



# Spoon University

connecting college foodies

## What is Spoon University?

It is a global community, composed of college students who produce recipes, food hacks, and restaurant recommendations for different college campuses

# 99%



of Spoon University's content is produced by **college students**

Since being established in 2013, Spoon University has chapters at



college campuses in the US, Canada, and India

## That's over 3,000 students



involved in producing and sharing their own work for Spoon University

## Training more than 3,000 students:



Writers



Photographers



Editors



Designers



Videographers



Marketers

*"With a campus publication you might only have your content seen by people on your campus, but publishing on Spoon University means the reach is so much greater. You can actually feel like your piece of work you've put a lot of effort into is being seen by a lot of people" (Spoon University Student from Northwestern University).*

## What do Students Produce?



articles



videos



pictures

### About What?

- How-to's and college dining hall hacks
- Restaurant recommendations
- Health and wellness tips

In 2018, Spoon University launched **trainings** to give student members the tools to produce expert level videos



"Companies are hiring people with video and multimedia skills more than writing skills"

## Facebook Page

As mentioned by Spoon University Founders, Sarah Adler and Mackenzie Barth:

"Spoon has communities all over the world, with thousands of members, reaching hundreds of millions of people every month"

"Any time a student joins the network, they go through training. They learn about SEO, headline writing, food photography, social media strategy—everything you'd need to know in digital media. And then we give them the platform to be published and we give them the analytic"

## The Spoon University Page

receives an average

# 1.2 Million

monthly page views



## 3,194,300 Million

total followers through their social media platforms of Facebook, Twitter, and Instagram

### 94% of Spoon University members

say that it's important to them to feel connected to other members

## Facebook

creates the platform for students to share their work and communicate with people across the nation!



## Not a Member?

Still want to see all the awesome posts?!

Anyone can join the Facebook Page and view, comment on, and share the work produced by Spoon University students.



# Ready to join Spoon University

Go for It!

References:

<https://spoonuniversity.com/blog/what-spoon-has-in-store-for-2018>

<https://techcrunch.com/2015/07/14/spoon-university-raises-2m-to-serve-a-food-network-to-millennials/>

<https://www.google.com/amp/s/www.bostonlobe.com/lifestyle/food-dining/2014/11/25/spoon-university-online-food-site-and-for->