

Social Media Snapshot – Graylynn T. Viltz, MFA

Overview

Strategic communications professional with experience developing community-centered campaigns across social media, web, and digital platforms. Skilled in crafting engaging, purpose-driven content that increases visibility, drives participation, and strengthens audience connection.

Selected Work

Hydration 4 The Homeless Campaign

Objective: Increase donations and volunteer participation

Strategy: Urgency-based messaging + community call-to-action

Execution: Multi-platform social media promotion

Result: Increased engagement and community participation

Spring Into Health Fair Campaign

Objective: Drive event attendance and vendor engagement

Strategy: Informational + promotional content with clear value messaging

Execution: Social posts, flyers, and digital outreach

Result: 24 vendors and strong community turnout

No Bare Feet Project

Objective: Raise awareness and collect donations for unhoused individuals

Strategy: Emotional storytelling + mission-focused messaging

Execution: Social media campaigns and community outreach

Result: 1,780 pairs of socks distributed

Core Skills

- Social Media Strategy & Content Creation
- Audience Engagement & Community Building
- Campaign Development & Execution
- Brand Messaging & Storytelling
- Digital Marketing & Analytics