

Yenny Nguyen

Marketing Portfolio

Oso eSports

Baylor University

14K undergraduate students + 3K graduate students

Check out Fox Sports Southwest's video [here](#)



Oso eSports

Published by Yenny Nguyen [?] · December 15 at 11:05 PM · 🌐

📣 CHECK THIS OUT!!! Baylor University Oso eSports is gaining some recognition! Thank you Fox Sports Southwest for recognizing our growing organization and letting us share how gaming is on the rise. Big shout out to all of our members for supporting us! We are #OsoeSports #eSports #baylorbears #OnTheRise
**Follow us on Twitter! Will be sharing more content next semester!



TWITTER.COM

FOX Sports Southwest on Twitter

"Get schooled! E-Sports is making its way to universities all over the nation, including @Baylor! <https://t.co/ST6EFw0Bju>"

184

People Reached

17

Engagements

Boost Post



Sean Blonien, Connor Crowe and 4 others

1 Share



Like



Comment



Share



Write a comment...



Tespa Campaign FB event page

1.1K reach
66 conversions

The screenshot displays a Facebook event page for an "Interest Meeting" hosted by Oso eSports. The event is scheduled for Tuesday, September 4, 2018, at 6 PM - 7 PM in the Baines Room (2nd floor SUB). The page features a navigation menu on the left with options like "Events", "Calendar", "Birthdays", "Discover", and "Hosting". The main content area includes the event title, date, time, and location. Below this, there are tabs for "About" and "Discussion". A "Write Post" section is visible, along with a "Write something..." prompt. The bottom section shows a list of attendees, including Samuel, Pol, and 13 other friends.

Event Insights Edit ...

Events

- Events
- Calendar 1
- Birthdays
- Discover
- Hosting 1

[+ Create Event](#)

Manage Page Events

- Oso eSports
- Baylor AMA

INSIGHTS [See More](#)

- 1.1K** People Reached
+0 last 7 days
- 66** Responses
+0 last 7 days
- Track ticket sales on your next event by adding a ticket link
- Audience
Men 18-24
47% of total reach

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2018

SEP 4 **Interest Meeting**
Public · Hosted by Oso eSports

✓ Going ...

🕒 Tuesday, September 4, 2018 at 6 PM – 7 PM
about 3 months ago

📍 Baines Room (2nd floor SUB)

About Discussion

[Write Post](#) [Add Photo/Video](#) [Create Poll](#) 🌐

Write something...

57 Went · 9 Interested [See All](#)

+8

Samuel, Pol and 13 other friends went

Highest reach post

1.4K reach
87 engagements



Oso eSports
@Oso.eSports

- Home
- Posts
- Reviews
- Videos
- Photos
- About
- Community
- Offers
- Jobs
- Events
- Info and Ads
- Promote
- Manage Promotions

Liked Following Share ...

Oso eSports
Published by Yenny Nguyen [?] · August 20 · 🌐

WORK HARD. PLAY HARD. 🤖
Did you bring your school supplies???

- ✓ gaming console
- ✓ PokemonGo device
- ✓ battery pack... See More



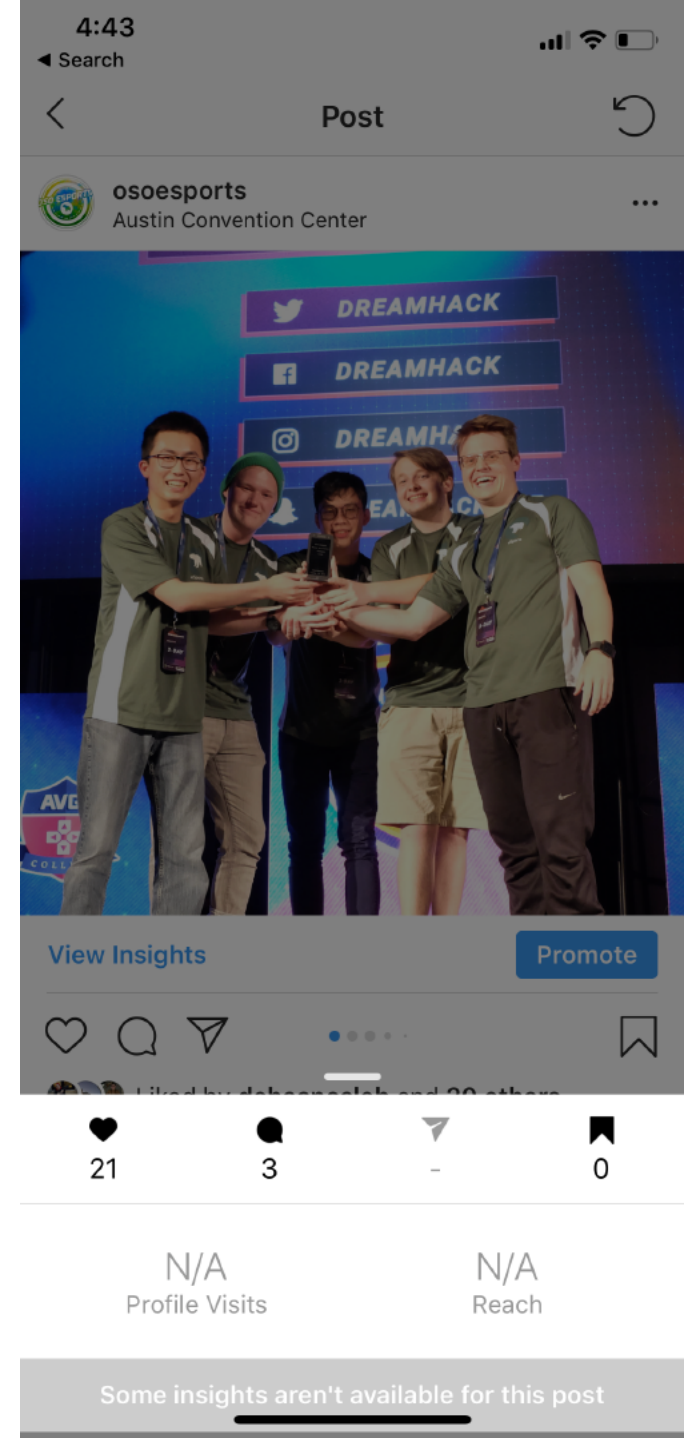
1,422 People Reached 87 Engagements Boost Post

12 Likes 4 Shares

Like Comment Share

Write a comment... 🗨️ 📷 🎬 🗑️

Instagram



AFGlobal Corp

Marketing Communications Internship

Oil Industry- Manufacturing

Generic Quotes

Highlighting the AFGlobal Corp
slogan and branding



Employee Spotlights

Promoting social media engagement within the company by giving employees the opportunity to speak in the social media spotlight

***Check out my social media employee advocacy strategy [here](#)*



“

I am an Industrial Distribution major in the Dwight Look College of Engineering at Texas A&M.

Women engineers are finally getting a voice and equal opportunity. With that, the opportunities are endless for us in this industry.

”

Celine
AFGlobal Corp Intern



#Safety
Moment
Monday



“

Safety
doesn't
happen
by accident.

”

John Stewart
Sr. Mechanical Engineer

AFGlobal 

General Conference Awareness

Informing followers of upcoming conferences and tradeshows of its date and location as well as AFGlobal's booth number



#ATCE2018

Visit us at ATCE!
Exhibit 1767

Sept 24-26
Dallas, TX

#GoBeyond

Conference Countdown

Informing followers of the number
of weeks left till the
conference/tradeshow begins

AFGlobal 

3
WEEKS

ATCE 2018

Dallas, TX - September 24-26th - [REGISTER NOW >>](#)

Product Feature

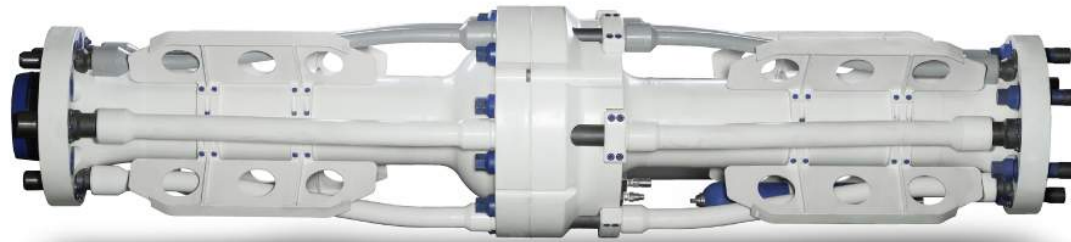
Informing followers of what technology/product will be featured at the booth ahead of time

#ATCE2018

Visit us at Exhibit 1767

Featuring our technology in Driving Active Pressure Management!

Agile thinking. Engineering Change.



Dallas, TX - September 24-26th - [REGISTER NOW >>](#)





Career Opportunities

Posting available job opportunities on social media



Career Posts

Informing followers of available job opportunities to engage a segment of our Facebook audience

Join the AFGlobal Family

[Click Link to Careers>>](#)



Agile thinking. Engineering change.

At AFGlobal, we encourage our employees to find unconventional ways to address conventional challenges—and ultimately bring positive change to the industries we serve.

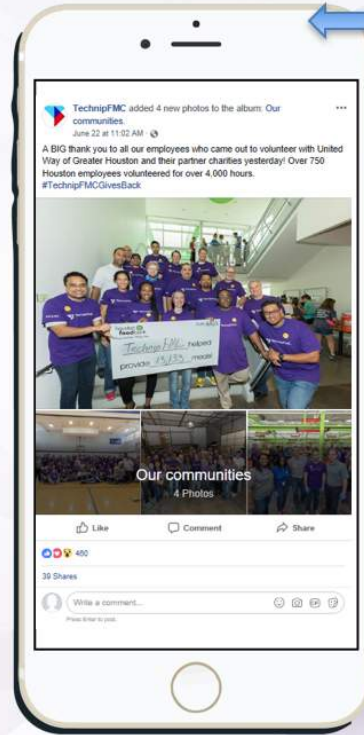


Corporate Responsibility

How corporate volunteering will improve our branding and social media metrics

*Link to powerpoint [here](#)

Competitor Analysis on Social Media



Technip FMC

Average per post:

-200 likes

-20 shares

2x the shares (39)

2x the likes (460)

Follower count: 31k

DistributionNow

Average per post:

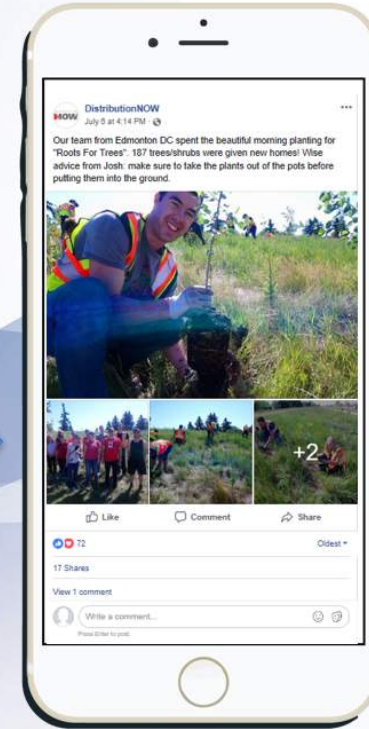
-25 likes

-10 shares

3-4x the likes (75-100)

2x the shares (39)

Follower count: 1.2k



Employee Advocacy

See how employee advocacy improves organic follower growth

*Link to powerpoint [here](#)

Social Media: how we stand against competitors

COMPETITORS	FACEBOOK						TWITTER						INSTAGRAM			LINKEDIN		
	followers	page likes	avg. like/post	avg. share/post	engagement %		followers	following	# of tweets	avg. like/post	avg. retweet/post	engagement %	followers	posts	avg. like/post	followers	avg. like/post	engagement %
Weatherford	362.8K	162.5K	100	10	0.000547645	28.5K	1.2K	2.4K	15	5		20.1K	252	300-500	440.9K	200-400		
Halliburton	242.8K	242.8K	50	10		46.8K	714	1.5K	10	10		1.8K	80	150	888.8K	200-500		
TechnipFMC	11.3K	35.3K	200	20	0.006420013	13.8K	389	489	25	15	0.00148782	18.8K	110	300-1.1K	81.2K	400-700	0.004807892	
Schlumberger	13K	13K	10	10											1.1M	750-1.1K	0.000481818	
Wood Mackenzie	8.1K	7.9K	5	5		14.8K	121	7.8K	5	5					10.3K	1 or 50		
Baker Hughes	121K	120.5K	80	10		49.1K	277					7.8K	171	170	820K	200-400		
Marathon Oil						90.1K	854	2.9K	10	5		1.5K	112	50	179.1K	50-150		
DistributionNow	1.2K	1.2K	25	10		114	33	89	2	1					13.5K	50		
API Global Corp	177	167	5	5	0.04513774	15	108	7	0	0		18K	21	23	8.45K	50		

COMPETITORS	FACEBOOK						TWITTER						INSTAGRAM			LINKEDIN		
	followers	page likes	avg. like/post	avg. share/post	engagement %		followers	following	# of tweets	avg. like/post	avg. retweet/post	engagement %	followers	posts	avg. like/post	followers	avg. like/post	engagement %
Weatherford	182.8K	151.5K	100	10	0.00047940	28.5K	1.2K	2.4K	15	5		20.1K	252	300-500	440.9K	200-400		
Halliburton	121.2K	141.4K	50	10		46.8K	714	1.5K	10	10		1.8K	80	150	888.8K	200-500		
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**In short, we have far less followers than other companies, but our engagement rate is about average for our follower count.*

Questions that we must consider onwards:

- How do we engage our brand with our audience?
- How do we realign our message?
- How do we gain larger reach and more followers with our social media?



American Marketing Association

Baylor University

Approx. 150 Marketing majors

Feed



Highest reach post

