

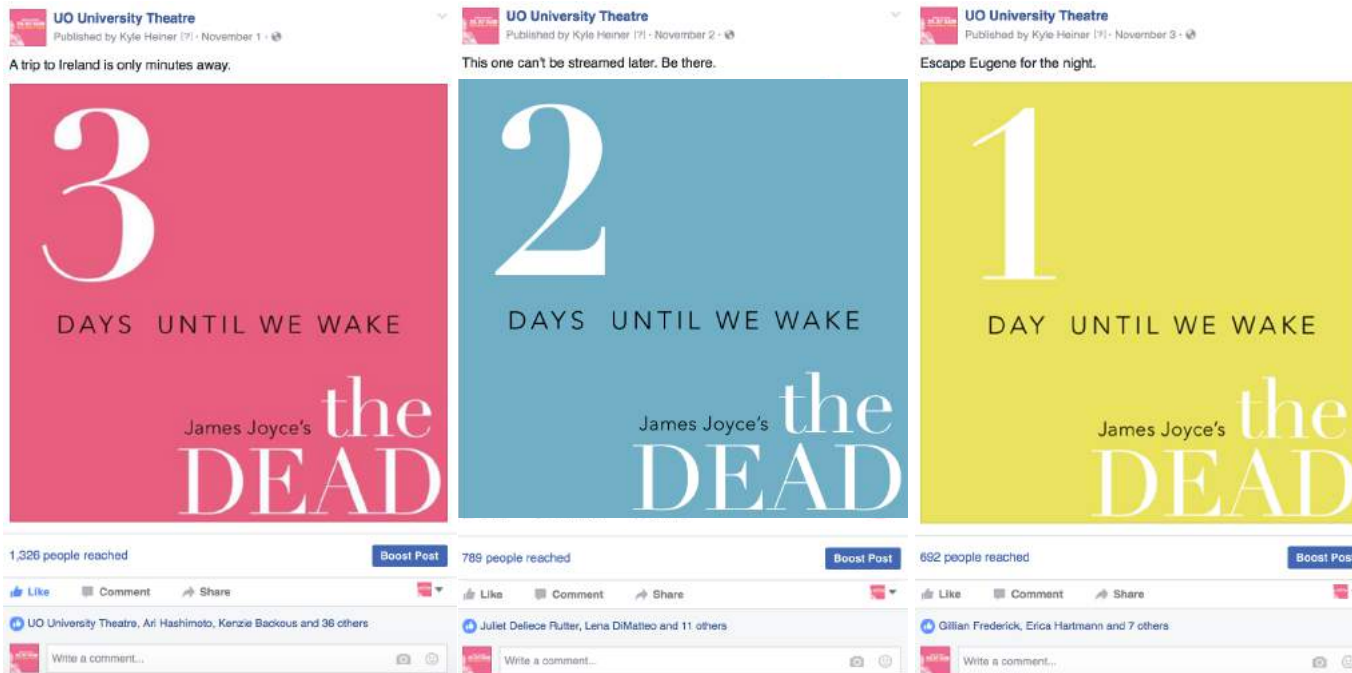
**KYLE HEINER**  
**SOCIAL MEDIA PORTFOLIO**  
**K Y L E H E I N E R . C O M**



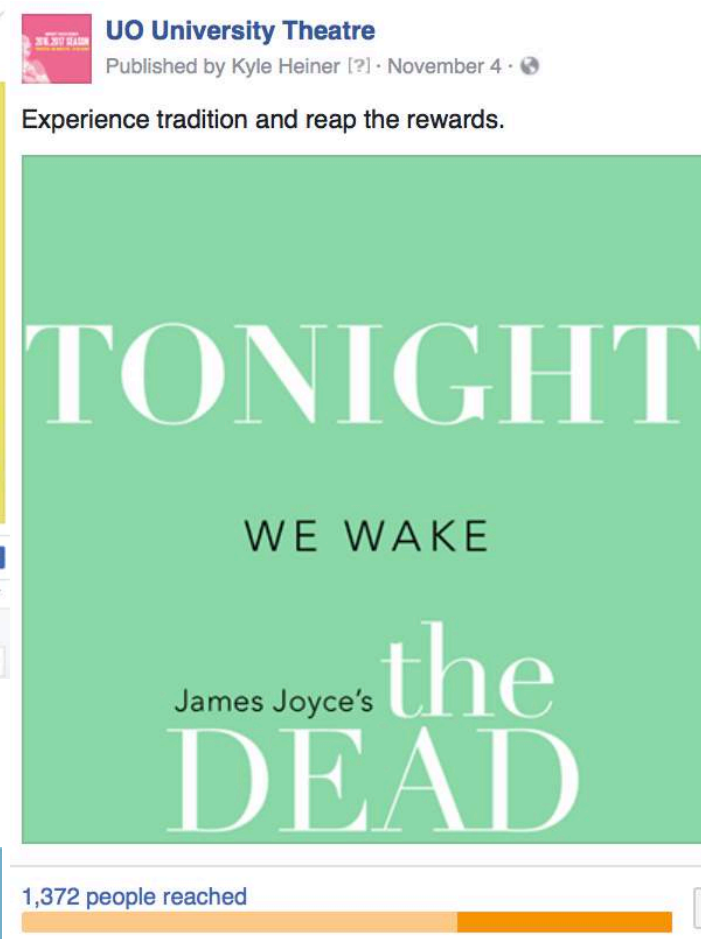
**PROFESSIONAL**

# UO UNIVERSITY THEATRE

Through Allen Hall Advertising, my art director and I were given the client UO University Theater. Our specific task was their production of James Joyce's *The Dead*. I ran their Facebook account to create social content and promotion for the show. We saw engagement of posts and likes for the page rise as well as an increase of ticket sales at the Box Office.



The week before opening night, I created this visual series that utilized the color palette created for the campaign to create excitement about the premiere.



To the left is the cover photo created for the Facebook page. It utilized one of the three poster designs created by us for the production.

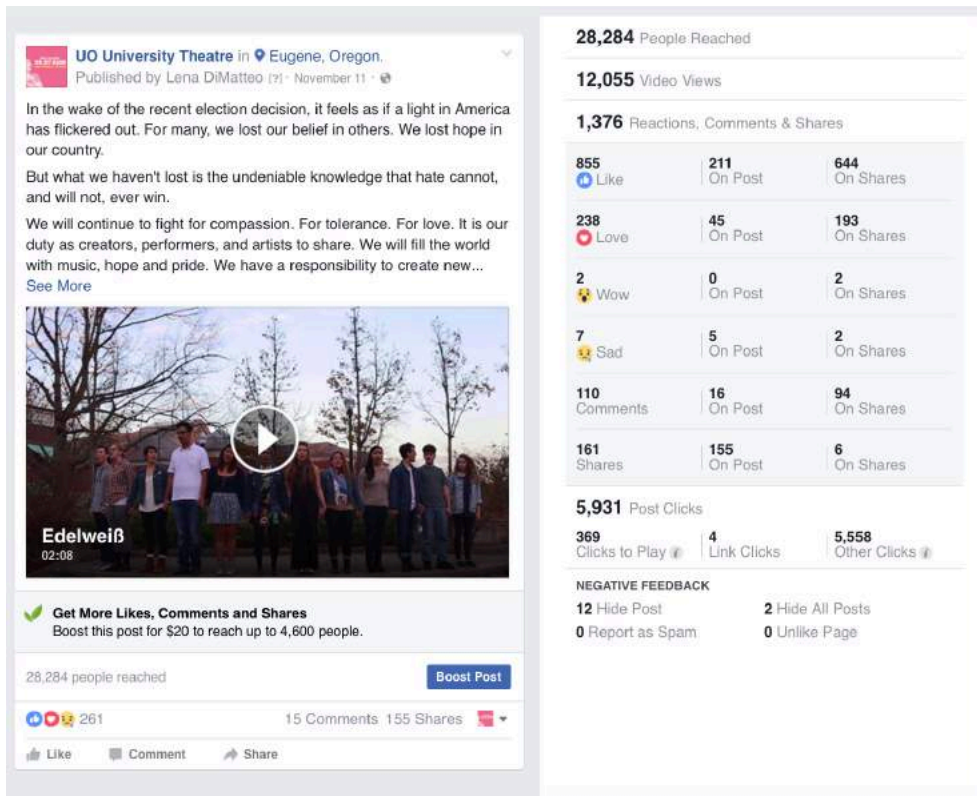


# UO UNIVERSITY THEATRE CONTINUED

## VIDEOS



I wrote the copy, recorded audio and mixed the sound for the above video.



The above video is their most viewed video to date due to a quick turn around.

## MEET THE CAST

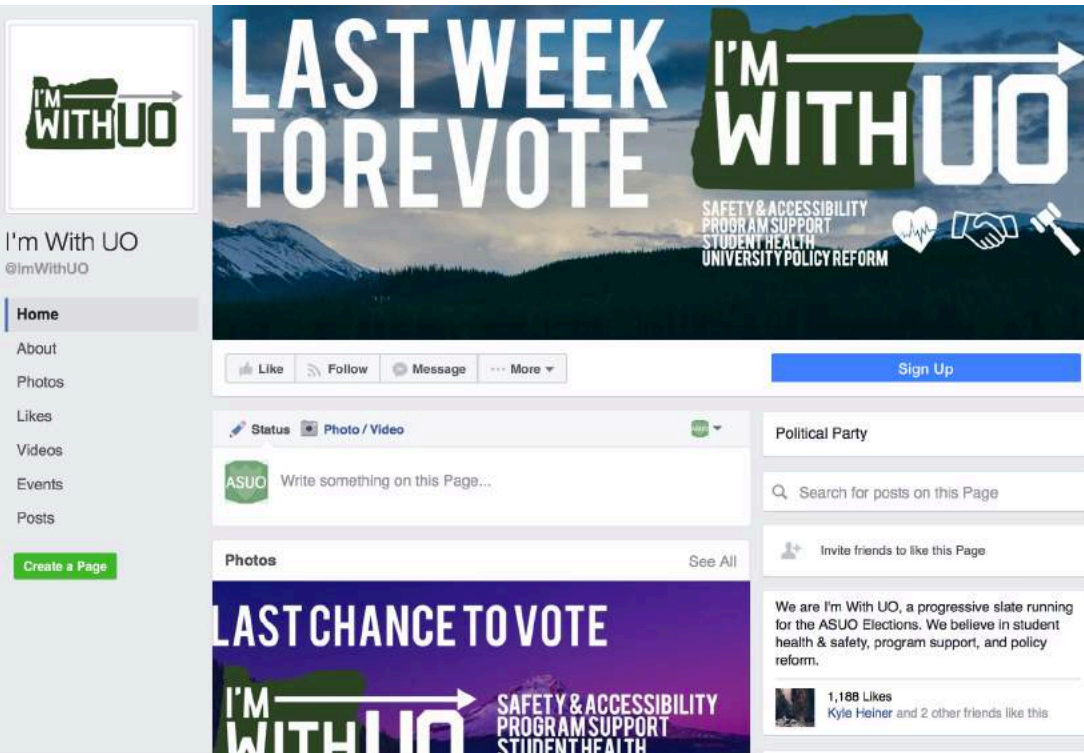


After opening night, each day we would post a headshot and quote from the cast to increase visibility in new audiences. This was successful as many friends and family of the cast would come visit the page for the first time.



# I'M WITH UO CAMPAIGN

I was the Social Media Manager for a student government campaign "I'm With UO" at the University of Oregon. Along with conceiving the campaign slogan "I'm With UO," I ran the Facebook, Twitter, and Instagram accounts, while continuously creating content and strategy ideas.



FACEBOOK



INSTAGRAM



TWITTER

After three weeks of campaigning (which included: creating and hosting events, filming videos, sharing news articles, responding to questions, street teaming, etc.), I'm With UO won the election over the two other parties by a landslide. Our videos had higher views than the other parties, and we became the most recognizable campaign on campus for the 25,000+ undergraduate student body.

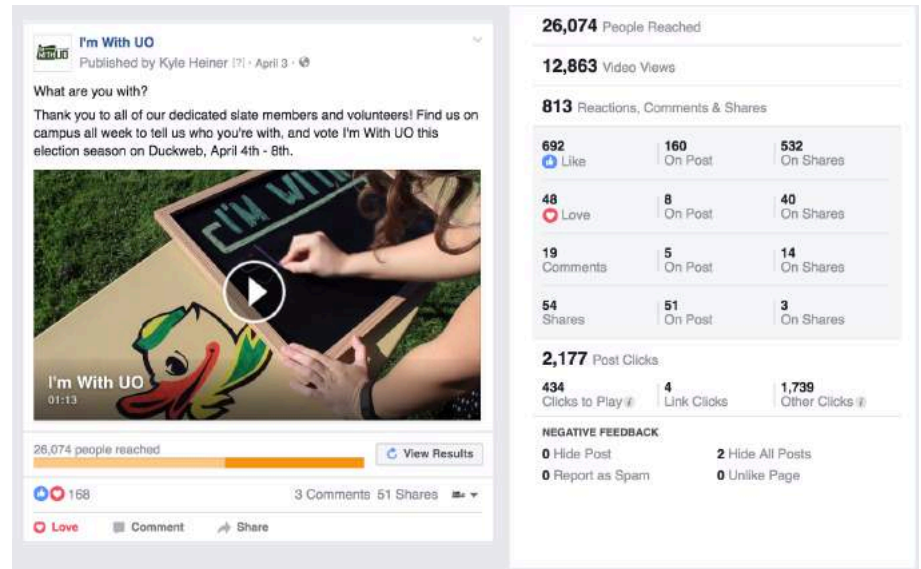
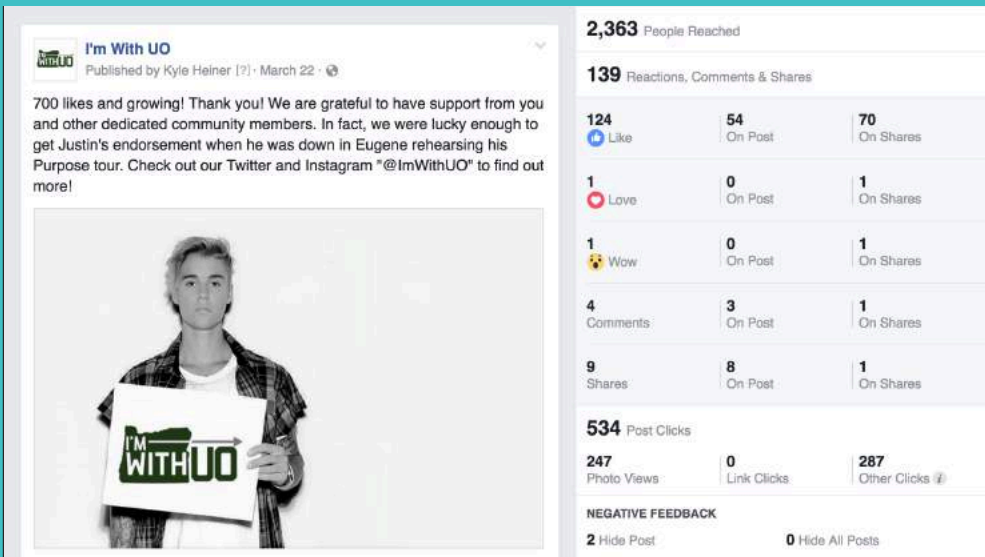
# CELEBRITY ENDORSEMENTS



# "I'M WITH..."



Created an "I'm With..." campaign for members of the party to tell students what issues they wanted to focus on.

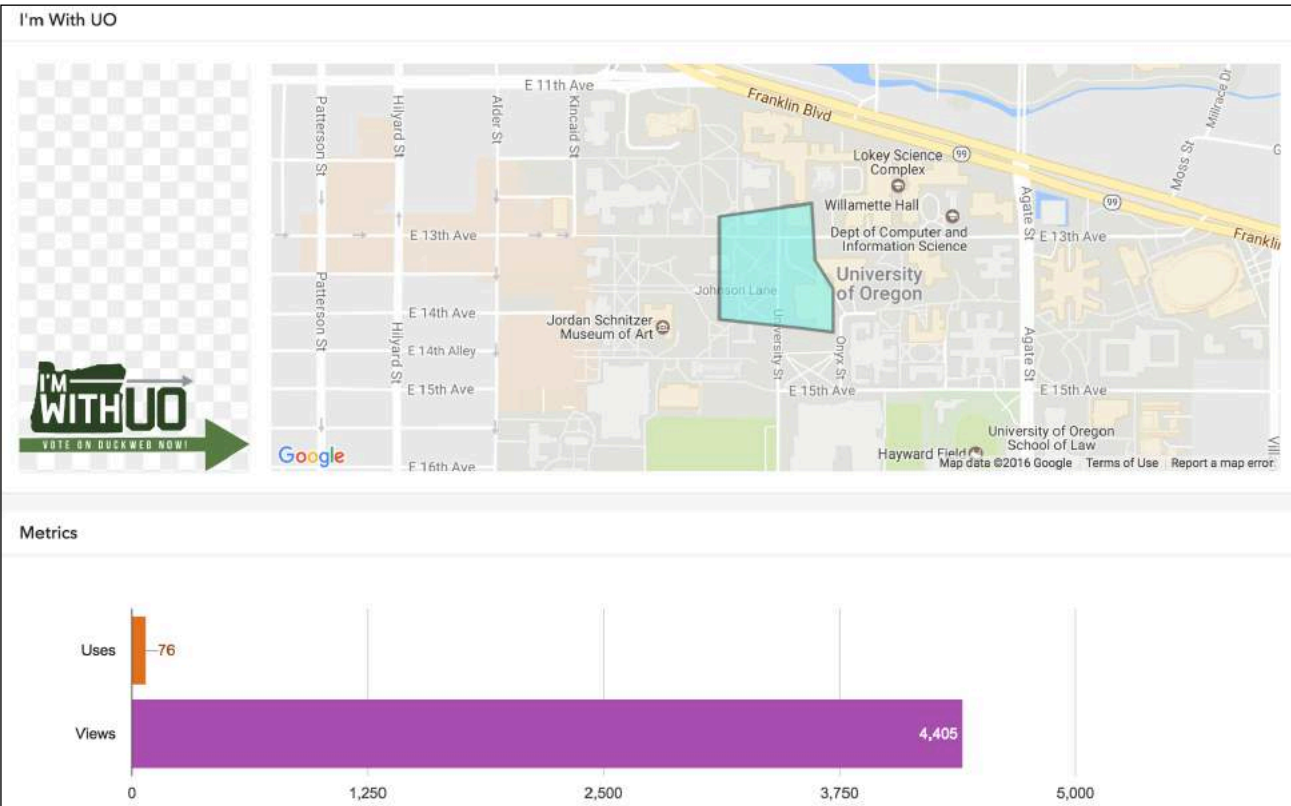


I photoshopped the I'm With UO logo onto popular public profiles to create a celebrity endorsement campaign that added humor and relevancy to the election season.

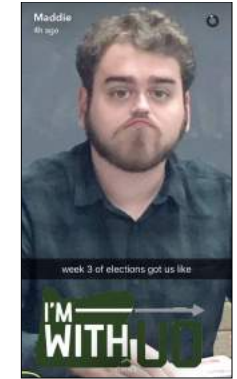
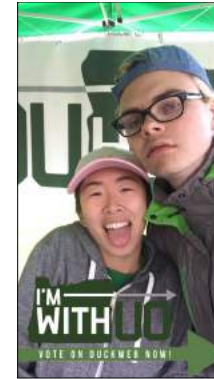
Along with shooting pictures to be used on various accounts, I filmed a video furthering this idea, which had great engagement and success.



# I'M WITH UO CONTINUED



Created an On Demand Snapchat Geofilter to be used in the heart of campus on the first day of voting. It was also used for a presidential debate the day after, and later was modified to become a campus community Geofilter.

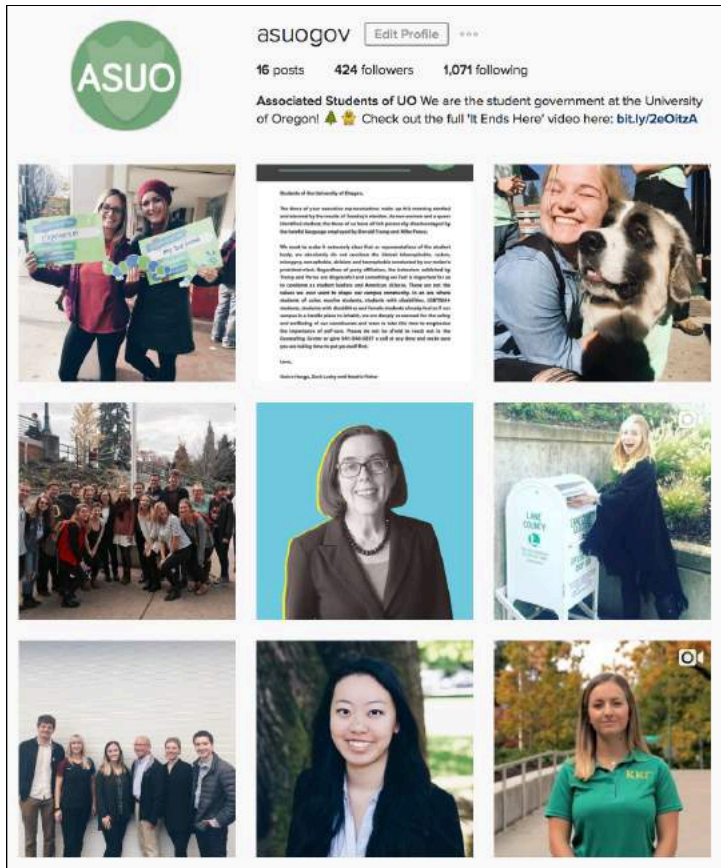


Also implemented a service where people could send profile pictures and we would superimpose the logo, or a variation of it, for them to post (see below).



# ASSOCIATED STUDENTS OF THE UNIVERSITY OF OREGON

After the election, I was appointed to Communications Director of the ASUO. In this role, I manage the student government's social profiles, as well as aid executive members in creating their events and designs, and producing content in partnership with other organizations. All three of the social media profiles made (Facebook, Instagram, and Twitter) were not very active upon arrival.



## FACEBOOK →

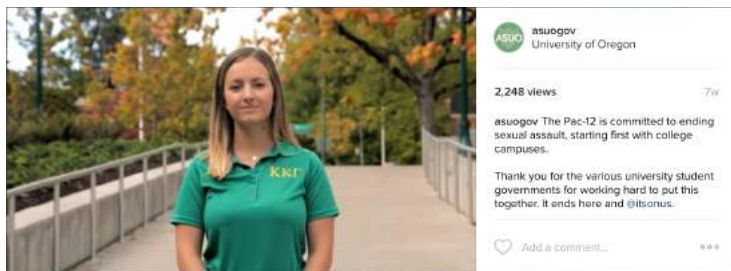
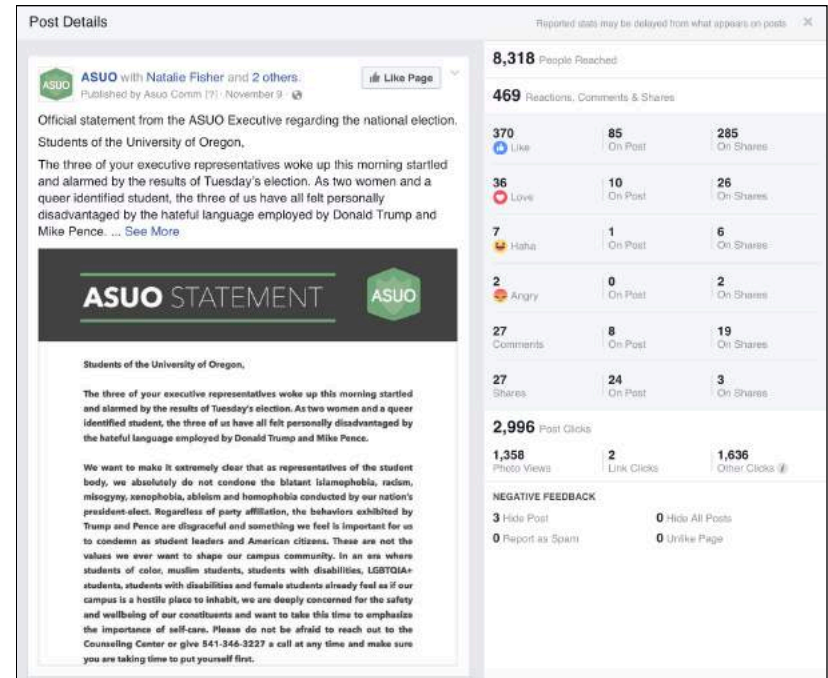
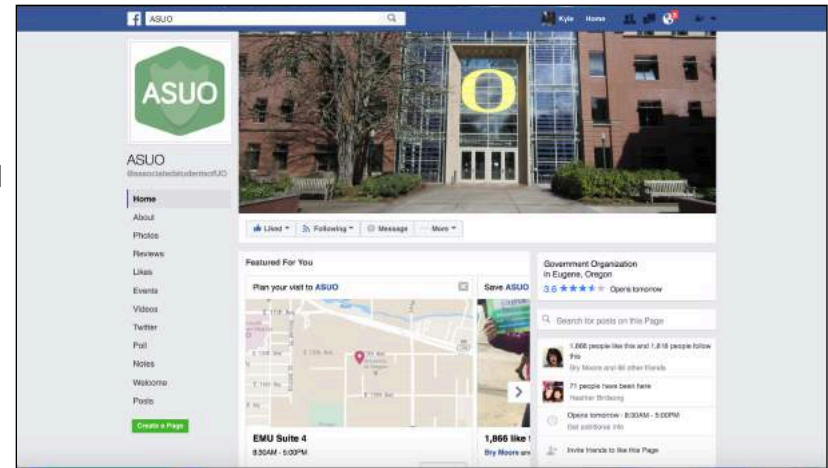
For Facebook, I have focused on timely responses to messages and creating ASUO Statements, which are public messages that have been successful in getting the voices of the executive team heard by the student body.

## ← INSTAGRAM

When I took over, the Instagram had only two posts after 4 years being active and only 23 followers.

The most successful post was a video made in partnership with the various PAC-12 student governments in a PSA video in support of the "It's On Us" campaign. The video was shared around all PAC-12 universities.

I have also utilized hashtags, creating ones such as #SenatorSunday (to highlight UO Senate) or #DucksVote to encourage registration.





**PERSONAL**

# FACEBOOK MILLENNIALS

KYLE.HEINER

In creating my online brand, I have tapped into millennial culture and made it a part of my image. In this post, I wanted to find a way to connect to them on the subject of voting (see right).

In response to the viral video of Alexis Bloomer ranting about millennials in a car, I responded to the video with a humorous twist that was my most successful Facebook video to date (see bottom right).

I created this post to combine my favorite artist and my fraternity Delta Tau Delta as a cover photo for other members to use during rush weeks (see below).



**VOTE TO END MILLENNIAL BASHING**

**Kyle Heiner**  
October 6 · 🌐

HEY MILLENNIALS!! YEAH, I'M TALKING ABOUT US!

ARE YOU #ANNOYED WITH MILLENNIAL BASHING? ARE YOU #DONE IGNORING YOUR CIVIC DUTY?? ARE YOU #SICKANDTIRED OF THESE GOD DAMN CLOWNS???

THEN I HAVE THE SOLUTION FOR YOU: REGISTER 🗳️ TO 🗳️ VOTE

DON'T HAVE THE TIME? YEAH RIGHT.

TWITTER MEMES ARE FUNNY. I GET IT. NOW THIS VIDEOS ARE STUPIDLY SHARABLE. I KNOW. DOUBLE POSTING ON INSTAGRAM IS FINE NOW. JUST BLAME THE ALGORITHM.

BUT I CALL TO YOU ALL TO CLOSE THAT BUZZFEED TAB AND OPEN THIS LINK INSTEAD: [IWILLVOTE.COM](http://IWILLVOTE.COM)

REGISTERING TO VOTE IS SUPER COOL AND EASY, EVEN FOR US "ENTITLED, LAZY BABIES." TRUST ME. IT'S OUR RIGHT, AND ONE OF THE MOST IMPORTANT THINGS WE CAN DO. HAVE YOU MOVED INTO A NEW PLACE FOR COLLEGE? THAN UPDATE THAT REGISTRATION! LET'S GO!


THIS NOVEMBER, YOUR VOTE IS MORE POWERFUL THAN YOU THINK. YOUR VOTE IS A #VOTETOENDMILLENNIALBASHING — 🙌 feeling LIKE A MILLENNIAL AND PROUD OF IT.

Tag Photo Add Location Edit

Write a comment...

**Kyle Heiner** updated his cover photo.  
September 12 · 🌐

i won't stop until this is a function



**ADELTA TAU DELTA**  
2016 FALL RUSH

Like Comment Share

Jennifer Bland, Yoly Rios and 129 others

**EVEN MORE PROBLEMS WITH MILLENNIALS**



@kyle4prezident

5,597 Views

Like Comment Share

Elsie Garner, Erika Goto and 191 others

34 shares 15 Comments

View 9 more comments

Write a comment...

**More Problems With Millennials**  
Dear Elders,  
As Alexis Bloomer so well put it,  
I'm sorry.  
Sincerely,  
A Millennial  
Inspired by the viral video "The Problem With Millennials!"  
#GenerationwhY #YouthToday #SorryElders #MyOpinion #VeteransNotVegans



# FACEBOOK POLITICAL

KYLE.HEINER

I enjoy finding the humor and personalization of politics on Facebook, so I often create posts that humanize what the nation is dealing with (see right & bottom right).

Because of my social media presence, I was asked by the University of Oregon to star in a light-hearted video where I interviewed students about registering to vote (see below).



**Kyle Heiner**  
February 23 · 🌐

tell the senate #doyourjob and confirm someone who is adequately ready for the job.

p.s. Barack Obama feel free to nominate me whenever.

🏷️ Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👤 Gabe Haw, Diego Keen and 135 others

**Talia Berniker** i can't believe you stole my campaign slogan #makeamericahipagain...  
Unlike · Reply · 1 · February 23 at 5:41pm  
↳ **Kyle Heiner** replied · 1 Reply

**Liam Arnade-Colwill** amazing on so many levels  
Unlike · Reply · 1 · February 23 at 6:15pm

**Cameron McCann dale**  
Unlike · Reply · 5 · February 23 at 6:42pm

**Brady Fuller** Don't you have an Econ midterm tomorrow?  
Unlike · Reply · 8 · February 23 at 6:56pm  
↳ **Kyle Heiner** replied · 3 Replies

**Natalie Fisher** You light up my life.  
Unlike · Reply · 1 · February 23 at 7:30pm

**Diane Tetreault Jacober** Made my day 😊  
Unlike · Reply · 2 · February 24 at 6:05am

Write a comment...

**Kyle Heiner** shared University of Oregon's video — 💡 thinking about voting.  
November 4 · 🌐

we get it kyle, you love voting

with  
**Kyle Heiner**  
Clark Honors College

▶️ -1:01 🔊 ⚙️ 📺 ↗️

18,503 Views

**University of Oregon** added a new video: Ducks on the Street | Vote! 2016.  
November 4 · 🌐

For many Oregon students, 2016 marks the first time they've been able to vote in a presidential election. We sent Kyle Heiner and Gus McTigue out on campus to find out what students think about the opportunity to cast their presidential ballot.



**Kyle Heiner**  
November 8 · 🌐

today my mom put on her pantsuit, attached her nasty woman pin, and went to work in a field full of men. also today, my mom voted for our first woman president.

throughout my life, my mom has been a constant source of inspiration. she would spend her sundays walking the dogs, baking desserts, putting up with my cartoons, analyzing spreadsheets, and writing reports.

my parents made the decision... See More — 😊 feeling proud with Sarah Heiner.

🏷️ Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👤 Jillian Carlo and 148 others

1 share 21 Comments

View 15 more comments

**Sarah Heiner** Wow Kyle. Thank you so much for  
Write a comment...

# TWITTER @KYLE4PREZIDENT

kyle for you @kyle4prezident · Nov 13  
zoo lights // portland, oregon



6 526 1.1K

Tweet Activity

<p>kyle for you @kyle4prezident zoo lights // portland, oregon pic.twitter.com/hCzHrZ4Sc9</p>	<p>Impressions 68,331</p> <p>Total engagements 14,955</p> <p>Media engagements 11,277</p> <p>Detail expands 1,646</p> <p>Likes 1,097</p> <p>Retweets 526</p> <p>Profile clicks 286</p> <p>Link clicks 117</p> <p>Replies 6</p>
---	--

## MOST POPULAR

This tweet blends a Portland tradition "Zoo Lights" and the smash hit television show *Stranger Things*.

## "WORKS EVERY TIME" TWEET



Sara Bareilles @SaraBareilles

Umm. Thank you?

kyle for you @kyle4prezident  
still waiting for the queen of pop @SaraBareilles to announce her comeback

9/6/16, 3:50 PM

37 RETWEETS 353 LIKES



still waiting for the queen of pop @KTunstall to announce her comeback

10/5/16, 9:54 PM

VIEW TWEET ACTIVITY

1 RETWEET 8 LIKES



KT Tunstall @KTTunstall · 10/5/16  
@kyle4prezident It ain't just a comeback, it's a SERIOUS comeback @Womanista



Both times the pop star replied to my tweet, and in the case of Sara, also commented on my Instagram.

## A SAMPLING OF TWEETS

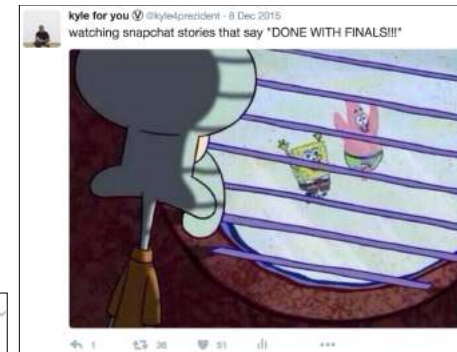
kyle for you @kyle4prezident  
everyone: i love fall!! pumpkins, scarves, halloween, leaves  
me: \*tries to figure out how i can fit so much tv into my schedule\*

kyle for you @kyle4prezident  
\*\*\*official rankings\*\*\*  
1. work b\*\*ch - britney spears  
2. work from home - fifth harmony  
3. work - rihanna  
4. work - iggy azalea

kyle for you @kyle4prezident  
when temperature by sean paul comes on

kyle for you @kyle4prezident  
time travel guru: where would you like to go?  
me: the audience of britain's got talent for susan boyle's iconic first audition  
10/16/16, 12:04 PM

kyle for you @kyle4prezident  
"locker room talk" is masculinity at its most extreme and damaging... it is a pathetic excuse that accentuates rape culture #debates  
10/9/16, 6:11 PM  
VIEW TWEET ACTIVITY  
42 RETWEETS 129 LIKES



kyle for you @kyle4prezident  
millennials will learn to "take a joke" when your jokes stop being blatantly ignorant & start being actually funny



11/6/16, 12:47 PM



# INSTAGRAM @KYLEHEINER

+ kyleheiner

356 posts 1,320 followers 935 following

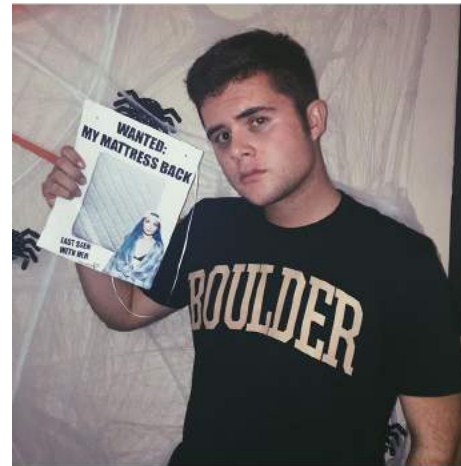
Edit Profile

kyle heiner  
future vlogstar | popcultural | or | adelta tau delta  
snap: thatssokyle  
stay up to date   
[twitter.com/kyle4prezident](https://twitter.com/kyle4prezident)

## A QUICK SNAPSHOT

Whatever the post, I focus on creating unique, witty captions and tags within the photo the bring the piece together.

## CELEBS WHO RESPONDED



♥ corymilgram, jamesvos and 419 others  
kyleheiner like i get the song is good but can i get my mattress back @iamhalsey

→ iamhalsey AMAZINGGGGGG  
6w Reply



♥ sometimes\_bry, ericleekay and 279 others  
kyleheiner where i was when sara bareilles & her fans took to attack me on twitter #beautiful

→ sarabareilles No attacking!! No way, I was laughing and meant in fun. Hope you took it that way!   
13w Reply

## @THATSSOKYLE SNAPCHAT

On Snapchat, I have been on both nationwide, local, and campus snapchat stories.

I also create stories that engage my viewers and tell a story. I have received great feedback from numerous people.

Laid back 1.79M   
one hour ago 1.8K

Thu 2:17 PM 48.7K   
3

POST ECON MISTER... 2.7K   
Today 9:55AM 1

ECON MIDTERM WA... 5.8K   
Today 8:08AM 1

# CONNECT

**FACEBOOK | KYLE.HEINER**

**INSTAGRAM | KYLEHEINER**

**SNAPCHAT | THATSSOKYLE**

**TWITTER | KYLE4PREZIDENT**

**MUSICAL.LY | KYLE4PREZIDENT**

**LINKEDIN | LINKEDIN.COM/IN/KYLEHEINER**