



Business Project „Höhenflug“

- **Project Client**
FH Kufstein Tirol
- **Project Duration**
1 Semester
- **Project Goal**
Social Media
- **What was the main focus of your project?**
Höhenflug is the Social Media appearance of the SKVM students. Created and maintained by students of the bachelor's degree program Sports, Culture & Event Management. Beside the already existing Höhenflug Facebook page a Höhenflug Instagram account was created. The goal of this Instagram account is to share interesting, informative but above all different SKVM content about the degree program, the professors and praxis projects with the students. The motto here is "crazy, wacky and just a liiiiittle bit different than the rest. and totally proud of it. welcome to skvm!".
- **What did the team members like the most? What did they enjoy the most?**
Searching for exciting topics and images for our high-flying social media sites was the most fun we had, browsing Instagram and Co for funny, exciting and helpful story ideas. And then the creative design of the posts. picture search, wording and hashtag selection.
- **Which personal interests or requirements should someone bring along for this project?**
A lot of creativity, good time management, a structured way of working, Adobe InDesign knowledge and most important of all: THE LOVE FOR SOCIAL MEDIA
- **What did you learn?**
Above all, we have learned to organize the time between work, study, leisure time and practical project in the team in such a way that we could supply our followers with content every day.
- **What was the biggest challenge?**
The biggest challenge was that we wanted our content to stand out from the other FH Kufstein Tirol social media sites. So we had to come up with a concept that did not yet exist, but which was also feasible in this difficult COVID19 situation.