

Western Wellness Center Re-launch

As part of my content & copywriting class at Western, we as a class; have been given the task to attract more students to the wellness center.

The goal

- Fill the wellness center with students.
- Get students exercising & active.
- Educate students on health & nutrition.
- Build student faculty relationships.
- Add Content to Facebook page that's current & "worth it for students to view."
- Make students feel comfortable: "it's a community not a gym."

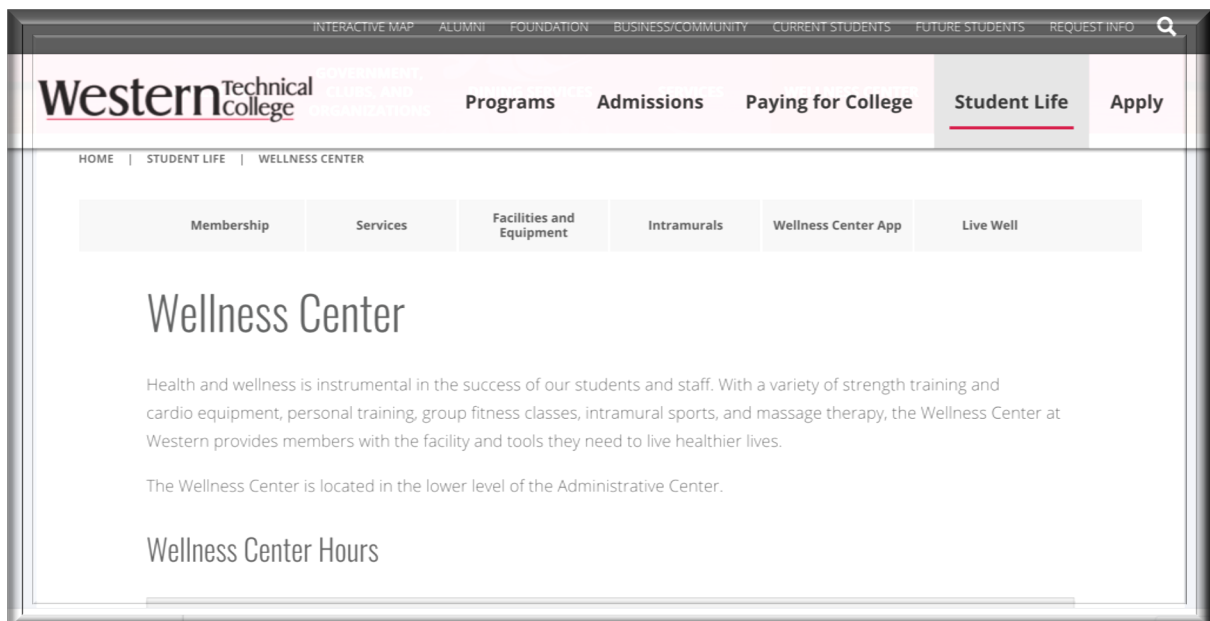


As of **NOW** Western's wellness page on Western's sight is bland and boring, as is the Facebook page.

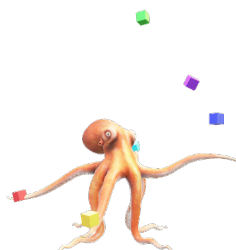
Click



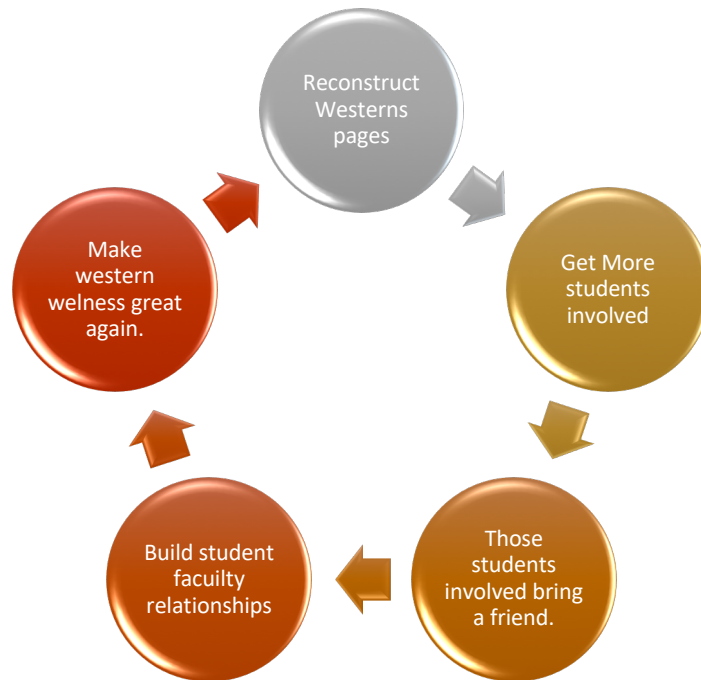
<http://westerntc.edu/wellness-center>



Boring...



The Vision



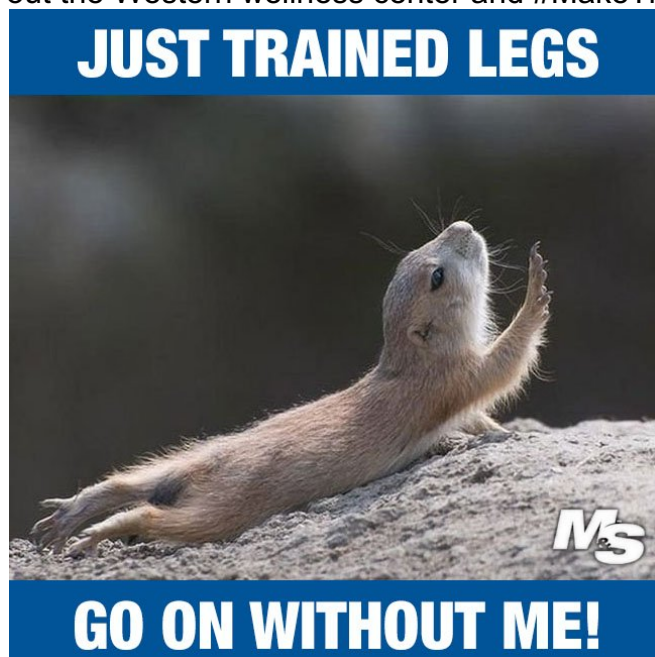
How do we draw more students to the wellness center?

- **FUNNY MEMES**

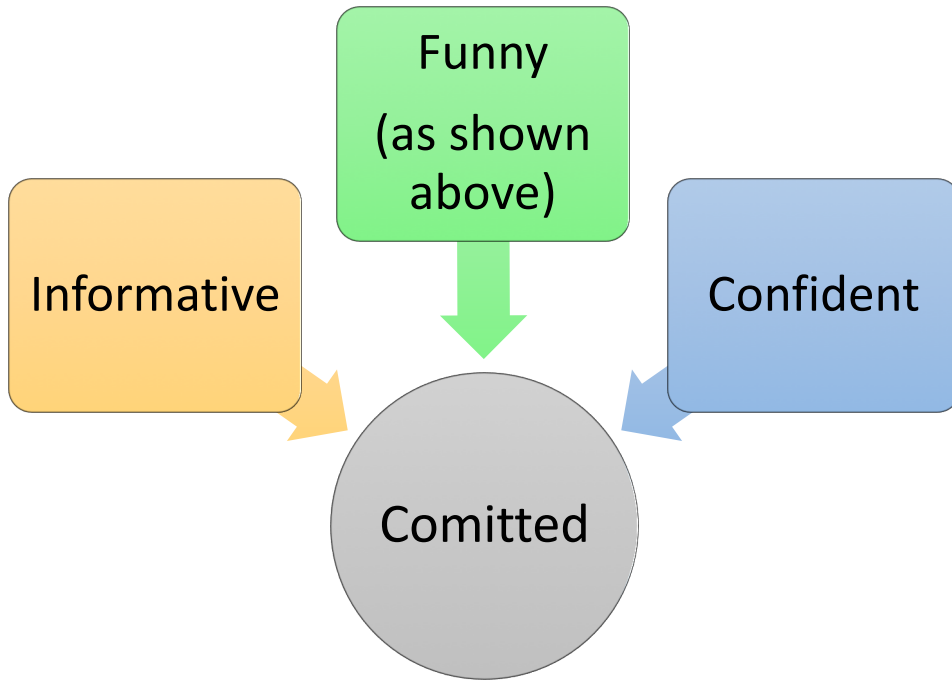
(since that's all millennials seem to be interested in)

Memes are a very simple effective way to reach the target market; *Millennial's*. **The key:** make sure the memes are funny & relevant. If its relevant but no one knows it, that does no good. It's always critical to post often. Possibly weekly or even daily memes.

Come check out the Western wellness center and #MakeThoseCavsburn



Voice



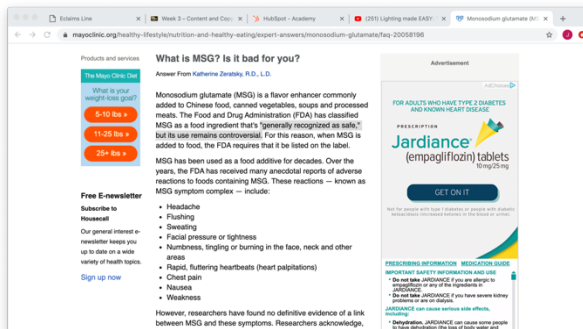
“Facebook post”

The wellness center at Western is dedicated to student’s health & nutrition. We also aim to build student faculty relationships and making the environment feel as a community rather than just a gym. Students are encouraged to bring a friend.

“Facebook post”

It’s important to stay educated on what you eat. MSG is a flavor enhancer found in many Chinese foods, canned foods, and processed meats. "generally recognized as safe," but its use remains controversial. Check out the article below.

<https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/expert-answers/monosodium-glutamate/faq-20058196>



The revised strategy will bring new life to the Wellness center at Western. When students can connect and relate, they'll remain interested and want to join their wellness family on a daily basis.

