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Case study  
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## More than a Rainbow Profile Pic: RV Pride Campaign

### Overview

Pride Month is a celebration of life. It's a call to be ourselves. To honor – not stifle – the qualities that make us inherently worthy of love and belonging.

The RV Pride Month campaign will highlight the multifaceted ways in which RV celebrates its diverse employee base. More than a Rainbow Profile Pic is a reference to companies which change their profile picture to the LGBTQ+ flag during the month of June, yet do little else to demonstrate their commitment to advocacy.

The campaign underscores the importance of de-centering corporate performative activism and centering LGBTQ+ RV employees. From an educational LinkedIn strategy to a lighthearted TikTok presence and tongue-in-cheek Tweets, the RV brand tenants of being the change we want to see in the world and leaving the woodpile higher than we found it will shine through.

### Campaign Goals

**Foster connection.** Through a lens that shifts from fun to thought-provoking depending on the platform, we will curate a connection with social media users. The goofier, lighthearted TikTok posts offer a trend-forward view into RV's celebration of Pride. The educational LinkedIn content will champion LGBTQ+ people and allies' journeys to unlocking their purpose and empower others to share their stories in turn.

**Create brand awareness.** According to The New York Times, RV is [“the biggest digital media company you've never heard of.”](#) Our creative posts will solidify RV as an unwavering proponent of LGBTQ+ rights year-round. With content that calls for change and challenges other companies to do more, RV's stance as an inspiring organization will resonate with social media users.

**Increase engagement.** A Pride campaign would be disingenuous if monetary gain were a primary goal. Above all, the campaign seeks to honor our LGBTQ+ employees and express our advocacy. However, boosting engagement is a secondary goal as a result of the increased connection and sense of community our campaign hopes to foster.

### Project Timeline

Wednesday, June 1- Thursday, June 30

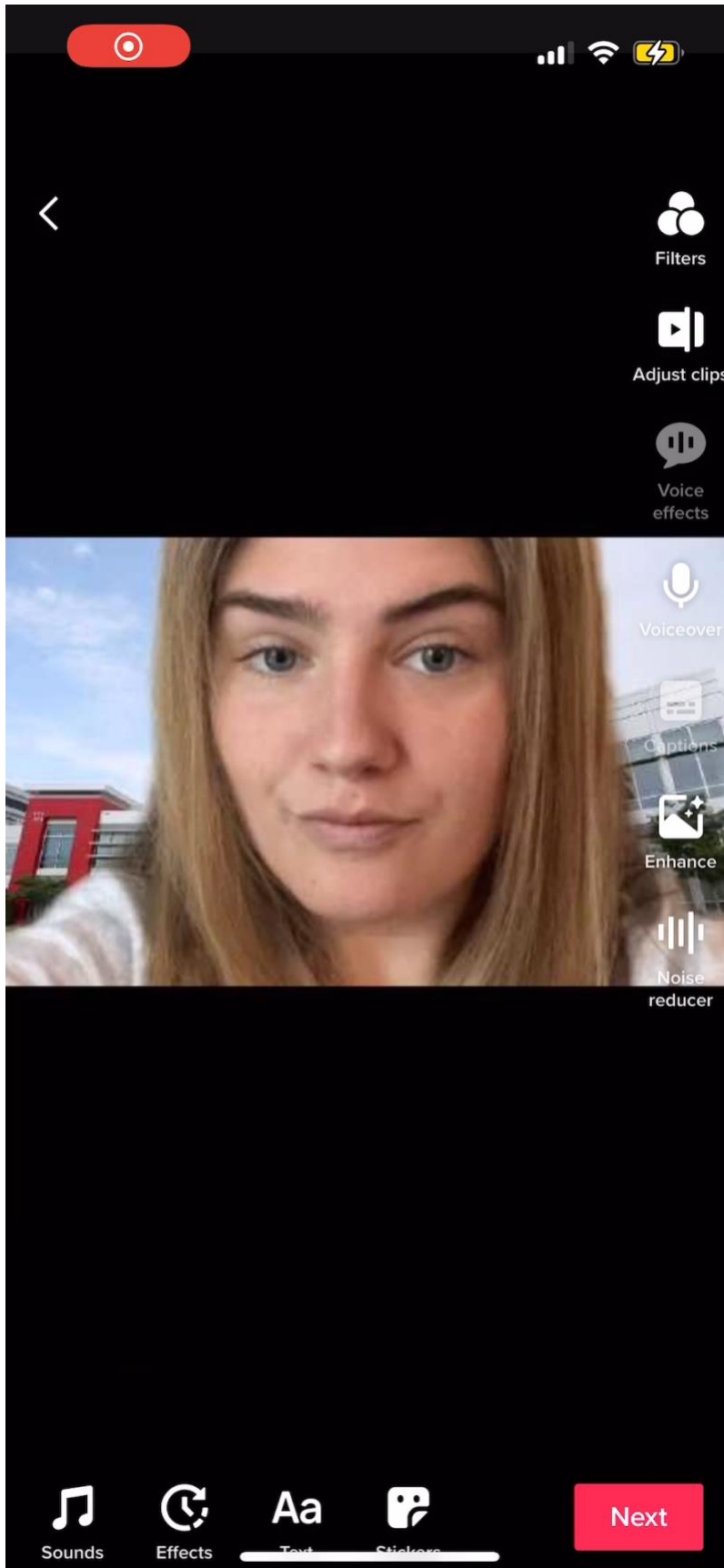
## **Strategy by Platform**

### **TikTok**

TikTok will show the playful, off-the-wall side of RV. Fun and goofy Pride-focused TikToks will highlight how RV “takes our work seriously, but not ourselves.” Using popular sounds, filters, and trends will help reach a wide audience. Showcasing the talent at RV and tying aspects of LGBTQ+ culture to RV’s campus will highlight the community aspect of our brand and start a conversation in comment sections.

By being bold and using trends that other corporations may not tread into, we’ll show the audience that RVers truly bring their full selves – bold, vulnerable, fierce and everything in between – to this organization.

(example post on next page)



**Example One:** “Talk, Valentina!” “Ally!” (to play the video, double click the image to the left)

**Caption:** You could say we’re putting in the ~work~ for Pride.

The “Ally!” trend has taken over TikTok during Pride Month. The original video ([attached here](#)) has 1.7 million+ likes, and the audio has been used in 51.5K videos.

Ideally, I’d love to recreate the format of the original video. We would place an LGBTQ+ RV employee on the left and Ric Elias on the right, saying, “Ally!” An alternate version, shared to the left, makes use of a popular TikTok filming trend. The “eyes and mouth” green screen filter has been used in 5.2M videos. Both versions show an unconventional, yet ultimately earnest, commitment to allyship.

## Example Two: Voguing through the Plaza

“Voguing” is a dance style with origins in 1980s Harlem ballrooms. A popular TikTok trend includes a group of people voguing in different areas of a room ([this example has 3.1M likes](#)). We would recreate this video in the RV4 Plaza with employees who can vogue.

The camera would first follow someone down the Plaza ramp, then pan to somebody voguing while sitting on the couches to the right. Then, the camera would follow someone down the stairs and end in the dining area. This TikTok would showcase RV’s talented, fun-loving employee base and subtly show off our amazing campus.

## Twitter

Twitter content will be the campaign’s opportunity to build brand awareness in a tongue-in-cheek tone. Some posts will demonstrate RV’s commitment to genuine allyship, calling out disingenuous organizations who use Pride as a money-making opportunity.

Other posts nod to trends like the iced coffee craze, tying in RV’s on-campus offerings. The callout-style tone [has boosted engagement for RV before](#), and we’ll bring that same energy to Pride posts.





## LinkedIn

LinkedIn will be the platform for putting quippiness aside and prioritizing advocacy. Educational content will emphasize the work left to be done in this country to protect LGBTQ+ rights.

The content will also promote feeling valued and equitably treated in your workplace as an LGBTQ+ employee, regardless of where you work. This language will challenge other employees who see our content to do better and cement RV as a brand who inspires other brands to take action.

From bringing impactful guests to Ric Elias' 3 Things podcast to highlighting agents of change in the RV community, RV's LinkedIn presence will spark conversation and make our stance on human rights abundantly clear.

### Post ideas:

- 3 Things (with Ric Elias) will upload a new podcast episode every Monday in June.
  - Monday, June 6: Amit Paley, CEO of [The Trevor Project](#)
  - Monday, June 13: Hunter Schafer, Euphoria star and North Carolina native. Her advocacy against HB2 [caught Teen Vogue's attention in 2016](#).
  - Monday, June 21: Sir Elton John, musician and longtime LGBTQ+ advocate
  - Monday, June 28: [Chantal Stevens](#), executive director of North Carolina's ACLU
- Pride and Corporate Responsibility: Supporting LGBTQ+ employees doesn't stop after June (op-ed by Khemari Cook, Chief Diversity Officer at RV)
- Want to make sure your potential employer is LGBTQ+ friendly? 3 interview questions to ask (infographic and Q+A-style video with the People Operations team)

- Workplace Advocacy: Know your rights (slideshow, with quotes from LGBTQ+ workplace rights attorney [Molly A. Brooks](#))

## **Post Cadence**

- TikTok: 2 posts/week
  - Monday (10 a.m.)
  - Thursday (12 p.m.)
- Twitter: 3 posts/week
  - Monday (9 a.m.)
  - Wednesday (9 a.m.)
  - Thursday (9 a.m.)
- LinkedIn: 3 posts/week
  - Tuesday (10 a.m.)
  - Wednesday (11 a.m.)
  - Thursday (9 a.m.)