





UNDERSTANDING NATIONAL UNIVERSITY

CATEGORY

While many universities offer online courses for students still working, few actually have programs to help educate especially those in the public service field.

OPPORTUNITY: Elevate the perception of NU as a **veteran-founded university** and use influencers across all different sectors of public service.

CONSUMER

Many people are seeking education during this time and it can be most difficult for those in help industries to find the time to achieve their goals while balancing other obligations. We want to show our gratitude for their public service through the giveaway and full tuition scholarship award.

OPPORTUNITY: Partner with influencers to celebrate and give back to everyday heroes in communities across the country, bolstering National University's position as **Home of the Brave** while inspiring prospective students to pursue their purpose in the help industries.

CULTURE

Education, time, and flexibility are all priorities of many nowadays and highly dependent on one another. It is important to ensure that people know about NU's many different programs and how they work towards making education a more positive experience on students' own time.

OPPORTUNITY: Talent will discuss their own experiences with education and the role scholarships and/or flexibility played in their time and then how National University is offering both affordability through the scholarship with a wide range of course types to fit with everyone's schedule.



OVERVIEW

In partnership with National University, Fullscreen identified 11x **Talent** across different verticals to create #NUGivesBack and serve as National University's partners throughout the giveaway and scholarship drive.

CHEF JET TILA



AUSTEN ALEXANDER



TIERRA J

ARI NOVOA



JAXON MCCLURE

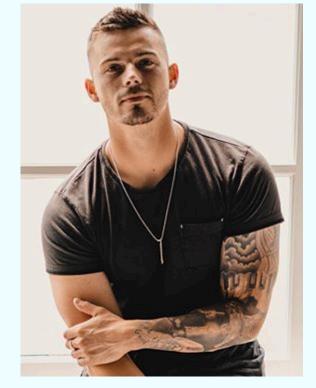


NURSE GEORGIE









MEL DATUGAN



MISSY LYNN



BRITTANY SINITCH









#NUGIVESBACK

THE BIG IDEA

We will create a multi-platform campaign to encourage our influencers' followers to enter in NU's giveaway and scholarship drive. While we understand 2020 is was a very unpredictable year, National University strives to be a positive light, especially as more people think about returning to school during this time.

As a veteran-founded university, we want to make those who have given their lives to public service feel appreciated and encourage others to celebrate those individuals they know as well. With NU, consumers will know that education is not that far out of reach and made easier with a university that truly cares.

INFLUENCER CONTENT RESULTS & PERFORMANCE



*Engagements defined as organic and/or paid likes, comments, shares

#NUGIVESBACK AMBASSADOR H1 RECAP

9.69MM+

SOCIAL REACH IMPRESSIONS

925.8K+

VIEWS ACROSS ALL PLATFORMS

3.6%

AVERAGE CAMPAIGN ENGAGEMENT RATE

60

CONTRACTED SOCIAL POSTS

ADDED VALUE POSTS

77.8K+

TOTAL ORGANIC ENGAGEMENTS

BEATS PERSONAL BENCHMARK



ENGAGEMENT RATE BASED ON VIEWS



CHEF JET TILA



Jet shares a 30s cutdown of National University's kickoff video of him sending gourmet meal kits to veterans and their service dogs

KICKOFF VIDEO CUTDOWN - IG IN FEED	
REACH	284,000
TOTAL ENGAGEMENTS	447
TOTAL LIKES	445
ENGAGEMENT RATE:	0.16%



Jet shares a video to let IG followers know to nominate a deserving friend to be entered into NU's giveaway of custom gift packages filled with veteran owned products!

PROMOTE GIVEAWAY - IG IN FEED	
REACH	284,000
TOTAL ENGAGEMENTS	607
TOTAL LIKES	596
ENGAGEMENT RATE:	0.22%



Jet shares a stary of how he put together meal kits with the help of his dog Halo, and let followers know about NU's giveaway and how to enter.

PROMOTE GIVEAWAY - IG STORIES	
REACH	284,000
TOTAL ENGAGEMENTS	49
TOTAL VIEWS	42,939
ENGAGEMENT RATE*:	O.11%



Jet lets followers know how they can nominate someone who has made a big impact on their community to receive a gift package from NU.

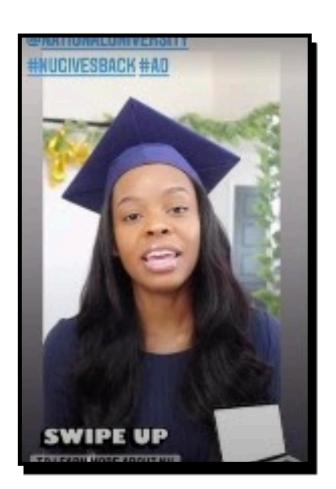
PROMOTE GIVEAWAY - FB IN FEED	
REACH	859,000
TOTAL ENGAGEMENTS	228
TOTAL VIEWS	5,100
ENGAGEMENT RATE*:	4.47%

TIERRA J



Tierra shares with followers what it was like finishing her degree while being pregnant, moving, and being a military wife - letting them know how they can too continue education with NU no matter how busy they may be and shares all the detail of NU's giveaway.

PROMOTE GIVEAWAY - IG IN FEED	
REACH	30,300
TOTAL ENGAGEMENTS	2,497
TOTAL LIKES	2,438
ENGAGEMENT RATE:	8.24%



Tierra lets followers know how they can learn more about NU's giveaway and even shares her own gift basket from them!

PROMOTE GIVEAWAY - IG STORIES	
REACH	30,300
TOTAL ENGAGEMENTS	240
TOTAL VIEWS	13,934
ENGAGEMENT RATE*:	1.72%

BEATS PERSONAL BENCHMARK



ENGAGEMENT RATE BASED ON VIEWS



Tierra talks about how important goal setting is to her and encourages followers working in public service who have been meaning to return to school to do the same by applying for NU's full tuition scholarship.

DRIVE TO SCHOLARSHIP - FB IN FEED	
REACH	8,174
TOTAL ENGAGEMENTS	41
TOTAL LIKES	34
ENGAGEMENT RATE:	0.5%



JUAN EDGAR GONZALEZ



Juan shares what his NU gift basket looks like along with how followers can enter into their giveaway

PROMOTE GIVEAWAY - IG IN FEED	
REACH	83,100
TOTAL ENGAGEMENTS	85
TOTAL LIKES	84
ENGAGEMENT RATE:	0.10%



Juan tells followers about how NU is giving back this time of year and how they can enter into the giveaway

PROMOTE GIVEAWAY - IG STORIES	
REACH	83,100
TOTAL ENGAGEMENTS	36
TOTAL VIEWS	10,346
ENGAGEMENT RATE*:	0.35%



Juan asks followers to think of a community hero who could use a little cheer and encourages them to nominate them for NU's giveaway.

PROMOTE GIVEAWAY - FB IN FEED	
REACH	4,100
TOTAL ENGAGEMENT	4
TOTAL LIKES	4
ENGAGEMENT RATE:	0.10%

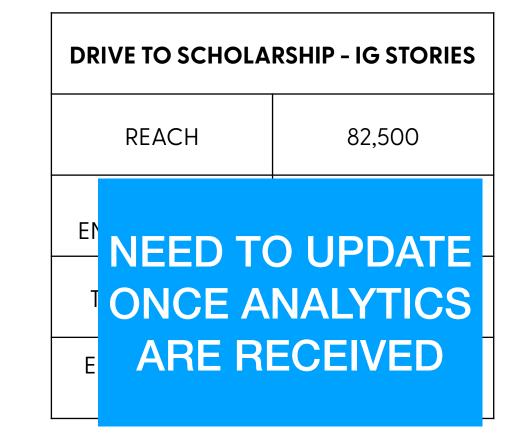
BEATS PERSONAL BENCHMARK

BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)

ENGAGEMENT RATE BASED ON VIEWS



Juan reminds followers of National University's amazing giveaway for 6x lucky individuals to win a full tuition scholarship







Juan celebrates National Scholarship month by letting followers know how they can apply for NU's unique full tuition scholarship opportunity

DRIVE TO SCHOLARSHIP - FB POST	
REACH	4,119
TOTAL ENGAGEMENTS	10
TOTAL LIKES	10
ENGAGEMENT RATE:	0.24%

DR. NINA ELLIS-HERVEY



Dr. Nina shares what self care means to her and how important it is to appreciate one another which followers can do this time of year through nominating a friend for NU's giveaway

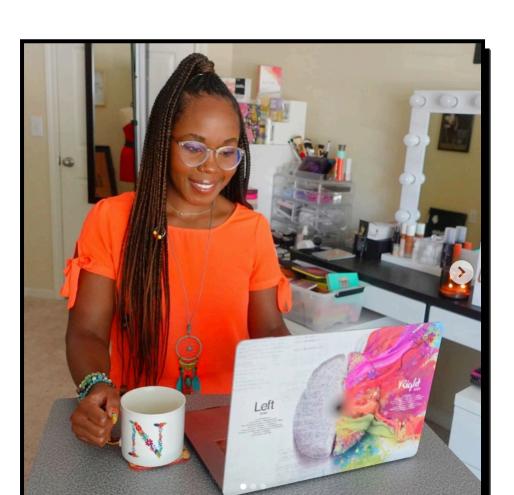
PROMOTE GIVEAWAY - IG IN FEED	
REACH	69,700
TOTAL ENGAGEMENT	1,189
TOTAL LIKES	1,165
ENGAGEMENT RATE:	1.71%



Dr. Nina tells followers about NU's giveaway and how they can learn more about the programs offered

PROMOTE GIVEAWAY - IG STORIES	
REACH	69,700
TOTAL ENGAGEMENTS	34
TOTAL VIEWS	5,594
ENGAGEMENT RATE*:	0.61%

- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)
- ★ ENGAGEMENT RATE BASED ON VIEWS



Dr. Nina knows that working in public service can often be a thankless job, so she is encouraging followers to nominate a friend who could use a little appreciation themselves into NU's giveaway

PROMOTE GIVEAWAY - FB IN FEED	
REACH	217,488
TOTAL ENGAGEMENTS	745
TOTAL LIKES	725
ENGAGEMENT RATE:	0.34%



DR. NINA ELLIS-HERVEY CONTINUED



To celebrate National Scholarship Month, Nina tells followers about the amazing opportunity to win a full tuition scholarship through NU's giveaway

DRIVE TO SCHOLARSHIP - IG STORIES	
REACH	3,921
TOTAL ENGAGEMENT	26
TOTAL LIKES	3,921
ENGAGEMENT RATE:	0.66%



Nina shares with followers information about NU's amazing programs and how they can apply to win a full tuition scholarship

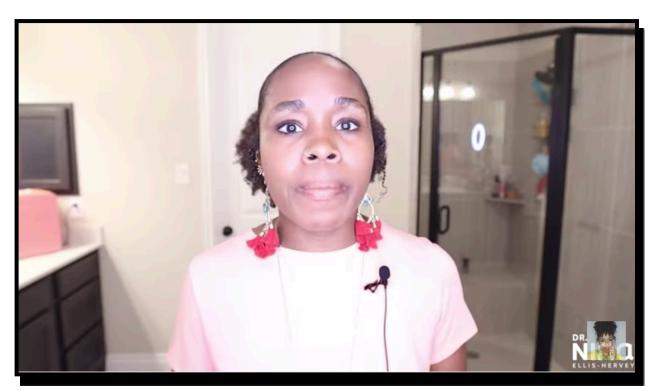
DRIVE TO SCHOLARSHIP - FB IN FEED	
REACH	224,000
TOTAL ENGAGEMENTS	83
TOTAL VIEWS	5,400
ENGAGEMENT RATE*:	1.54%





ENGAGEMENT RATE BASED ON VIEWS





Nina shares how she has transformed over the years and gives her tips on how followers can get their lives together and make significant improvement, crediting education and investment in yourself a top priority which fans can do through applying for NU's scholarship program.

DRIVE TO SCHOLARSHIP - YT SHOUTOUT	
REACH	1,140,000
TOTAL ENGAGEMENTS	2,010
TOTAL VIEWS	15,622
ENGAGEMENT RATE*:	12.87%

AUSTEN ALEXANDER



Austen shares the wonderful things NU has done for his friends who continued their education after the military and encourages followers to tag someone they know to be entered in NU's gift package giveaway!

PROMOTE GIVEAWAY - IG IN FEED	
REACH	98,900
TOTAL ENGAGEMENTS	4,534
TOTAL LIKES	4,484
ENGAGEMENT RATE:	4.58%



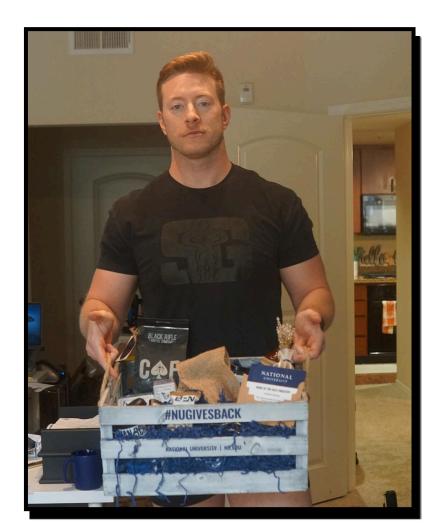
Austen tells followers how they can enter in NU's giveaway and shows off all the goodies he got from them as well!

PROMOTE GIVEAWAY - IG STORIES	
REACH	51,605
TOTAL ENGAGEMENTS	820
TOTAL VIEWS	51,605
ENGAGEMENT RATE*:	1.59%





ENGAGEMENT RATE BASED ON VIEWS



Austen encourages followers to enter in NU's giveaway and lets them know how they can learn more about their programs.

PROMOTE GIVEAWAY - FB IN FEED	
REACH	2,431
TOTAL ENGAGEMENTS	182
TOTAL LIKES	160
ENGAGEMENT RATE:	7.49%



AUSTEN ALEXANDER CONTINUED



Austen celebrates National Scholarship month by letting followers know they can win a full tuition scholarship by applying for NU's giveaway

DRIVE TO SCHOLARSHIP - IG STORIES	
REACH	22,619
TOTAL ENGAGEMENTS	489
TOTAL VIEWS	22,619
ENGAGEMENT RATE*:	2.16%



Austen tells followers about how National University is giving back with 6 full tuition scholarships and lets them know to apply using his link!

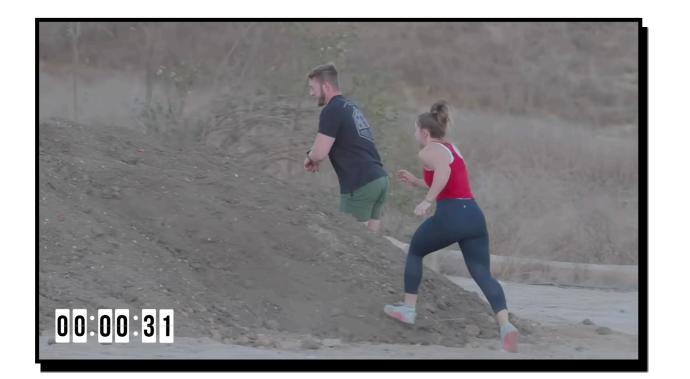
DRIVE TO SCHOLARSHIP - FB IN FEED	
REACH	2,521
TOTAL ENGAGEMENTS	194
TOTAL LIKES	176
ENGAGEMENT RATE:	7.7%



BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)

ENGAGEMENT RATE BASED ON VIEWS





Austen offers his friend Adelaide \$500 cash prize towards her college tuition if she completes the Battle Bunker obstacle course while also mentioning that viewers can apply for NU's scholarship as well!

DRIVE TO SCHOLARSHIP - YT SHOUTOUT	
REACH	515,000
TOTAL ENGAGEMENTS	1,799
TOTAL VIEWS	29,521
ENGAGEMENT RATE*:	6.09%

ARI NOVOA



Ari shares how much education means to her and how NU is committed to adult education, sharing information about their new giveaway in partnership with small businesses.

PROMOTE GIVEAWAY - IG IN FEED	
REACH	50,800
TOTAL ENGAGEMENTS	967
TOTAL LIKES	950
ENGAGEMENT RATE:	1.90%



Ari asks followers who they would want to nominate for NU's giveaway and shows them how they can!

PROMOTE GIVEAWAY - IG STORIES

REACH

TOTAL

ENGAGEMENTS

TOTAL VIEWS

ENGAGEMENT

RATE*:

50,800

338

11,193

3.02%



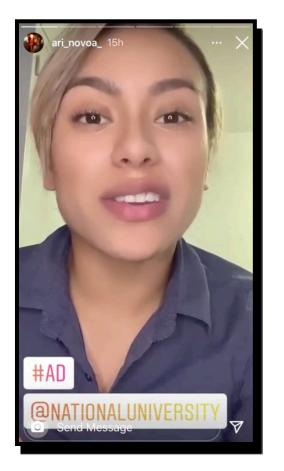
Ari shares how NU is helping those who give so much to their local communities the chance to pursue higher education by winning a full tuition scholarship!

DRIVE TO SCHOLARSHIP - FB IN FEED		
REACH	604	
TOTAL ENGAGEMENTS	16	
TOTAL VIEWS	61	
ENGAGEMENT RATE*:	26.23%	

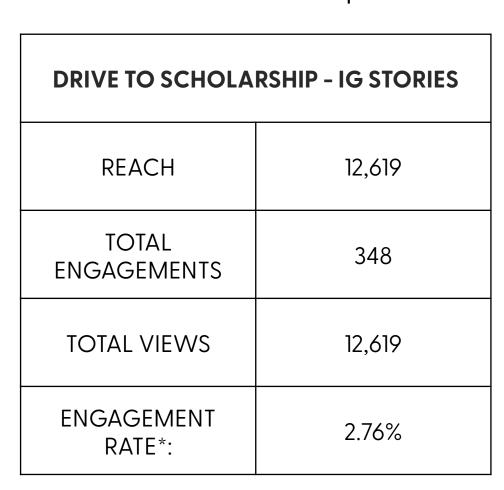


BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)

ENGAGEMENT RATE BASED ON VIEWS



Ari encourages her followers to check out this unique opportunity to win a full tuition scholarship to NU!





In a video talking about how to get a 4-year degree while on active duty military and how to use TA benefits while also mentioning the amazing opportunity to win a full tuition scholarship to NU!

DRIVE TO SCHOLARSHIP - YT SHOUTOUT		
REACH	3,640	
TOTAL ENGAGEMENTS	66	
TOTAL VIEWS	405	
ENGAGEMENT RATE*:	16.30%	

JAXON MCCLURE



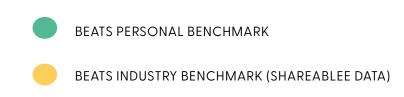
Jaxon shares a public service member that he looks up to and encourages followers to do the same by entering into NU's giveaway.

PROMOTE GIVEAWAY - IG IN FEED		
REACH	47,500	
TOTAL ENGAGEMENTS	708	
TOTAL LIKES	584	
ENGAGEMENT RATE:	1.49%	



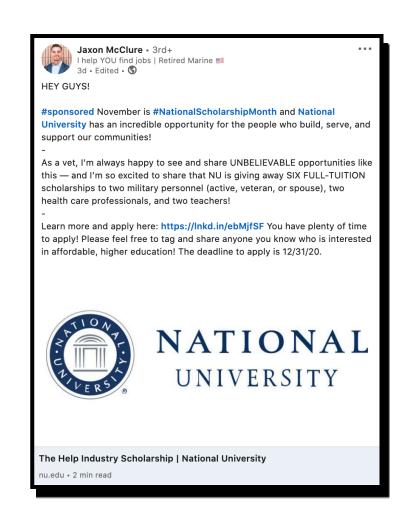
Jaxon lets followers know how they can nominate someone who has made a difference in their lives for NU's giveaway contest.

PROMOTE GIVEAWAY - IG STORIES		
REACH	47,500	
TOTAL ENGAGEMENTS	99	
TOTAL VIEWS	4,865	
ENGAGEMENT RATE*:	2.03%	





ENGAGEMENT RATE BASED ON VIEWS



Jaxon shares NU's scholarship contest with his network and how much he knows opportunities like this mean to vets like himself.

DRIVE TO SCHOLARSHIP - LINKEDIN POST	
REACH	3,197
TOTAL ENGAGEMENTS	23
TOTAL LIKES	16
ENGAGEMENT RATE:	0.72%



Jaxon talks about veteran founded National University and how they are giving away 6x full tuition scholarships and how his followers can apply today!

DRIVE TO SCHOLARSHIP - IG STORIES		
REACH	3,041	
TOTAL ENGAGEMENTS	96	
TOTAL VIEWS	3,041	
ENGAGEMENT RATE*:	3.16%	

NURSE GEORGIE



Georgie reflects on nurses who have made. her. Feel empowered and lets followers know they can appreciate those in public service too by nominating someone for NU's giveaway.

PROMOTE GIVEAWAY - IG IN FEED		
REACH	25,700	
TOTAL ENGAGEMENTS	374	
TOTAL LIKES	359	
ENGAGEMENT RATE:	1.46%	



Georgie lets followers know how much scholarships and aid meant to her while she was going to school and shares how NU is helping people like her and giving back through their self care tool kit.

PROMOTE GIVEAWAY - IG STORIES		
REACH	25,700	
TOTAL ENGAGEMENTS	125	
TOTAL VIEWS	8,301	
ENGAGEMENT RATE*:	1.51%	



Georgie shares how important scholarships were to her when going through school and lets her fellow nursing family know that they can turn their RN into a BSN or MSN by applying to win NU's full tuition scholarship

DRIVE TO SCHOLARSHIP - FB IN FEED		
REACH	322	
TOTAL ENGAGEMENTS	8	
TOTAL LIKES	7	
ENGAGEMENT RATE:	2.48%	

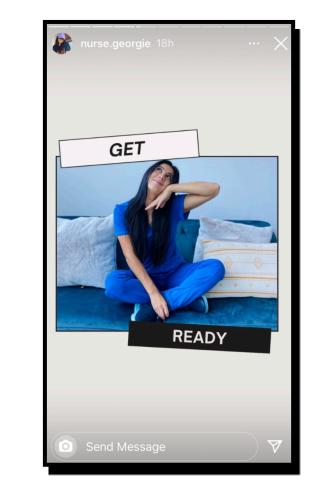
BEATS PERSONAL BENCHMARK

BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)

ENGAGEMENT RATE BASED ON VIEWS



To drive followers to NU's full tuition scholarship contest, Georgie shares with fans how much being a first gen college graduate meant to her and her family and how others can also make their families proud by applying to win one of NU's scholarships



Georgie tells followers to get ready for the opportunity of a lifetime to apply for NU's scholarship.

ORIVE TO SCHOLARSHIP - FB IN FEED		DRIVE TO SCHOLA	ARSHIP - IG IN FEED
REACH	322	REACH	26,300
TOTAL NGAGEMENTS	8	TOTAL ENGAGEMENTS	217
TOTAL LIKES	7	TOTAL LIKES	207
GAGEMENT RATE:	2.48%	ENGAGEMENT RATE:	0.83%

DRIVE TO SCHOLARSHIP - IG STORIES		
REACH	26,300	
TOTAL ENGAGEMENTS	61	
TOTAL VIEWS	8,007	
ENGAGEMENT RATE*:	0.76%	



ENGAGEMENT RATE BASED ON VIEWS

BEATS PERSONAL BENCHMARK



MEL DATUGAN



Mel shares how thankful she is for teachers during this time of distance learning and lets followers know to nominate someone they admire for NU's giveaway.

PROMOTE GIVEAWAY - IG IN FEED		
REACH	100,000	
TOTAL ENGAGEMENTS	6,127	
TOTAL LIKES	6,112	
ENGAGEMENT RATE:	6.13%	



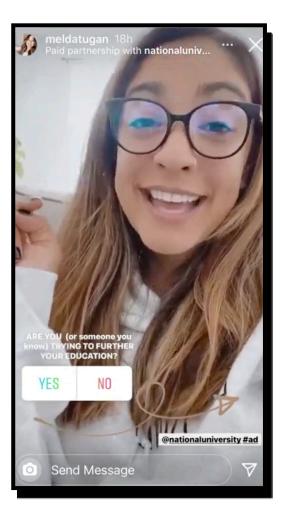
Mel tells followers to check out NU's giveaway and shows off her basket filled with products from veteran-owned companies!

PROMOTE GIVEAWAY - IG STORIES				
REACH	92,730			
TOTAL ENGAGEMENTS	704			
TOTAL VIEWS	92,730			
ENGAGEMENT RATE*:	0.76%			



Mel lets viewers know about the incredible scholarship giveaway that National University is doing to give six lucky winners the opportunity to head back to school with tuition covered!

DRIVE TO SCHOLARSHIP - YT SHOUTOUT				
REACH	693,000			
TOTAL ENGAGEMENTS	9,431			
TOTAL VIEWS	133,582			
TOTAL LIKES	9,000			
ENGAGEMENT RATE*:	7.06%			



Mel urges followers to check out NU's scholarship application to enter for the chance to have their tuition fully covered!

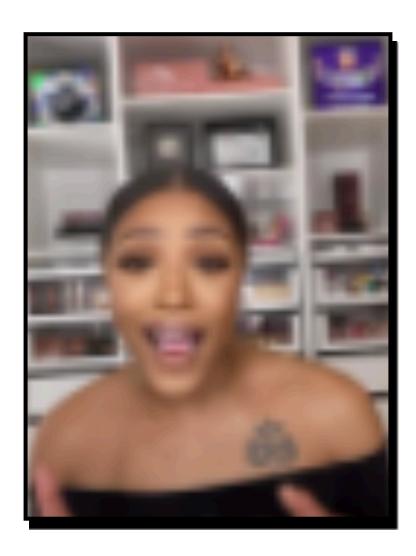
DRIVE TO SCHOLARSHIP - IG STORIES				
REACH	45,673			
TOTAL ENGAGEMENTS	724			
TOTAL VIEWS	45,673			
ENGAGEMENT RATE*:	1.59%			

MISSY LYNN



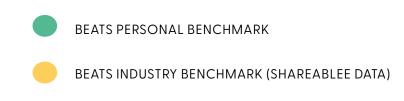
Missy shares how important community and giving back is, encouraging followers to nominate someone they look up to for NU's giveaway.

PROMOTE GIVEAWAY - IG IN FEED			
REACH	359,000		
TOTAL ENGAGEMENT	1,763		
TOTAL LIKES	1,747		
ENGAGEMENT RATE:	0.49%		



Missy walks followers through the steps of nominating someone they know for NU's giveaway.

PROMOTE GIVEAWAY - IG STORIES			
REACH	359,000		
TOTAL ENGAGEMENTS	6,651		
TOTAL VIEWS	190,301		
ENGAGEMENT RATE*:	1.85%		



ENGAGEMENT RATE BASED ON VIEWS





Missy shares NU's giveaway rules on Twitter so that they can nominate their own community hero.

PROMOTE GIVEAWAY - TWEET			
REACH	47,000		
TOTAL ENGAGEMENTS	6		
TOTAL LIKES	5		
ENGAGEMENT RATE*:	0.01%		

BRITTANY SINITCH



Brittany reflects on the role models in her life that inspired her to teach, and lets followers know they can nominate someone they look. Up to for NU's giveaway!

PROMOTE GIVEAWAY - IG IN FEED			
REACH	124,000		
TOTAL ENGAGEMENTS	5,090		
TOTAL LIKES	5,056		
ENGAGEMENT RATE	4.10%		



Brittany tells followers to nominate someone who has made a big impact on their lives for NU's giveaway, sharing how much she loves the self care items from NU.

PROMOTE GIVEAWAY - IG STORIES				
REACH	48,994			
TOTAL ENGAGEMENTS	657			
TOTAL VIEWS	48,994			
ENGAGEMENT RATE*:	1.34%			



While answering Q&As about teaching, Brittany shares the unique chance to win a full scholarship to National University!

DRIVE TO SCHOLARSHIP - YT SHOUTOUT				
REACH	256,000			
TOTAL ENGAGEMENTS	570			
TOTAL VIEWS	10,798			
ENGAGEMENT RATE*:	5.28%			

BEATS PERSONAL BENCHMARK

BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)

ENGAGEMENT RATE BASED ON VIEWS



Brittany shares how much she loves teaching and is thankful for the opportunity to pursue college, letting followers know that they too can enroll in higher education a full tuition through NU's scholarship award

DRIVE TO SCHOLARSHIP - IG IN FEED				
REACH	123,000			
TOTAL ENGAGEMENTS	8,411			
TOTAL LIKES	8,341			
ENGAGEMENT RATE:	6.84%			





Brittany tells followers how they can apply for NU's amazing scholarship opportunity with two of the spots being especially for teachers like her!

DRIVE TO SCHOLARSHIP - IG STORIES				
REACH	51,805			
TOTAL ENGAGEMENTS	1,672			
TOTAL VIEWS	51,805			
ENGAGEMENT RATE*:	3.23%			

Q4 TALENT SCORECARD



	NU AMBASSADORS	# OF POSTS	# OF VIDEOS	AVERAGE ENGAGEMENT RATE	HIGHEST ER THUS FAR	CONTENT WITH HIGHEST ER	AVERAGE VIDEO VIEWS
	CHEF JET TILA	6	6	1.99%	6.94%	FB IN FEED: Drive to Scholarship	11,084
	TIERRA J	5	3	4.89%	9.11%	YOUTUBE: 30s Drive to Scholarship Shout-out	18,549
FIGHTLY	JUAN EDGAR GONZALEZ	5	3	0.20%	0.35%	IG STORY: Promote Giveaway	6,172
	DR NINA ELLIS- HERVEY	6	4	2.95%	12.87%	YOUTUBE: 30s Drive to Scholarship Shout-out	7,634
	A U S T E N A L E X A N D E R	6	3	4.94%	7.70%	FB IN FEED: Drive to Scholarship	34,582
	ARI NOVOA	5	5	10.04%	26.23%	FB IN FEED: Drive to Scholarship	6,555
	JAXON MCCLURE	4	2	1.85%	3.16%	IG STORY: Drive to Scholarship	4,210
GA ST	NURSE GEORGIE	5	2	1.41%	2.48%	FB IN FEED: Drive to Scholarship	8,154
	MEL DATUGAN	4	3	3.88%	7.06%	YOUTUBE: 30s Drive to Scholarship Shout-out	90,662
	MISSY LYNN	6	3	2.77%	8.50%	YOUTUBE: 30s Drive to Scholarship Shout-out	115,153
	BRITTANY SINITCH	5	3	4.16%	6.48%	IG IN FEED: Drive to Scholarship	37,199

SHOWING LOVE FOR #NUGIVESBACK





kluna.apparel Giving back during this time is sooooo important 🔌



samiiii_888 I think most of us had a teacher that went way above their pay grade- mine was also the most incredible. There throughout the best parts and also there when things didn't go to plan.



extremeculinary You are seriously one of the best 26%



thesavvynailchic Love this!! Essential worker in the house 61'm going to try to think of someone to nominate.Love love that laptop cover!



dr_eli12 Thanks for the nomination, man.



kzsneij That's my guy ♥ thanks Jaxon!



champcityatx This is amazing man! 💯



cah7b2 Thank you boo for the nomination! This is so awesome! I will pay it forward!



lisaluvbeauty Wowwww! This is great! I graduate from National University (Los Angeles campus) back in 2016!!!



siejeanne My dads alma mater! 💗



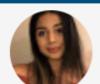
4w 1 like Reply



hali_joy Love this! Thanks to you and NU for giving back!



mcaabston That's awesome that u have a drive for that even by the way u talk about it shows

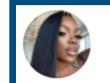


Maria Ramos 6 days ago

so so proud of you girl!! im shipping out after i graduate college this upcoming spring semester! Like you, i also want to keep studying while I'm on active duty. I want to get my masters but im pretty nervous about juggling both and im not sure if the marine corps tuition assistance applies to grad school? Keep grinding girl your ambition and determination really inspires me to take advantage of everything i can 👋 👋



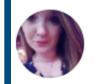
ranger_up22 Hey brother being a Vet that's so amazing you are giving back! I have always been a fan of yours.... but now!!!! I'm a bigger fan! Great job!!! Thank you!



tiarramonet ***** Love love love this



allisonweavr Applying ?! You motivate me sm!



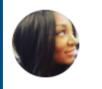
kelsib123 Ahhh maybe i will do it. I want to be a teacher so bad.



_suh_rai_ Hmmmm making me want to go back to school



enthusiasm 🔥 🔥 🙌 🤝



tamikamichelleuploaded Its good to see some positive in the world. Also what a cute laptop skin!

