

The purpose for this video was to show the staff who support BuyBoard in a fun, engaging, and relatable way. Since representing an Alma Mater is something BuyBoard's audience might do, the video makes a positive connection between the audience and the faces behind the BuyBoard brand.

We shared the video on three social media channels: LinkedIn, Facebook, and X. Across all, the posts with the video received 1,089 impressions, 36 likes, 8 comments, and 8 shares. These metrics represent a higher level of engagement than average for our organic social media posts.