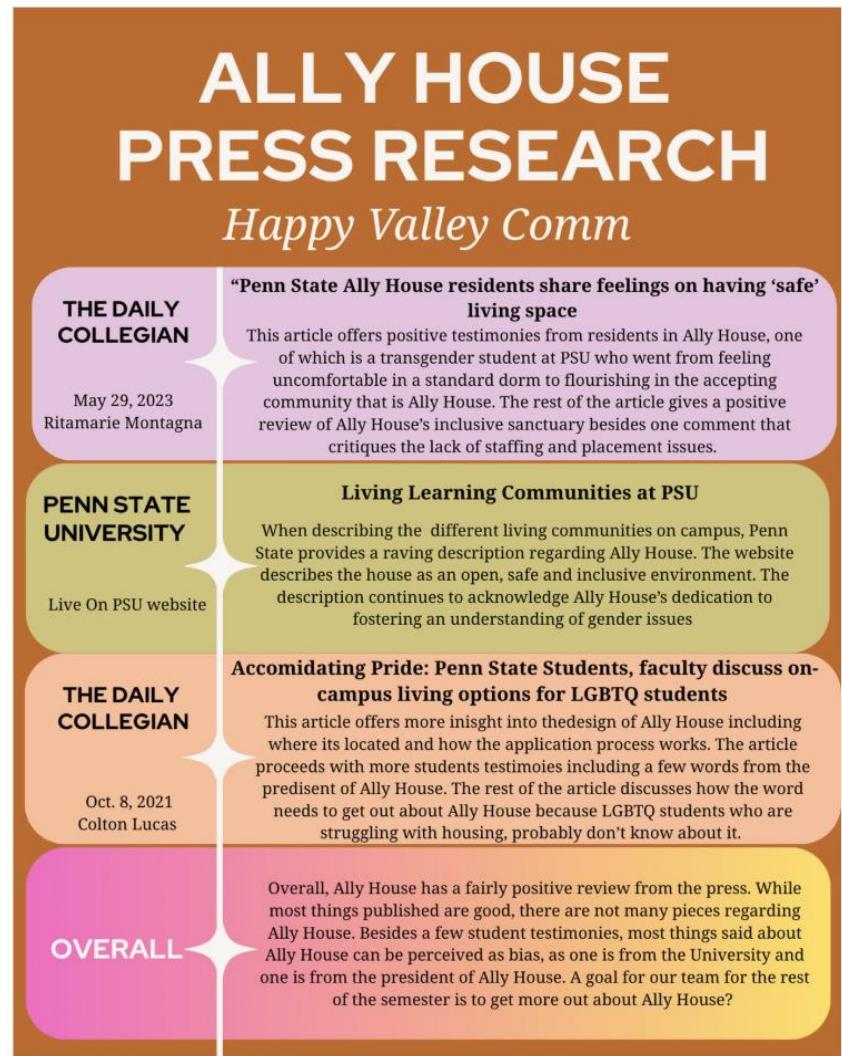
## Drafted Questions:

1. How does location play a role in choosing housing?
2. How does living on campus factor into your decisions?
3. Does the renovation of the dorm affect your opinions?
4. Do you prioritize living with people who are similar to you or who you are friends with?
5. How does your level of knowledge on the housing option affect your willingness to live there?
6. How does the support from the university affect your willingness to live in a housing option?
7. Does not having housing over breaks affect your housing preferences?



# Press Research

- Ally House is consistently portrayed in the press as a safe, inclusive living space, particularly for LGBTQ+ students.
- Student testimonials emphasize the positive impact of Ally House on comfort, belonging, and community
- Penn State officially recognizes Ally House as part of its Living Learning Communities, reinforcing its credibility and alignment with university values.
- While overall coverage is positive, there are limited press mentions, suggesting an opportunity to increase visibility and storytelling around Ally House.



# SWOT Analysis

## Strengths

- Has a strong social media presence, very informational
- Plenty of visuals and fliers
- Has a lot of different events for people to get involved in, and know Ally House

## Weaknesses

- Lack of consistency on social media posting
- Not advertised well, people don't know about it
- Not something that Penn State is pushing out

## Opportunities

- Opportunity to get Penn State to push out a flier
- Increase social media usage and visibility
- Brand consistency can help strengthen professionalism

## Threats

- People may just opt to live in dorms or get an apartment
- Less amenities shown
- People may rather live with their friends, instead of housing



# Target Personas



**frustrations**

*"I'm having a lot of troubles finding groups of people like me."*

*"Living accommodations downtown are too expensive and inconvenient."*

**Target PERSONA**

**Name:** Nina Jamison

**Age:** 19

**Major:** Philosophy

**Pronouns:** she/her



**Goals:**

- Find a group of people who are inclusive; have similar values
- Affordable housing, on-campus dining
- Positive and active community engagement with others
- Potential leadership opportunities

**Day in the Life:**

Nina likes to go to the gym in the mornings, get breakfast and then goes to class. She loves to hang out with friends, and is a part of the World in Conversation program, where she talks to students on a daily about current day issues.

**Hobbies+Interests:**

Hanging out with friends, arts and crafts, thrifting, reading, history, baking cookies

**Ally House Solution:**

Ally House provides everything that Nina is looking for. From being on campus housing, which includes easily accessible dining, it is the type of community she is looking for. Being transgender, Nina found it difficult to find other people in the LGBTQ+ community, and Ally House helps her become a part of a community. It is very inclusive, very active on campus with a variety of different bonding events, and may even potentially get her a leadership role she is seeking for. Ally House is exactly the spot Nina has been looking for.

## TARGET PERSONA

**ABOUT ME**

**Basic Facts**

- Name: Rowan Smith
- Age: 19
- Year: Sophomore
- Major: Psychology

**Goals**

- Find a group of people that have similar interests
- advocate for policies that she believes in
- Make PSU feel like home!

**Hobbies**

- Playing Guitar
- Hiking
- Video Games
- Thrifting
- Photography

**Frustrations**

- unclean spaces
- rude people
- so many options at school, she doesn't know which things will actually suit her







**DAY IN THE LIFE**

Rowan starts her day by going to Elixir, her favorite coffee shop downtown, where she likes to plan out her day and check the news. In between classes she likes to find nature filled spots on campus to read her current book. After classes she hangs out with friends. During their hangouts, they typically study, play mario cart, or debate about who has the best music taste. In her downtime she likes making playlists, going on nature walks, or going to the occasional thrift pop-ups around state college.

**ALLY HOUSE SOLUTION**

Ally house is a great outlet for Rowan when looking for a place to meet people with similar interests! Ally House can provide Rowan with a sense of sanctuary since she is interested in making such a big school feel smaller. Ally House will feel like a home away from home due to all of their community bonding and events.

# Target Org Personas

## TARGET PERSONA



**Organization Name:**  
LGBTQ+ Student Support

**Age:** 18-22 year olds

**Living Situation:** on/off campus

**Size:** have around 50-100 members

**Interests:** social justice, community building, mental health

**Goals & Motivations:** want a supportive community for LGBTQ+ PSU students, an inclusive environment, to educate & build awareness, to advocate for equity on campus

**Challenges & Barriers:** low awareness & retention, visibility, engagement, cost, location

**Communication Preferences:** GroupMe, Instagram, email chain, word-of-mouth

**Key Messaging:** belonging & safety, built-in community, representation, supportive, empowering

**Snapshot Summary:**

- Looking for a living environment with built-in community and trust
- Barriers include low awareness, cost, and location
- Need to emphasize belonging, safety, trust, and community



# Social Media Audit

[@allyhouse.psu](https://www.instagram.com/allyhouse.psu/)

## Platform Overview

- Instagram is Ally House's primary platform, focused on community, inclusion, and events.

## Content & Frequency

- Posting is inconsistent, with heavier use of Stories than feed posts.
- Content is primarily flyers, encouragement posts, and admin-led announcements.

## Performance

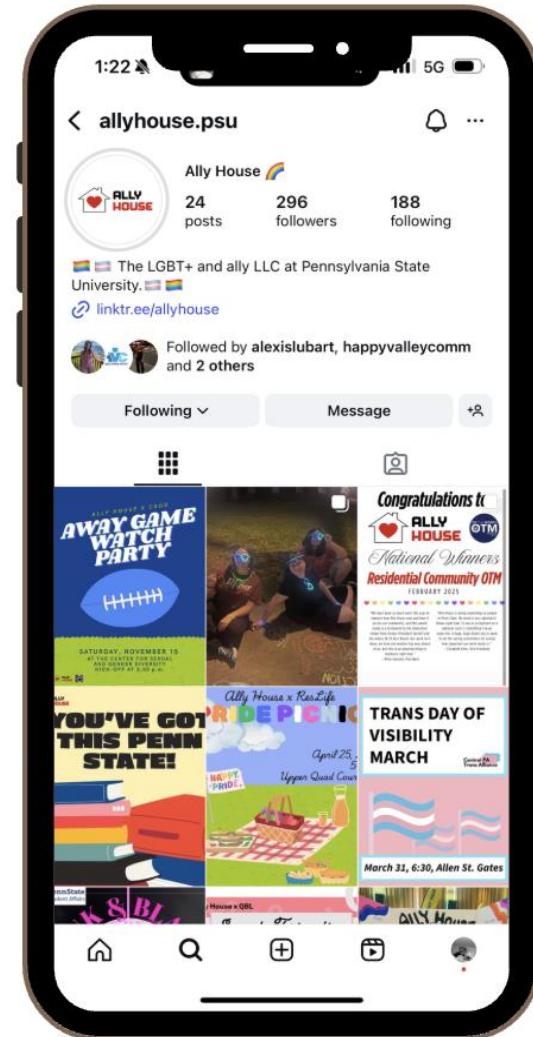
- 283 followers** with an average of **~10 likes per post**.
- Limited comments, shares, and overall engagement.

## Visibility

- Reach is mostly limited to the existing Ally House community.

## Opportunities

- Increase posting consistency and standardize visuals.
- Expand into reels, resident features, and partnerships to grow reach.



# Fact Sheet

## Overview

- Ally House provides an open, safe, and inclusive living environment for lesbian, gay, bisexual, transgender, and Ally students. This living environment is a collaboration between the **Center for Sexual and Gender Diversity** and the **Sexuality and Gender Studies minor** that is offered by the College of Liberal Arts.

## Location

- Located in West Housing Area at Penn State

## Contact

- Jennifer Garvin, Director Ancillary Services, Housing and Food Services 814-865-7501
- Mark Rameker, Senior Director Residence Life 814-863-1710
- Sonya Wilmoth, Director, Center for Sexual and Gender Diversity 814-863-1248

## Social Media

- [Instagram](#)

## Other Online Placements

- [Penn State Website](#)
- [Living Learning Communities Website](#)



# Drivers/Barriers

## Drivers:

- Inclusive area, anyone can apply to join
- Provides a sense of community within the living area
- Ability to meet new people
- Allows residents to feel comfortable and safe
- You don't have to live in the housing to go to events and be part of the community

## Barriers:

- On-campus housing
  - Some students prefer to live downtown, in an apartment with friends, especially after freshman year
  - In West, unrenovated and can be inconvenient
- Not much information available about Ally House online, not advertised properly
  - Not clear how many floors and people are living there currently
- Mostly student run, not much staff participation/administrative help

## Hypothesis:

If Ally House effectively advertises that they provide an inclusive area (driver), then it can overcome the consumers' hesitation of living in unrenovated, on-campus housing (barrier).



# Hashtag Research

## ALLY HOUSE



### Common Themes

- Mostly surrounding inclusion on campus
- Making sure that people are included
- Ensuring that Ally House is a community that people can join to meet others
- Something that makes people want to be a part of this community



### LGBTQ+ Themes

- #AllLoveisLove
- #BeKindToAll

- #LGBTQIA+
- #BornThisWay
- #PrideAndJoy

- #BeProud
- #OutAndProud
- #BeYourself

### PSU Themes

- #WeAreFamily
- #FoundOurPlace

- #LearningLivingCommunity
- #OnCampusHousing
- #LiveAtAllyHousePSU

### Student Org Themes

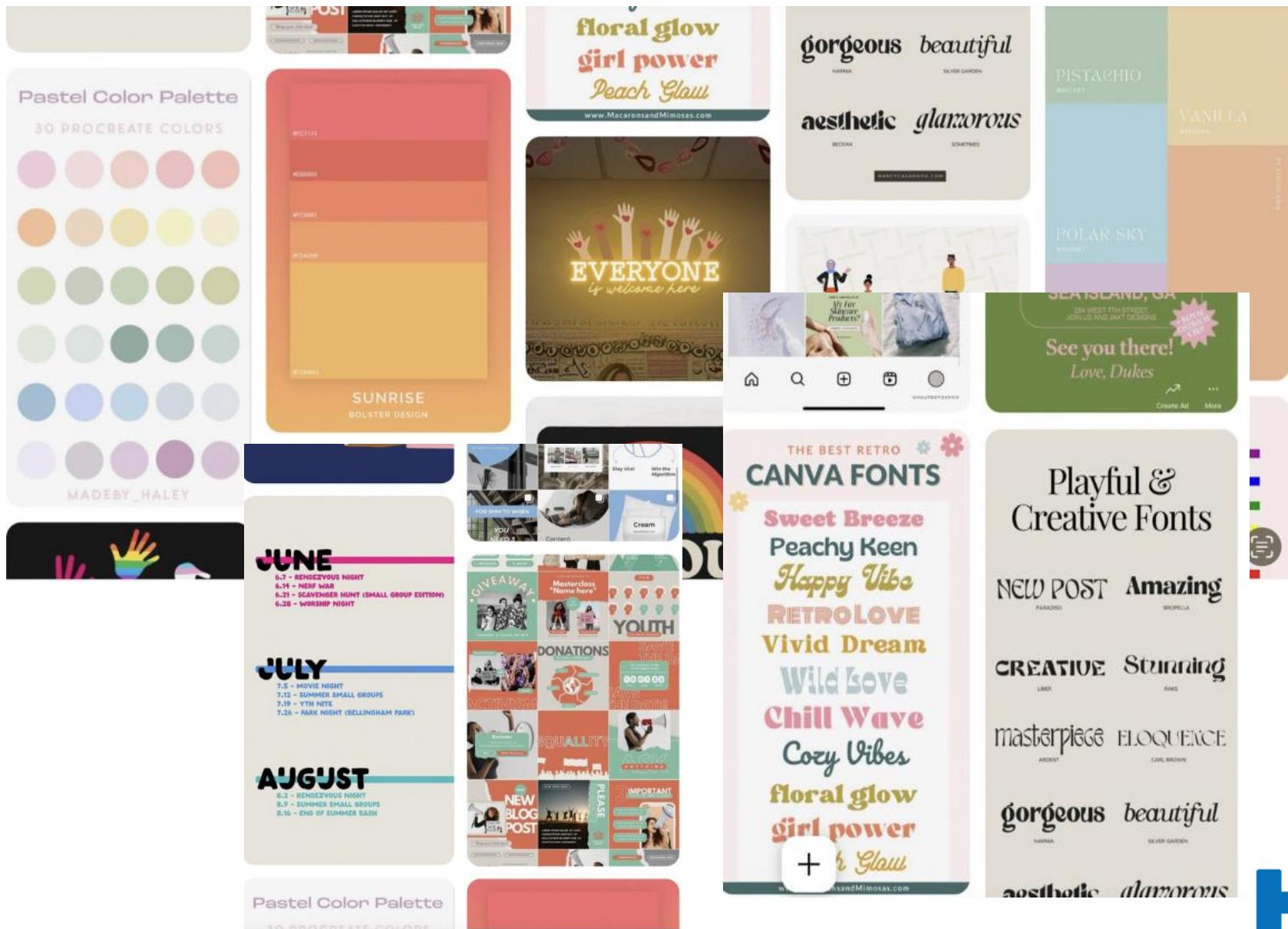
- #GetInvolved
- #EveryoneFindsTheirPlace
- #MakeAKindPlace
- #WorkingToIncludeEveryone
- #BeAPartofAllyHouse



## H A S H T A G   R E S E A R C H



# Inspo Post Pinterest Board



# Email Template Research

Research and drafted possible email/social media templates for events and partnerships.

## **Casual Email Template:**

**Subject:** Possible Partnership with Ally House

Hi [name of individual],

## **Professional Email Template:**

**Subject:** Collaboration Opportunity with Ally House (LLC at Penn State)

Hello [name of individual],

## **Social Media Message**

Hi [name]! My name is [your name] and I am with Ally House (Penn State's LGBTQ+ LLC) and we are currently looking to connect with other student groups for some joint programming this semester. We love what [org/club] has been doing and think you would be a great fit for a collaboration!



# LinkedIn Content Strategy

Researched effective LinkedIn content strategies and compiled a document of goals, post ideas, and sample posts for reference.

## Ally House LinkedIn Content Strategy

### Post Ideas

- Student highlights EX: student of the month, student success story
- Event reminders and recaps
- Room tour (Finding home at Ally House: A look inside our inclusive living-learning community at Penn State)
- "Why I chose Ally House"
- Collaborations with diversity center, other LLC's, LGBTQ clubs
- Education/advocacy posts EX: A post every day in February for GBTQ history month offering advice and history

### Goals

- Increase awareness across Penn State students
- Network with LLC's and LGBTQ organizations from universities across the country
- Gain support from the Penn State administration and the state college area

### Sample Post Caption:

Post: Finding home at Ally House: A look inside our inclusive living-learning community at Penn State

Caption:

Take a look inside resident, Rowan's room! 

Rowan is a third-year political science major and a first-year resident of Ally House. Rowan's favorite part of their room is their succulents and hanging plants. They enjoy collecting plants from the complementary plants offered in Buckhout lap!

Do you think your room could top Rowan's? Submit a picture for a chance to be featured!

#AllyHousePSU #LivingLearningPSU #PennStateHousing #InclusiveLiving



# Content Calendars

Provided Ally House with a series of content calendars for both their Instagram and LinkedIn, extending until the end of the school year.

**2025 December**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	Pansexual/Panromantic Pride Day	9	Human Rights Day	10	11	12
14	Finals Week Encouragement Post	16	17			
21	22	23		24		
28	29	30		31		

**f** **Y** **P** **T** **I**

**MAY**

**WEEK 1 | MAY 1**

**STUDENT OF THE MONTH**

A photo of a student who has had recent success, been a standout resident, or done something noticeable!

**WEEK 2**

**MEETING REMINDER**

Post includes a graphic for the event and text outlining event features.

**WEEK 3**

**CONGRATULATIONS GRADUATES**

A photo of Ally House graduates and well wishes to their futures.

# Visual Language

Created a visual language for Ally House to help assist in their creative direction and brand guide.



# Instagram Layout

Provided Ally House with a full Instagram layout to help assist and design the aesthetic of the Instagram page.



Graphic	Group Photo/ Photo from Event	Graphic
Graphic	Student/Staff Spotlight	Graphic
Graphic	Campus Photo	Graphic

## Instagram Layout Design Ideas:

**Graphic:**

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

**Group Photo/Photo from an Event:**

- Could be a photo from the set-up from an event, people attending the event, aftermath(if you created something), or photos of Ally House's members in the LLC

**Graphic:**

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

**Graphic:**

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

**Student/Staff Spotlight:**

- A post highlighting a member of Ally House or staff member
- \*the first one of these could be introducing the executive board

**Graphic:**

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

**Graphic:**

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

**Photo of campus:**

- Could be a photo of a part of campus or something seasonal

**Graphic:**

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

# Instagram and LinkedIn Posting Checklist

Created a posting checklist for both Instagram and LinkedIn to help ensure posting is efficient and complete.

*Ally House Instagram*

## CHECKLIST

<input type="checkbox"/>	Post has a clear motive/message
<input type="checkbox"/>	High quality photo/graphic
<input type="checkbox"/>	Caption is spell-checked
<input type="checkbox"/>	Aligns with IG schedule and IG layout
<input type="checkbox"/>	Caption includes hashtags
<input type="checkbox"/>	Location is tagged
<input type="checkbox"/>	People included in content are tagged
<input type="checkbox"/>	Respond to comments
<input type="checkbox"/>	Repost on story

**NOTES:**  
Everything that is posted on Ally House socials should align with three main umbrella guidelines  
-Clarity  
-Quality  
-Consistency

### LinkedIn Posting Checklist for Ally House

LinkedIn posting differs from Instagram in key ways. LinkedIn is a professional networking platform where content should emphasize leadership, community impact, professional development, and organizational values. Posts should be more formal in tone, focus on achievements and learning outcomes, and highlight how Ally House prepares residents for their careers while fostering an inclusive community.

#### 1. Purpose: Why does this post matter

- What story or update does this post share?
- How does it align with Ally House's mission of inclusive housing?
- What value does it provide to our audience (prospective residents, current residents, alumni, university partners)?
- Does it showcase leadership, community impact, or resident success

#### 2. Creation: Caption tone, Visuals, Tagging, Hashtags

##### **Caption Tone: Caption Tone:**

- Professional yet warm and welcoming
- Highlights achievements, learning, or community impact
- Uses clear, concise language
- Includes a call-to-action when appropriate (e.g., "Learn more," "Join us," "Connect with us")

##### **Visuals:**



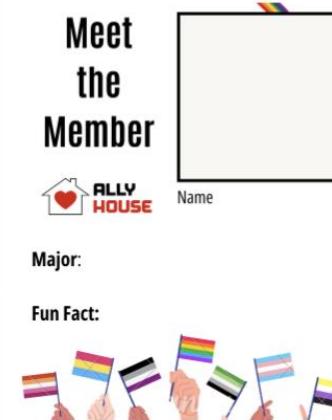
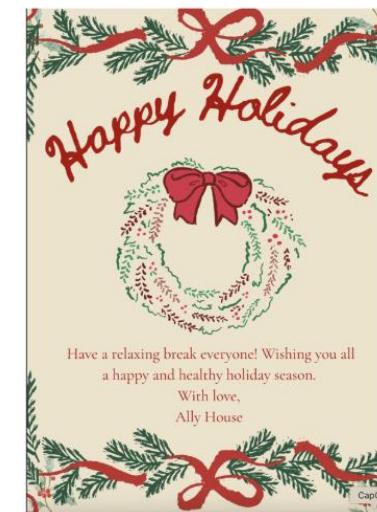
# Graphic Creation Story Posts

Created graphic posts for Ally House's Instagram story to promote activities, members, and awareness posts.



# Graphic Creation Posts

Created graphic posts for Ally House's Instagram page to promote activities, members, and awareness posts.



# Instagram Highlight Covers



House Life



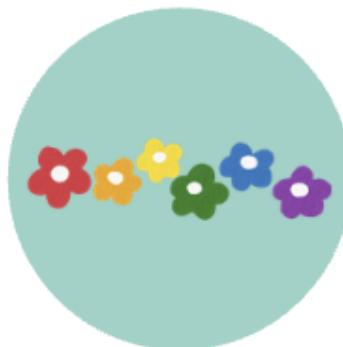
Our Mission



Events



Meet Us



PSU Life

# Brand Guidelines

Designed a brand guideline book to assist in brand consistency and to manage the creative direction of Ally House's branding.

## TYPEFACE

Antonio and Open Sans Condensed give us strong headers, clean body text, and flexible styling with caps, lowercase, bold, and regular options.



### HEADINGS

**Aa Bb Cc**  
ANTONIO BOLD

### BODY

**Aa Bb Cc**  
OPEN SANS CONDENSED

## PALETTE



Our color palette brings the Ally House personality to life. It's bold, inviting, and designed to keep our visuals consistent across all platforms.



Our palette blends red and pink for energy and warmth, black and gray for balance and clarity, and tan for a soft, grounded touch.



# Results

By the conclusion of the campaign, HVC helped Ally House establish a clearer and more unified brand presence while reinforcing its identity as a student-centered living-learning community. The introduction of a cohesive brand system, consistent design elements, and intentional messaging made Ally House more recognizable and easier for students to understand at a glance. Communication surrounding housing, expectations, and day-to-day life strived to become more streamlined, while adaptable social media templates and a planned content calendar created a foundation for engagement. Collectively, these outcomes elevated Ally House's visibility and provided its leadership with practical tools to support long-term recruitment, awareness, and community development.



# Transition Plan

As Ally House moves forward, the brand kit, content calendar, and social templates can act as go-to resources for ongoing marketing and communication efforts. Future announcements, recruitment efforts, and digital content should continue to follow the established student-focused voice and visual style to keep messaging consistent across platforms. While timelines, events, and housing cycles may change, the templates and messaging can be easily adjusted without losing the core emphasis on connection and belonging. By using the performance insights, hashtag research, and planning tools developed through the campaign, student leaders can better organize weekly tasks, track engagement, and refine outreach over time, helping Ally House's marketing stay cohesive, flexible, and sustainable.





**ALLY  
HOUSE**



**(12/19/2025)**