CASE STUDY 02 / UNIVERSITY CAREER CENTRE, ROCHESTER NY

Blog to Reels

An unread blog archive and a page nobody followed, turned into a weekly short-form workflow. The method that every content system since has been built on.

111%	28,300	68,300	+10%
REACH INCREASE	NON-FOLLOWERS REACHED	IMPRESSIONS, 3 MONTHS	IMPRESSION GROWTH

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THE PROBLEM

Career advice is the most scrolled-past content on a campus

The centre published genuinely useful long-form writing about internships, interviews and first jobs. Almost nobody read it. The Instagram account existed and posted event flyers. **There was no shortage of material and no shortage of audience. There was no route between them.**

THE ASSET

A long-form archive

Years of blog posts, each with one usable idea buried in eight hundred words.

THE GAP

No short-form practice

The page posted announcements. It had never made anything a student would stop for.

THE LIMIT

One person, part-time

Whatever got built had to be repeatable inside a few hours a week, or it would not survive.

THE METHOD

Reverse-engineer the audio, then find the intersection

STEP 01

Strip to one idea

Reduce an eight-hundred-word post to the single claim worth hearing.

STEP 02

Work backwards from sound

Start from what is trending, not from the post. The audio sets the format.

STEP 03

Test the intersection

The judgment call. Detailed on the next slide.

STEP 04

Cut to the beat

Edit against the audio's structure, not against the script.

STEP 05

Publish and log

Weekly slot. Results recorded so the next week starts better informed.

WHY THIS ORDER

Most accounts write the post, then hunt for a sound to put under it. That produces content that is technically on-trend and reads as forced. Starting from the audio and asking what it can legitimately carry produces fewer usable ideas per week and much better ones.

THE INTERSECTION TEST

The sound's original meaning has to survive the transfer

A trending audio arrives carrying its own context, and viewers hear that context whether or not you intended it. **The test is whether the sound's native meaning and the blog's message can occupy the same frame without either one bending.** If the answer needs explaining, the pairing is wrong and the idea gets held for a different sound.

PASSES

Both meanings hold

The audio's original situation and the career-advice point are recognisably the same shape. The viewer gets the joke and the advice in one beat, and neither needs a caption to land.

FAILS

One meaning has to bend

The sound is popular and the point is good, but making them fit requires ignoring what the audio is actually about. Held back rather than forced. There is another sound next week.

WHAT THIS ACTUALLY IS

Media literacy applied as a production filter. Reading how a medium builds meaning, then working inside it rather than pasting over it. It is the same judgment every content system on the following pages runs on.

IDENTITY

A page you could recognise before you saw the handle

Alongside the workflow, the account got a deliberate visual and audio signature so posts read as one publication rather than a series of unrelated uploads. **Reference points were named openly and worked from: a documentary-handheld visual language, and a sound-design approach borrowed from creators who treat audio as structure rather than backing.** Built in partnership with the centre's Communications and Marketing Manager.

VISUAL

One grammar

Consistent pacing, framing and text treatment, applied across every cut regardless of topic.

AUDIO

Sound as structure

Audio drove edit points and rhythm. It was the skeleton of the piece, not a layer added at the end.

CADENCE

Weekly, not sporadic

A fixed slot the audience could learn. Consistency did more work than any individual post.

RESULTS

What the workflow produced

111%

Increase in Instagram reach after rebuilding the strategy around short-form video

28,300

Non-followers reached, the account's first meaningful expansion beyond its existing audience

68,300

Impressions over a three-month period, a 10% increase, from the video production strategy

THE PART THAT MATTERED MORE

None of this came from a single post that broke out. It came from a repeatable weekly process, which is the reason the numbers held rather than spiking once. The workflow was written down so it could be run by whoever held the role next.

WHY IT STILL MATTERS

This is where the method was built

Every content system in this portfolio is a version of what was worked out here: **take material a client already owns, find the format that carries it, run it on a fixed cadence, write it down so somebody else can run it.** The subjects have changed since. Career services, marine towing, garden retail, fintech, humanitarian leadership, neurodivergence advocacy. The method has not.

01

Audit the archive

Find what the client already has that nobody is seeing.

02

Fit the format

Match the material to how the platform actually behaves.

03

Fix the cadence

A rhythm the client can sustain beats a burst they cannot.

04

Document it

If it only works while I am here, it is not a system.