

Social Media Campaign for Morales Kitchen

How can students use social media strategies to advance Cooking Up Connection's mission?

Description

This project engages students in a real-world marketing and community engagement initiative, partnering with Morales Kitchen, a local organization dedicated to youth development through culinary arts. Students create promotional content and outreach strategies to highlight the Cooking Up Connections program, which uses food as a pathway to foster belonging, identity, and leadership in youth ages 11-16. By designing TikTok, Instagram, LinkedIn, and Facebook posts, students learn to tailor messaging to different audiences (youth, community partners, parents, and potential funders) while supporting Morales Kitchen's mission of community empowerment.

Final Product

Student groups will deliver a suite of mock social media campaigns that include:

- 1) A TikTok campaign targeting local youth with storytelling, hashtags, and short-form video content.
- 2) A LinkedIn post highlighting Morales Kitchen's philanthropic vision and encouraging support from funders and business partners.
- 3) A Facebook post designed to reach parents and families, promoting the program's educational value and the Belonging Banquet event.
- 4) A Project Showcase presentation where students explain how their content advances Morales Kitchen's goals in youth development, family engagement, and community connection.



Department of
Sport, Tourism,
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Management

Concepts of
Social Media
Platforms
SPM 230
Fall 2025



Taught by
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Students

Why THIS project for THESE students?

SPM 230: Concepts of Social Media Platforms provides students with hands-on opportunities to explore how digital media shapes branding, communication, and community building. Partnering with Morales Kitchen allows students to apply classroom learning to a real-world context where social media is a primary outreach tool. Students take on roles as digital content creators, campaign planners, and storytellers, adapting their strategies for different platforms and audiences. The project bridges theory and practice, showing how creative social media engagement can strengthen nonprofit programming and youth development.



Learning Outcomes - Skills Gained

What skills did students develop through this project?

Digital Communication: Students craft professional and engaging content for TikTok, Instagram, Facebook, and LinkedIn.

Audience Targeting: Students adapt tone, visuals, and messaging to fit different demographics (youth, parents, funders, community).

Project Management: Students practice planning timelines and coordinating workflow to meet content deadlines.

Strategic Thinking: Students connect creative outputs to real organizational goals (youth recruitment, family engagement, community support).



Context

How does this project support the community?

The Cooking Up Connections program empowers local youth by teaching them culinary skills, teamwork, and leadership through food. Students' mock campaigns amplify Morales Kitchen's visibility by:

- Engaging youth directly through fun, trend-driven TikTok posts.
- Reassuring and informing parents through warm, family-focused Facebook content.
- Encouraging funders and partners through professional LinkedIn messaging.
- Building overall brand identity through Instagram visuals.
- Aligning coursework with Morales Kitchen's mission to demonstrate how social media platforms can be leveraged to support youth development, family connection, and community growth.