

## **REVISED Research Proposal for Formal Report**

To: Dr. Erika Paterson

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Subject: Proposal for creating a social media following for the AMS Vice Program

### **Introduction**

Through education, guidance, and support, Vice is an AMS program that helps individuals find balance amidst bad habits. The program's interdisciplinary approach emphasizes well being, destigmatization, and harm reduction. The end goal is to equip students with the necessary tools and information to make informed decisions. Created in 2015, Vice has strong ties with other AMS programs like Speakeasy and SASC (sexual assault support center). This year, is Vice's largest overhaul, with more volunteers and initiatives than ever before.

### **Statement of problem**

The AMS Vice program is extremely underrated and overlooked. Last year, only nine individuals attended the peer support dialogue sessions. This extremely low conversion has left AMS with no choice but to evaluate Vice to determine whether it is financially feasible to offer the program. Awareness is the problem. There are no aggressive marketing campaigns to inform students that such a service exists and no clear identity surrounding Vice itself.

### **Proposed solution**

I propose that Vice engage in multiple forms of marketing, specifically, digital. Vice should create its own Instagram page, reach out to larger UBC-based accounts and influencers, engage with the community, and build a following. This will not only increase awareness, but gives Vice the opportunity to define itself to the public.

Posting should be minimum once a week, but ideally three. Content should include upcoming events, infographics about common vices (drugs, alcohol, tech addiction), and inspiring posts.

### **Scope**

To guide my research, I shall ask the following questions:

- Why hasn't a social media page been created?
- Why doesn't Vice have a separate Facebook page, especially when SASC does?
- Will a social media following really increase foot traffic to Vice's physical space?
- How can a social media presence drive people to Vice's front door?
- What content is relevant?
- How can we build a community, not just a presence?
- Of all the students that came to Vice for support, what were their major concerns?
- How can Vice differentiate itself from similar services on campus such as Speakeasy and Counselling Services?
- Who can Vice liaise with to gain media exposure?

**Methods**

I shall be conducting interviews with Vice volunteers, the coordinator, and potentially AMS's head of programs. I will likely ask for data pertaining to number of visits to peer dialogue sessions, and will examine Vice's current and only social media presence: a shared Facebook page with six other AMS programs.

**Qualifications**

I am a volunteer with Vice this year. Specifically, part of the Educational Outreach Team whose goal is to increase awareness about the program through events, information sessions, and basic marketing (ie: fliers, posters).

Vice is such a unique program. It not only addresses taboo habits, but promotes wellness and balance. We all know someone who struggles with a vice, and this program can help if only more people knew it existed.