

ENTI Ambassadors

Campaign Book Fall 2025



Client Account Team



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Client Account Team

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Client Overview

ENTI Ambassadors represent Penn State's Entrepreneurship & Innovation Minor by promoting the program and connecting students with entrepreneurial resources and opportunities. They annually host CommunENTI, a large event that highlights local entrepreneurs, Penn State's resources, and engages students interested in innovation.

ENTI Communication Goals:

- Gain insight on improvements in communications efforts.
- Grow media efforts through socials and applicable events.

Situation Analysis

ENTI Ambassadors is a student program offered for those in the entrepreneurship major or related minors at Penn State.

The organization is looking to improve social media reach and impact within the greater PSU communities and highlight the CommunENTI event hosted annually. Involved students are an example of leadership and the entrepreneurial mindset on campus.

ENTI targets reels on socials and simple posts about upcoming important dates.

SWOT Analysis

Strengths

- Wide gauge of audiences
- Large growth since it started
- Easy access to the program

Weaknesses

- Not a large brand awareness
- Confusion over different social media accounts
- Only main form of reach is word of mouth

Opportunities

- Using entrepreneurship students stories to publicize themselves
- Great option for undecided students
- Maximize off Penn State

Threats

- Other entrepreneurship clubs overshadowing it
- Other similar minors
- Other universities with more well known entrepreneurship programs



Target Personas

Freshman Freddie



Freddie is a freshman at Penn State who loves to build and create things and is very entrepreneurial. He doesn't know what he wants to minor in, but is interested in ENTI because he would love to run his own company one day. He is nervous at such a big school like Penn State, because he comes from a small town. He wants to be able to find a community to feel more at home at PSU.

Demographic

- Age: 18
- Gender: Male
- Major: Civil Engineering
- Campus Involvement: Involved in a few clubs

Goals

- Make friends with similar interests to him
- Get involved with Penn State in a different way that looks good on a resume
- Find a way to get involved that isn't too time consuming

Interests

- School/getting good grades
- Building things
- Movies

Personality

- Type A
- Fun-loving
- Anxious

Possible solution:



Social Media Audit

Instagram:

User: @entiambassadors

Followers: 44

Posts: 12

Posting Consistency: have not posted since January

DOING GREAT AT:

- When they were posting...
 - Did a great job at highlighting entrepreneurs / getting more engagement through those entrepreneurs trying to share their own brands
- In the beginning, it had very clear visual brand colors, fonts, etc.
- Mini mics at events did very well
- Focus on students
- Videos had a higher like average than the main account, around 30-90/post

NEEDS WORK:

- The biggest issue, stopped posting.
 - This account has a huge opportunity for reach
- The brand visuals are inconsistent with Penn State's ENTI brand visuals
 - Needs cross-account consistency
- Needs a consistent post schedule
- clear posting of events
- Could do story posts with takeovers

Fact Sheet

Highlights


- ENTI is a leadership program where students can be an example for others.
- Problem based learning to create value in careers.
- Specialize in any of the industry specific clusters

FACT SHEET

ENTREPRENEURSHIP + INNOVATION

ENTI


Ambassador



What you will do:


- organize and lead entrepreneurship events and programs for students
- give informational presentations to interested groups
- be at the center of Penn State's entrepreneurial community

What it is



- Uses problem-based learning and other active learning to create value and be agents of positive change in their discipline and their careers


Benefits



The courses develop...

- Skills
- Knowledge and values in problem solving
- Innovation
- Opportunity recognition
- Self-efficacy
- Leadership
- Ethics
- Communications
- Learning from failure


Focus



Concentration Clusters:

- Food and bio-innovation
- Technology
- Bio-tech
- The arts
- Media
- Hospitality
- Digital
- Social entrepreneurship
- Advocacy
- New ventures.

Social Media Calendar

<div> <div> ENTREPRENEURSHIP + INNOVATION  </div> <div> ENTI </div> </div> <div> Social Media Calendar November 2025 </div>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Alumni Spotlight	Member Monday	Reel of an ENTI invention	Filler post of pics of ENTI	Day in the life reel/story	Graphic highlighting an ENTI class	Highlight a cluster
Filler post of pics of ENTI	Member Monday	Graphic highlighting an ENTI class	Alumni Spotlight	Reel of an ENTI invention	Filler post of pics of ENTI	Day in the life reel/story
Reel of an ENTI invention	Member Monday	Filler post of pics of ENTI	Reel of an ENTI invention	Highlight a cluster	Day in the life reel/story	Alumni Spotlight
Highlight a cluster	Member Monday	Tip Tuesday	Day in the life reel/story	Filler post of pics of ENTI	Graphic highlighting an ENTI class	Filler post of pics of ENTI

Socials Posts and Flyers

WHY ENTI?

“

quote about why an
ambassador chose
the ENTI program
and how it's
benefited them

”

Alumni Spotlight

name 'xx



text here

CLASS NAME HERE

cluster it's in

pic of the
class/professor

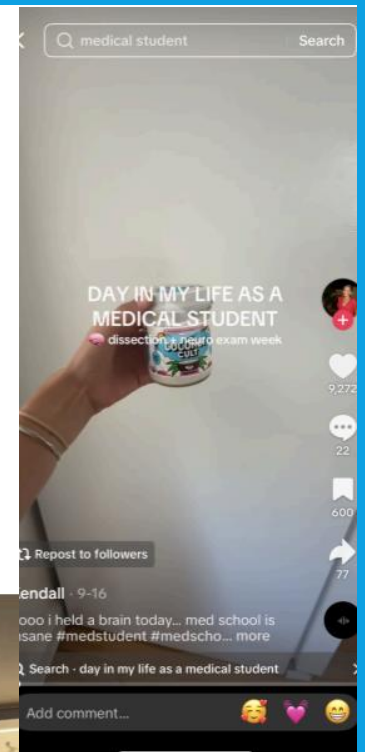
description of the class/its
importance to ENTI

Days and Dates Calendar

ENTI Calendar		
January National Hobby Month	Feburary 1- Natl. Get Up Day 11- Natl. Inventors Day & Girls and Women in Science Day	March 29- Natl. Mom and Pop Business Owners Day
April 4- Natl. Handmade Day 21- International Creativity and Innovation Day	May 30- Natl. Creativity Day	June 27- Natl. Micro-, Small and Medium-Sized Enterprises Day
July 1- Int. Joke Day	August 2- Natl. Friendship Day	September 12- Positive Thinking Day 14- Natl. Live Creative Day
October 13- Natl. Train Your Brain Day	November 17- Entrepreneurs' Day	December

Reel Post Ideas

- Day in my life as an ENTI Ambassador
- POV: You mixed creativity and Business
- 5 Things I wish I knew before becoming an ENTI minor
- Business owners you didn't know were from PSU ENTI
- This or That ENTI edition



Transition Plan

HVC thoroughly crafted media that fits the clients needs for current and future endeavors.

The handover documents consist of social media post templates, reel post ideas, flyers, a social calendar, post captions, and a date and important days calendar.

All execution documents are located in a shared folder for the clients use. To recreate any of the execution documents the recommendation is to utilize Canva.



(12/15/2025)