

Hungry Hurricanes



Team 2

Sophia Kirschner, Valeria Fernandez, Priya Francis, Madison Jursca

Meet the Team



Sophia Kirschner
Metrics Manager



Valeria Fernandez
Brand Manager



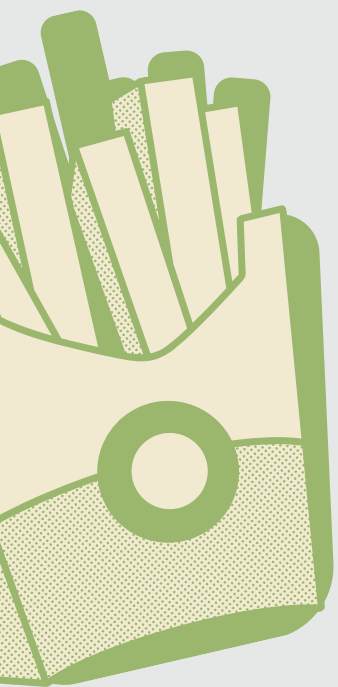
Priya Francis
Social Media Manager



Madison Jursca
SEO Specialist



Our "WHY" & Brand Story



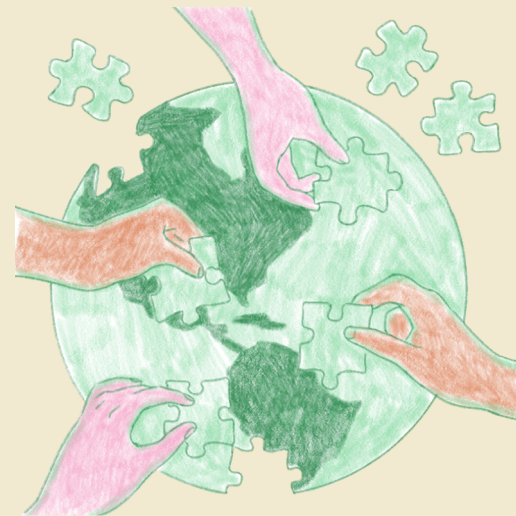


Our *Brand Pillars*



EDUCATION

Hungry Hurricanes makes cooking simple and approachable with budget-friendly recipes, tips, and cultural flavors.



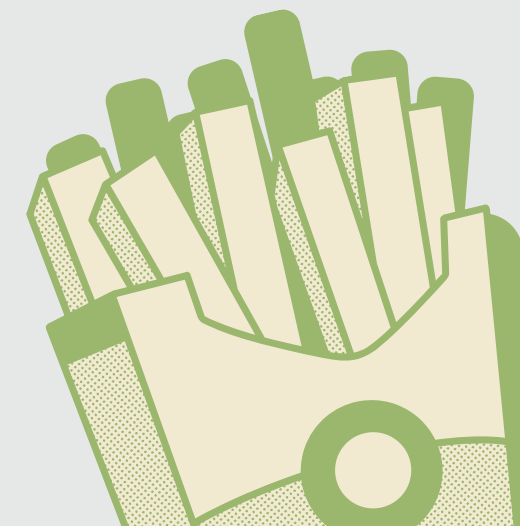
CULTURAL DIVERSITY

At Hungry Hurricanes, we celebrate cultural diversity by sharing dishes that connect students to stories, traditions, and cultures beyond their own.

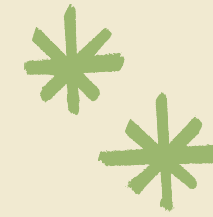


INCLUSIVITY

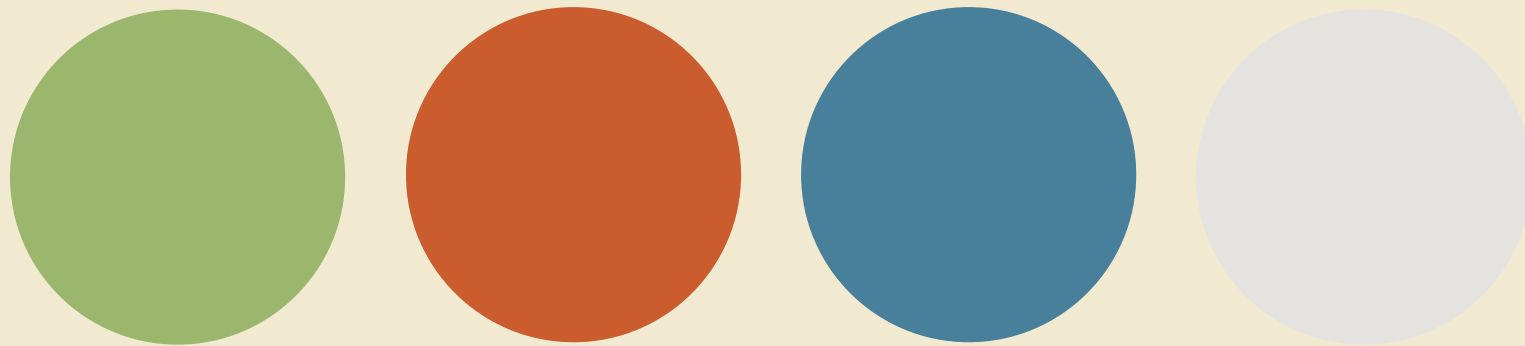
Hungry Hurricanes welcomes all students, celebrating every culture, background, and kitchen experience.



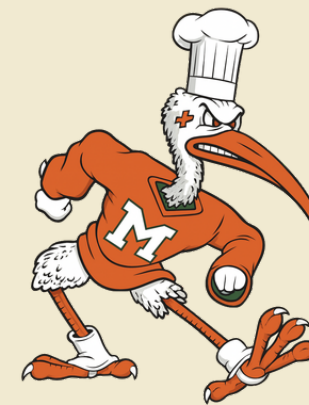
Brand Identity



Color Palette



Logo/Mascot



Fonts

Aa Pragmatica Extended for headers

Aa Aileron for subheaders and captions



**GLOBAL FLAVORS,
CLOSE TO HOME.**



Evolution of Hungry Hurricanes

Problems & Solutions



- Problem: Concerns that our name “Hungry Hurricanes” did not align with our logo & positioning statement
 - Solution: Student research confirmed “Hungry Hurricanes” is interpreted as adventurous and food-focused, with 90% connecting the name to exploring diverse cuisines
- Problem: Weak connection to the UM student audience
 - Solution: Added UMiami pride through UM colors, campus visuals, mascot elements, & Miami local spots features

Future Brand Engagement

- Highlight students beyond our team to share their own cultural stories & experiences
 - Goal: Create a more inclusive, relatable, and community-driven brand presence



Logical and Emotional Findings

LOGICAL TAKEAWAY: **SHORTER VIDEOS DO BETTER!!!**

DATA FROM OUR POSTS SHOWED:

- Average views increased by 15% after we started posting videos that were close and personal in the first clip
- The most successful content type was Restaurant Rec by averaging over 1k views on TikTok

EMOTIONAL TAKEAWAY: **THE MORE PERSONAL THE BETTER!!!**

FOLLOWERS EXPRESSED FEELINGS OF

- Culture
- Family
- Missing Home, nostalgic

EMOTIONAL ENGAGEMENT CAME FROM:

- Culture Feature - including pictures and stories
- Cooking videos where they were able to see where we lived and how we were real people on screen - they were able to relate to us



Changes Made Based on Consumer Insight

- Increased story telling and photos of culture
- Adjusted caption tone and way we started video
- Introduced our WHY and thought about WIIFM

Strategy Adjustment Metrics on TikTok

- Before Video Views: 1185
- After Video Views: 10k
- Last 7 days Engagement grew: 15%



HUNGRY HURRICANES

Competitive Research

WE ANALYZED OTHER STUDENT-LED CULTURE ORGANIZATIONS:

- Asian American Students Association (AASA)
- Caribbean Students Association (CSA)

THEY FOCUS ON:

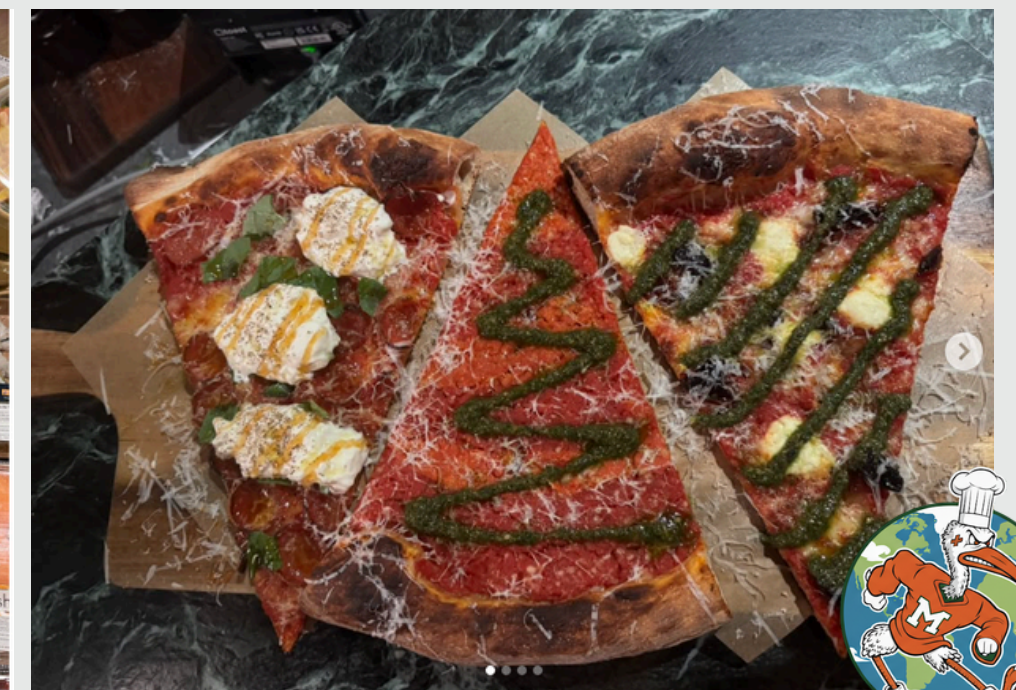
- Community, human impact, constant posting, and photos

Competitive Takeaway:

Consistency is key

WHAT WE LEARNED FROM THEM:

- Emphasized consistent posting rhythm, aesthetic storytelling and our WHY
- Added photos and more voice overs
- Differentiated by multicultural recipes that related to multiple cultures in a relatable tone



If we expanded our research, we'd explore:



- Engagement by culture or cuisine
- Top emotional triggers for reach
- Format impact: video vs. carousel vs. story
- Cultural storytelling → event or recipe participation

Future opportunity: add more cultural stories with other UM students telling "Their story"

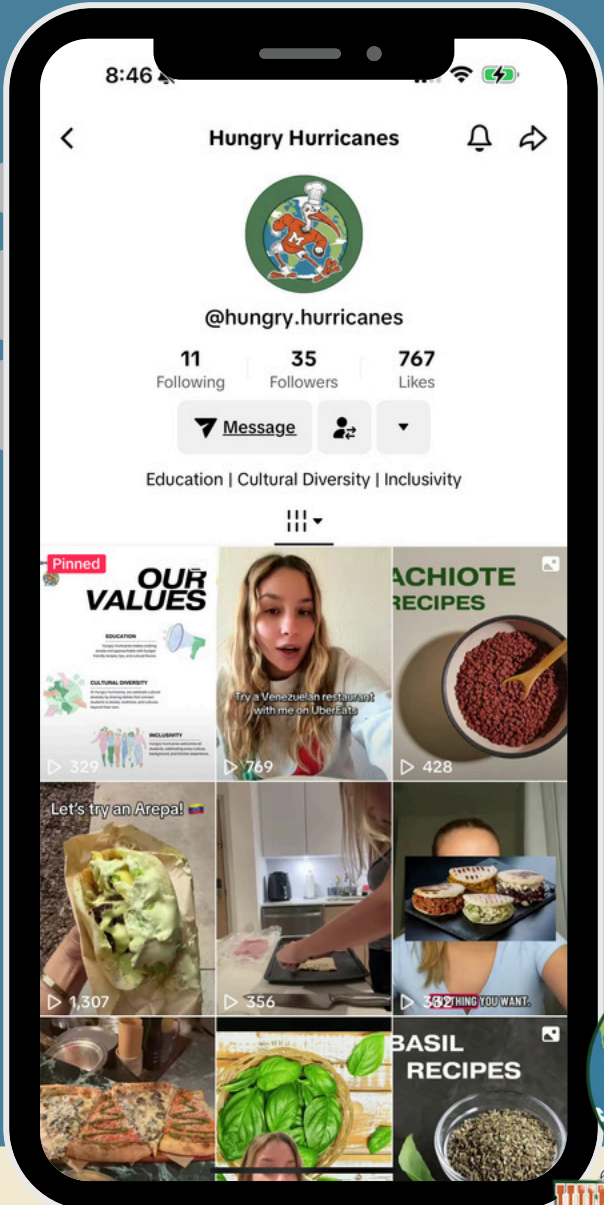
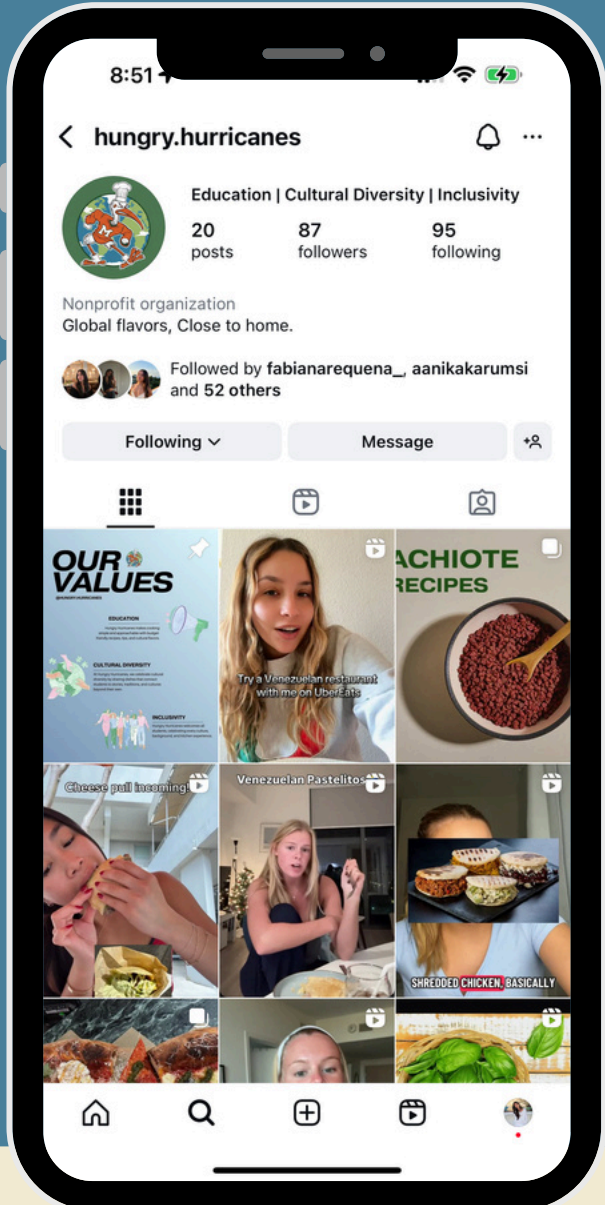


Platforms & Social Media Strategy

Instagram & TikTok



- Target audience (UMiami Students) actively engage with both Instagram & TikTok
- Mix of long form videos & image carousels
 - Testing concluded that talking videos did best
- Weekly evaluation of engagement metrics
 - Likes, Comments, Shares, Favorites, Views



Instagram

- Current Followers: 87
- Total Likes: 265 on 20 posts
- Total Views: 8.2k
 - 40.7% followers, 59.3% non followers

TikTok

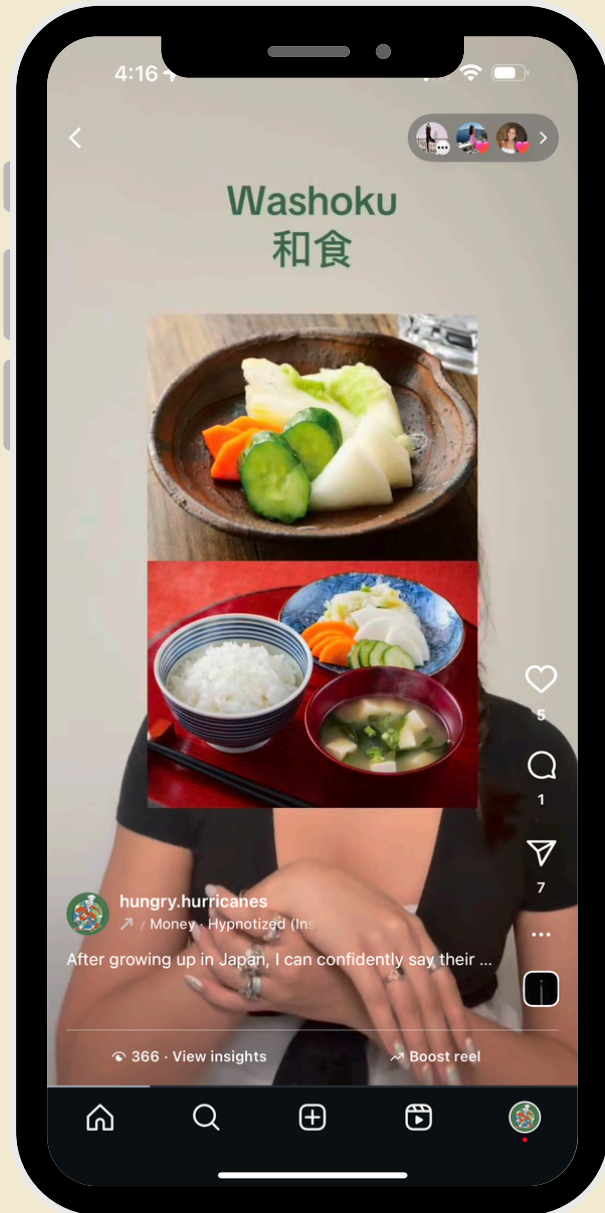
- Current Followers: 34
- Total Likes: 729 on 18 posts
- Total Views: 16K
 - 86% for you
 - 7.3% search
 - 6.2% personal profile
 - .1% following

Language & Messaging

- Messaging stayed relatively consistent on both platforms
- Variations were more often done concerning hashtags, emojis, and length of caption
- Instagram Description: Positioning Statement
- TikTok Description: Core Values

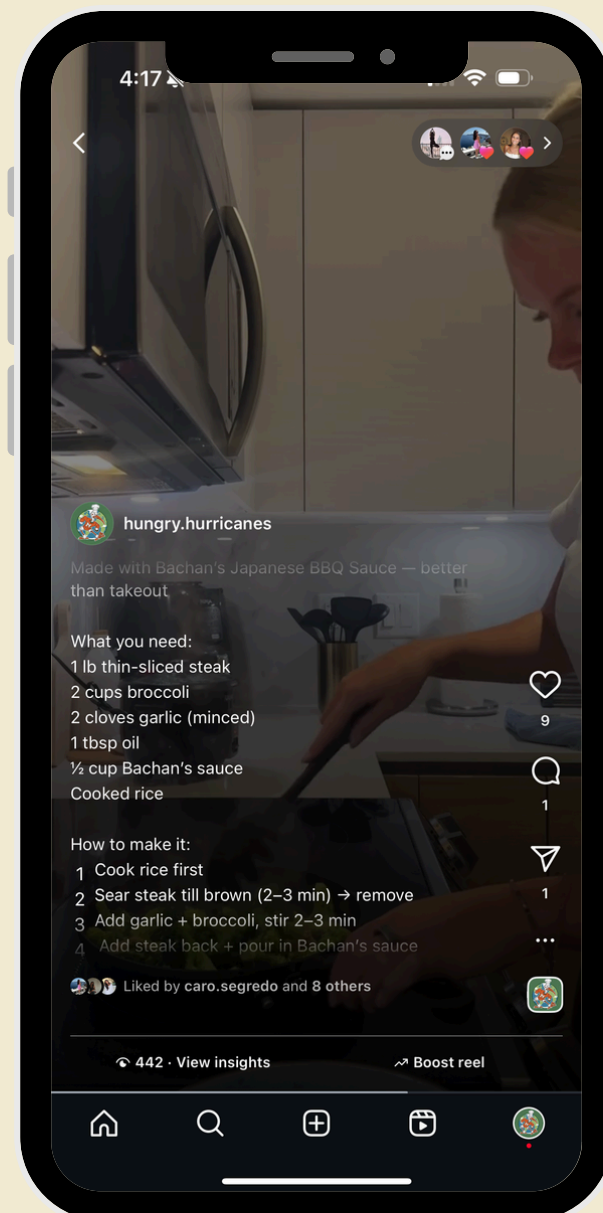


Content Strategy



Culture Spotlight

Evoked emotion and connection through stories.



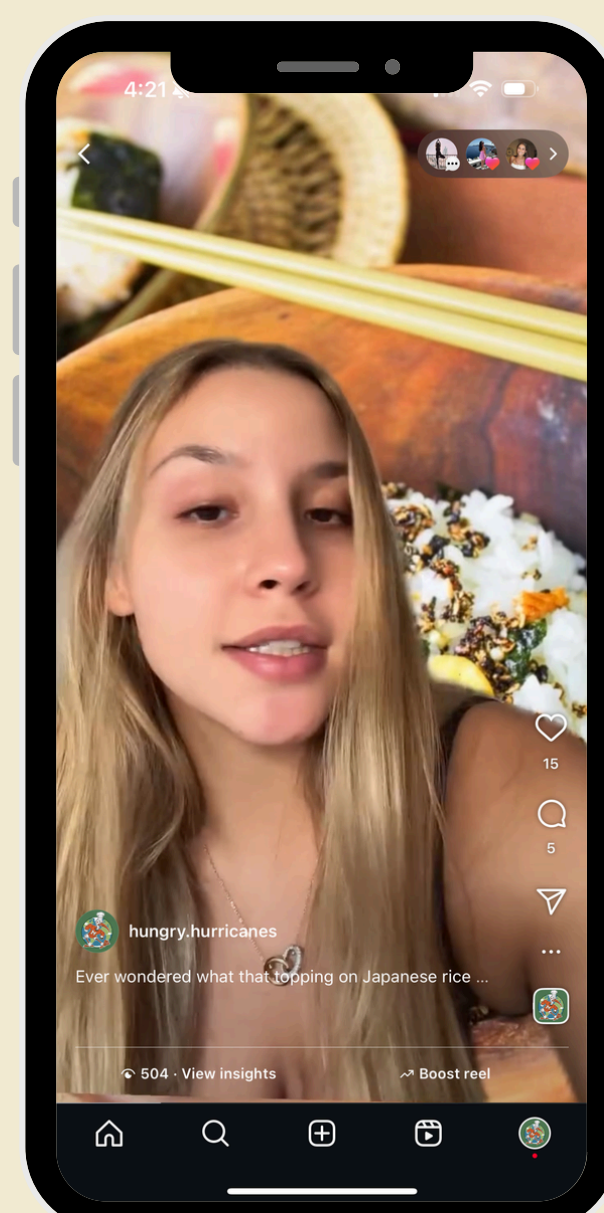
Recipe Step by Step

Affordable, cultural, and easy meals college students can recreate.



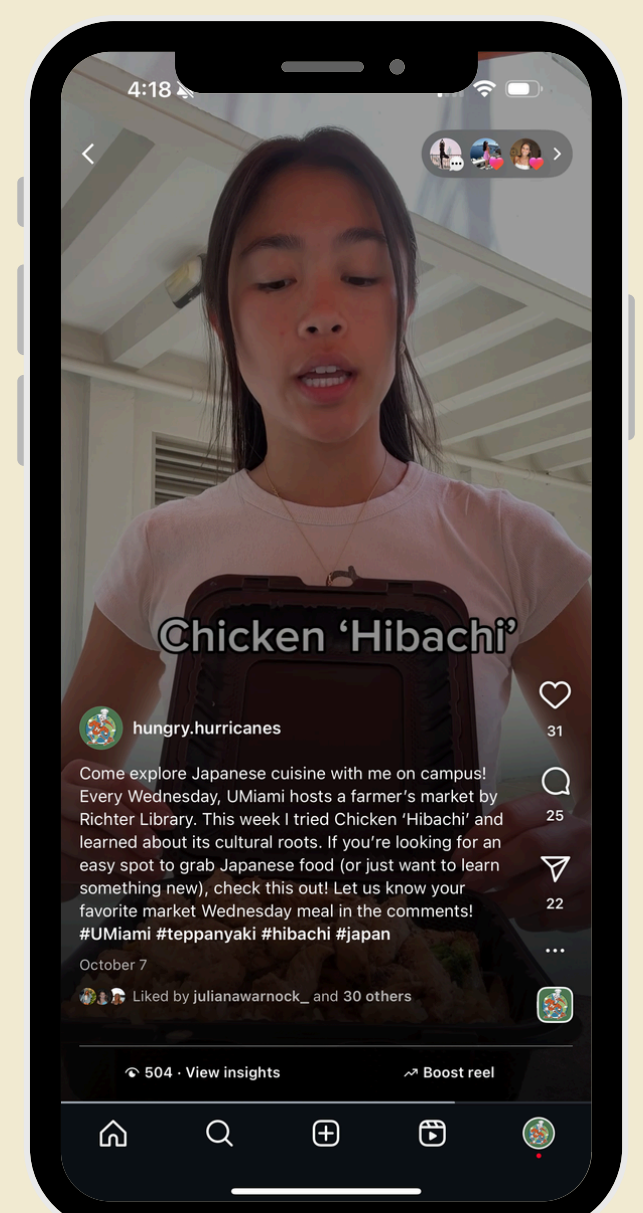
Ingredient Feature

Showed where flavors come from and why they matter in each culture.



Ingredient Feature

Added high concept storytelling and culture.



Restaurant Recommendation

Highlighted nearby restaurants that students could visit.



Content Calendar



- Shared a content calendar that was organized by different daily posts.
- Switched team roles weekly (research, editing, posting, engagement).
- Posted 5-8 times per week.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM: CULTURE SPOTLIGHT VIDEO PM: CULTURE SPOTLIGHT PHOTOS	CULTURE RECIPE VIDEO	AM: CULTURE INGREDIENT CAROUSEL PM: CULTURE INGREDIENT RECIPES	TBD: CLUB OR INDIVIDUAL	AM: CULTURE RESTAURANT VIDEO PM: CULTURE RESTAURANT PHOTOS



Example Posts Supporting Our Brand *



Recipe Video

- Shows college students cooking step-by-step in dorm/apt kitchens.
- Matches our mission of making cultural meals accessible and fun.
- We took the concept of short cooking clips but made them college-friendly by keeping them quick, affordable, and filmed in dorm kitchens.



Restaurant Recommendation

- Boosted local relevance and community engagement.
- We featured Miami spots students actually visit and highlighted culture over looks.





Cross-Platform Strategy



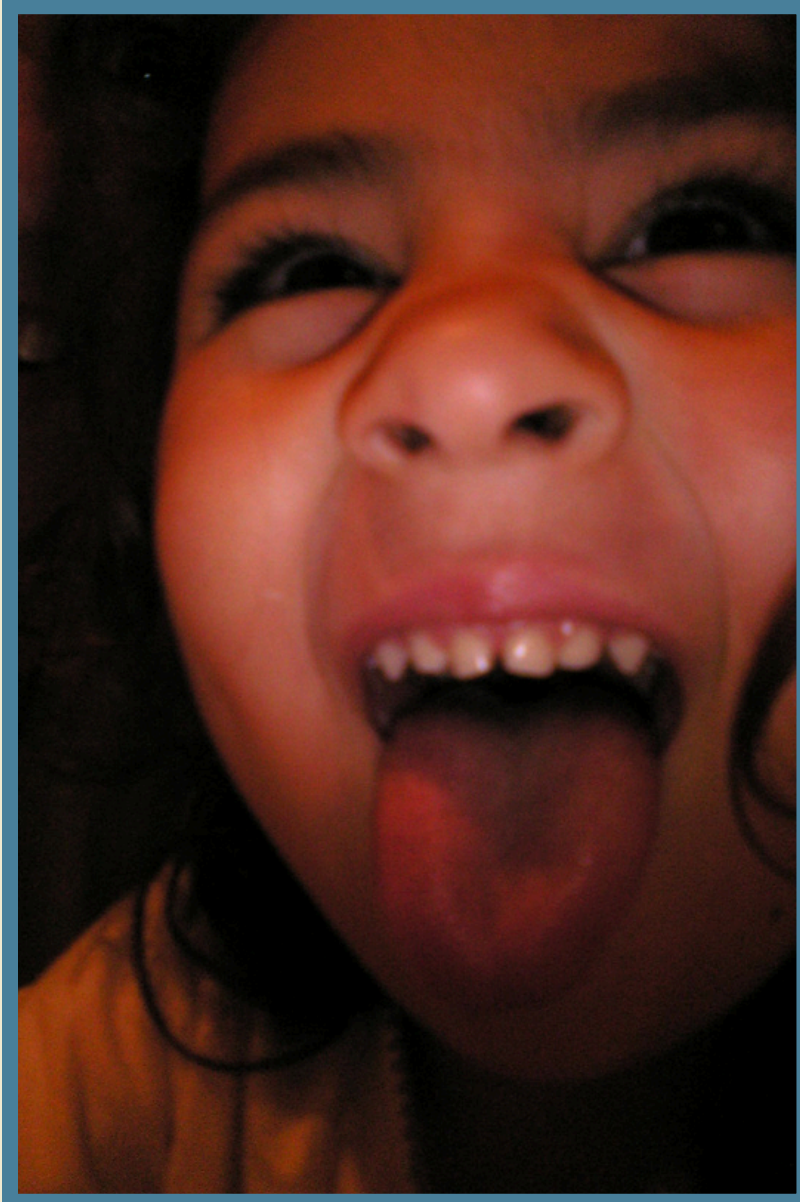
- We uploaded the same content to both Instagram and TikTok to keep our brand consistent.
- Our goal was to test how the same post performed differently across platforms and audiences.



- Both restaurant recommendations and cultural dish recipes performed the best on both Instagram and TikTok.



Social Media Lessons



- **Get up close and personal**
 - Content that thrived on our page was filmed close
- **Storytelling**
 - Posts with a background, personal connection, or story gained drastically more traction
- **Keeping it visual**
 - Our content would not be nearly as delicious without pictures, videos, and references to the food, and cultures of focus
- **Consistency is key**
 - Views and engagement both went up after our posting became consistent



Looking Back

Testing

- Looking back, we would have liked to engage in a testing period with our content before going all in on ideas
- Doing so would have allowed us to test what REALLY resonated with people

Timing

- Although we believe Hungry Hurricanes gave people a taste of what we could offer, with more time we would have liked to expand, trying more cultures, recipes, and fan favorites

Feedback

- After doing our in depth interviews, we would have liked to do additional similar interviews, getting a deeper insight into our key demographic and their interest



Looking Forward



With a budget, our team could...

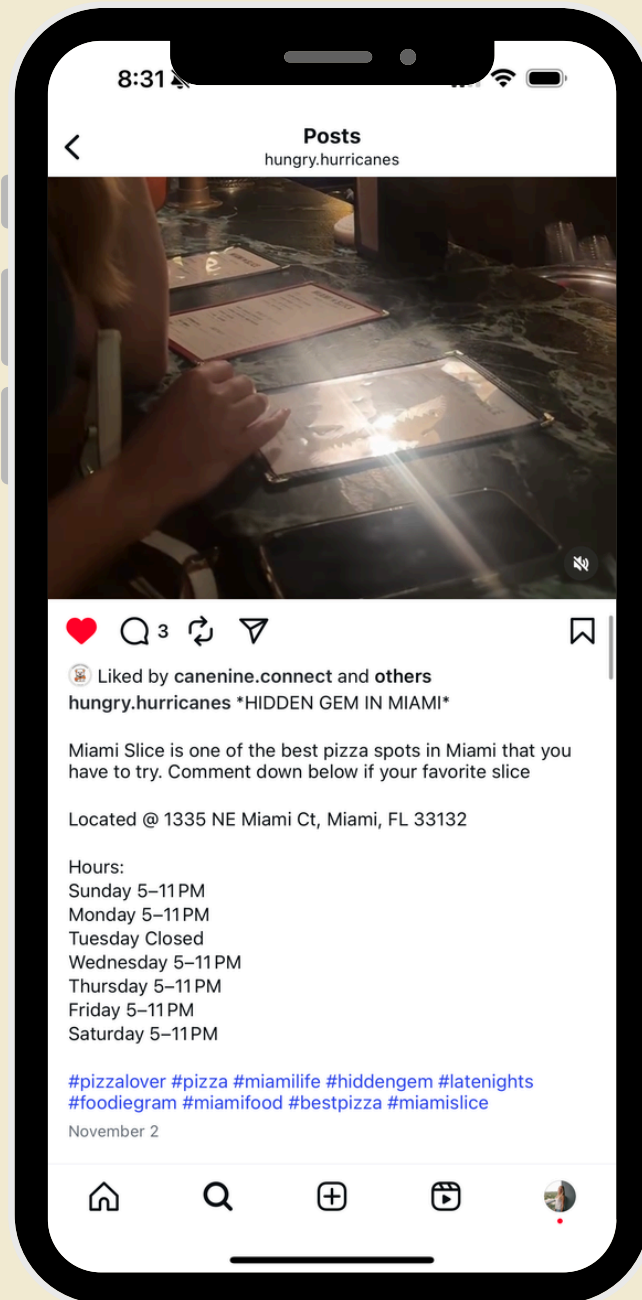
- Collaborate with chefs from around the globe
- Promote our brand through meta and TikTok ads
- Improve our visuals (maybe even travel to each place, for a fully immersed experience)
- Expand to additional platforms



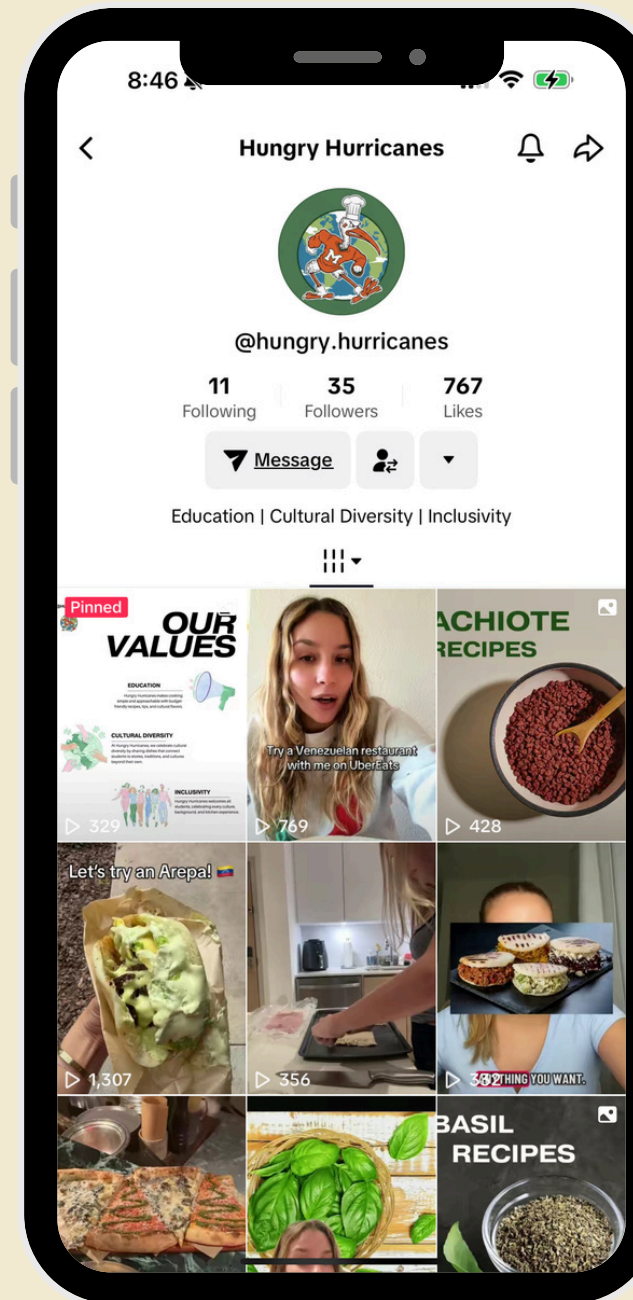
How We Improved Social SEO for Hungry Hurricanes



Our **SEO** Strategy



- Used **consistent hashtags** (#HungryHurricanes, #GlobalFlavors)
- Optimized bio for **culture, inclusivity & education**
- Linked **TikTok ↔ Instagram** for cross-traffic
- Added **keywords, alt text & captions** for SEO



Effectiveness

- **82.3%** traffic is from the FYP due to SEO
- Our **average views** per post were **970** on TikTok and **440** on Instagram.
- After updating hashtags and bios, **profile visits** grew by **25%**.



We Monitored:

- Monitoring **hashtag performance** (views, reach, saves)
- Comparing **Discovery vs. Follower traffic**
- **Updating hashtags & captions** weekly based on results

Success =

- **More discovery:** 82.3% from FYP
- **Higher engagement:** Average 1k Views
- **Steady follower growth**
- **Cross-platform visibility:** saw similar people like and comment



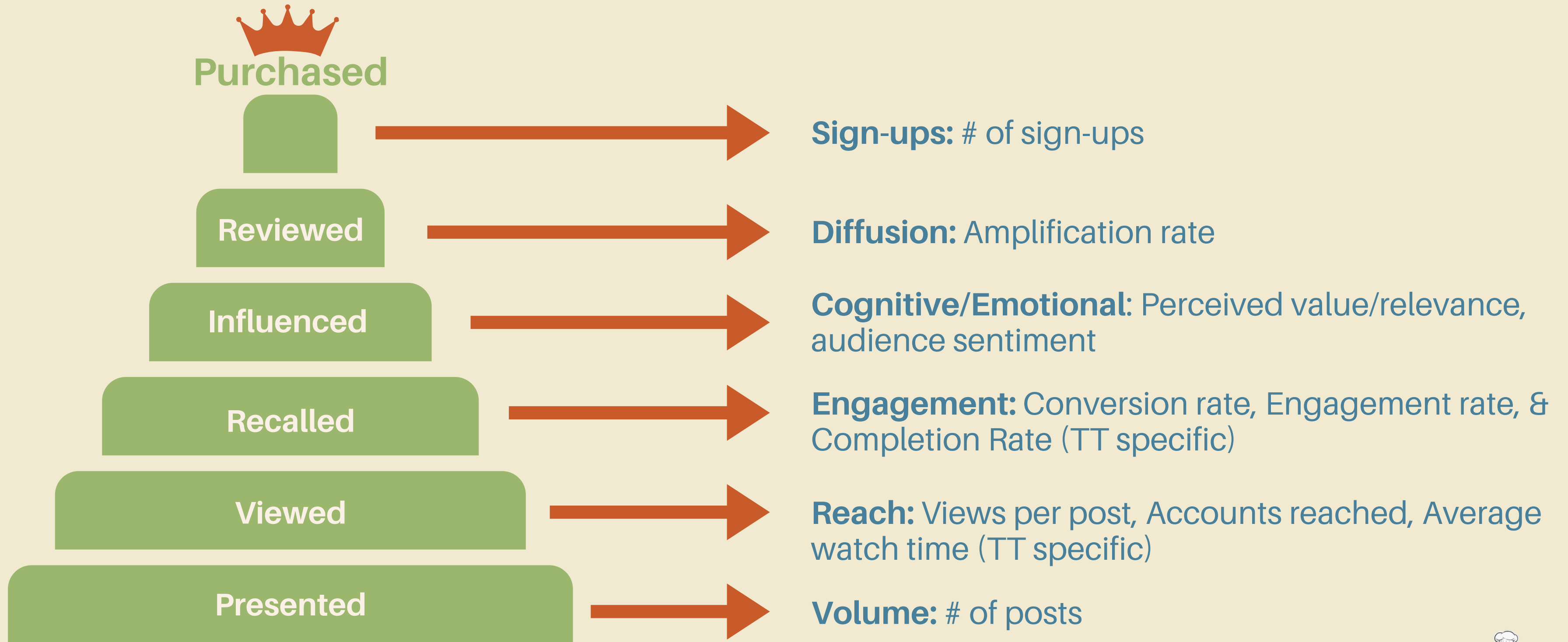
We Learned...



- SEO success depends **on audience intent** - students search differently than brands post.
- **Posting frequency** builds reliability and keeps content visible.
- **Visual branding** (colors, logos, thumbnails) supports recognition and ranking.
- **Collaborations and tags** expanded reach through shared audiences.
- **Weekly insights reviews** helped us refine keywords and timing.
- **Searchable captions** like “easy student recipes” boosted discoverability.



Media Metric Hierarchy



Instagram Dashboard



Account Overview

Account insights

Views ⓘ
5,116

Views

Followers 36.8%

Non-followers 63.2%

Accounts reached **2,038**

Interactions ⓘ
175

Interactions

Followers 69.7%

Non-followers 30.3%

📅 Last 30 days ▾

By content type

All Followers Non-followers

Reels 96.0%

Stories 4.0%

● Followers ● Non-followers

By content interactions

Reels 71.4%

Posts 28.6%

● Followers and non-followers



Instagram Dashboard

Content Specific (Excel)



@hungry.hurricanes - Media Metrics Performance Tracker (IG)										
Total Followers (Current)		87	video		engagement rate = total interactions / views			average ER of videos: 4.30%		
Total Posts in Time Period (start of project)		20	pictures		conversion rate = total comments / total posts			average ER of pictures: 3.51%		
amplification rate = total shares / total followers										
Post Title	Date	Likes	Comments	Shares	Total Interactions	Views	Engagement Rate by views	Conversion Rate	Amplification Rate	
japan resturant rec (vid)	7-Oct	32	26	22	80	546	14.65%	1.30	0.25	
venezuela culture spot (vid)	3-Nov	16	2	1	19	293	6.48%	0.10	0.01	
italy pizza rec (pics)	2-Nov	13	5	0	18	286	6.29%	0.25	0.00	
italy cooking (vid)	30-Oct	17	4	1	22	384	5.73%	0.20	0.01	
japan resturant rec (pics)	8-Oct	18	2	0	20	397	5.04%	0.10	0.00	
italy pizza rec (vid)	2-Nov	7	3	0	10	252	3.97%	0.15	0.00	
japan spice (vid)	6-Oct	15	5	0	20	526	3.80%	0.25	0.00	
italy general food (pics)	30-Oct	10	2	0	12	346	3.47%	0.10	0.00	
japan culture spot (vid)	2-Oct	5	1	7	13	380	3.42%	0.05	0.08	
japan spice (pics)	6-Oct	15	0	0	15	476	3.15%	0.00	0.00	
venezuela resturant rec (vid)	11-Nov	21	7	3	31	1032	3.00%	0.35	0.03	
italy spice (vid)	1-Nov	8	2	1	11	367	3.00%	0.10	0.01	
japan culture spot (pics)	27-Oct	8	1	0	9	305	2.95%	0.05	0.00	
venezuela resturant rec (vid)	5-Nov	34	4	3	41	1436	2.86%	0.20	0.03	
japan cooking (vid)	5-Oct	9	1	1	11	454	2.42%	0.05	0.01	
italy spice recipe (pics)	31-Oct	4	0	0	4	202	1.98%	0.00	0.00	
venezuela spice recipe (pics)	5-Nov	3	1	0	4	215	1.86%	0.05	0.00	
italy culture spot (vid)	29-Oct	5	0	0	5	283	1.77%	0.00	0.00	
venezuela cooking (vid)	4-Nov	3	0	0	3	259	1.16%	0.00	0.00	

Interesting Findings

- **Top 2 performing pieces of content:** Japanese restaurant recommendation video (highest ER, CR, & AR) & Venezuelan culture spotlight video

Informed Decisions

- Focus on video format > image carousels (.79% better engagement rate, which is significant in the grand scheme of things)
- Post more restaurant recommendation videos (across the board top performer with avg 20 interactions, 471 views, and 4.3% ER)

Metrics we wish we had

- Optimal time of audience engagement for more informed daypart strategy

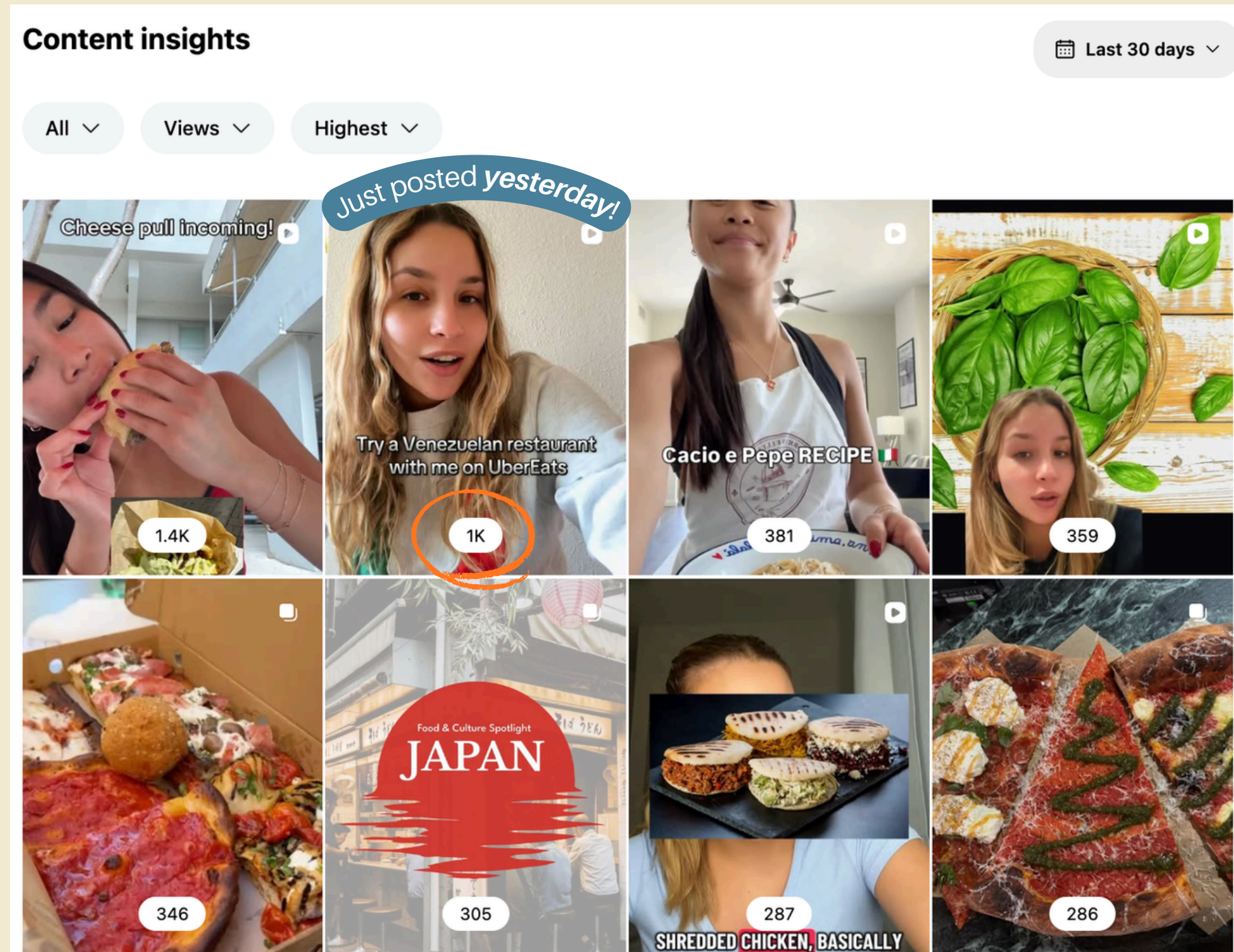
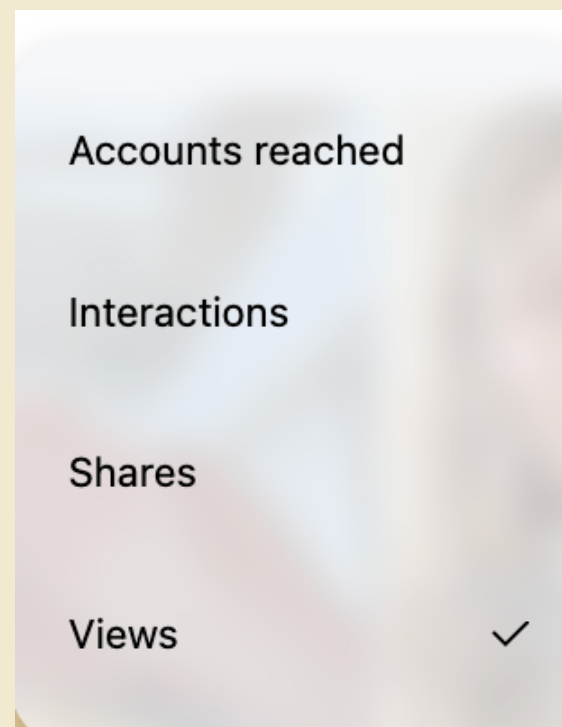


Instagram Dashboard

Content Specific (Instagram)



Features:



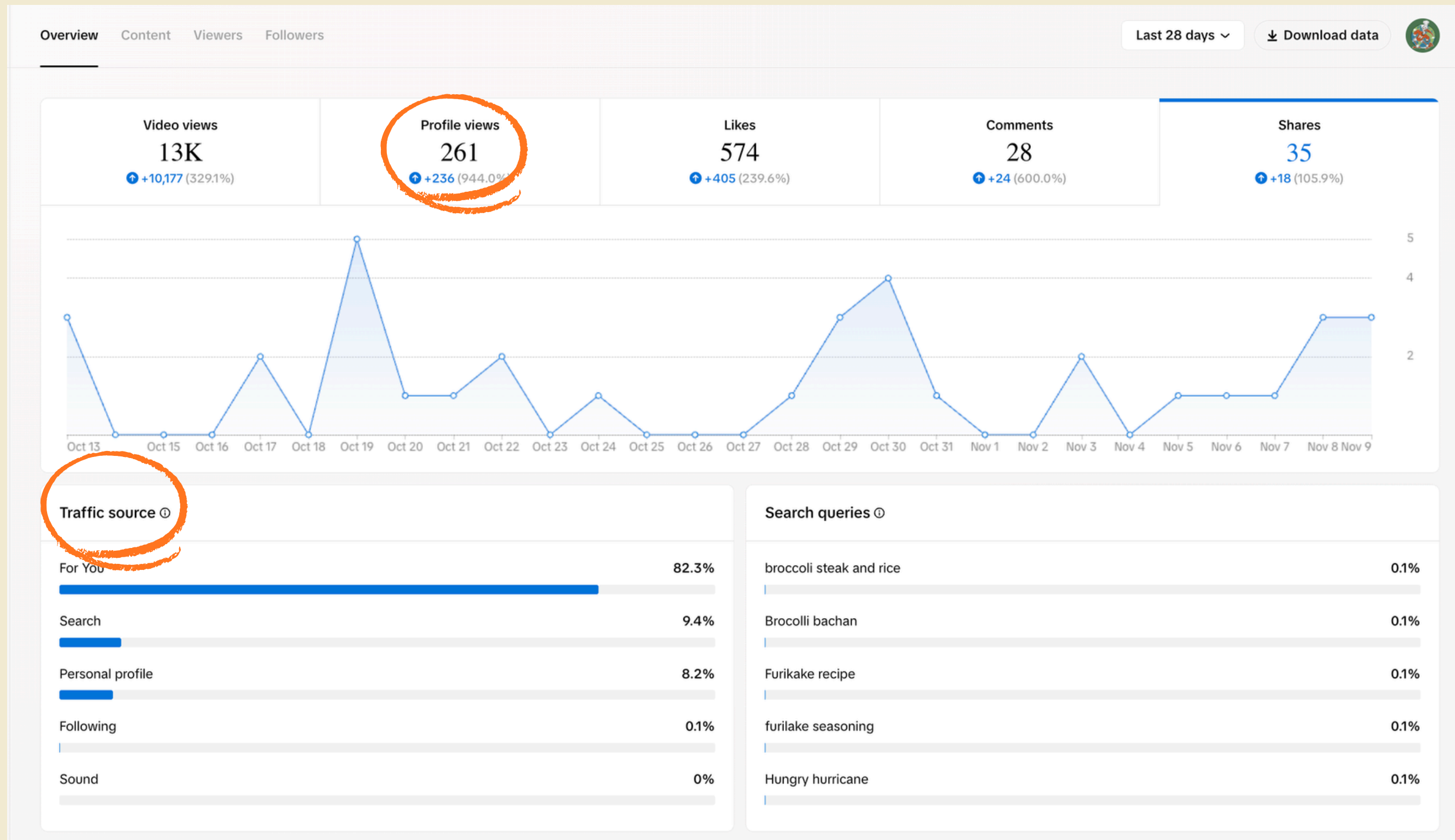
Findings:

- Restaurant recommendations are top performing, probably due to close-ups & mouth-watering food



TikTok Dashboard

Account Overview



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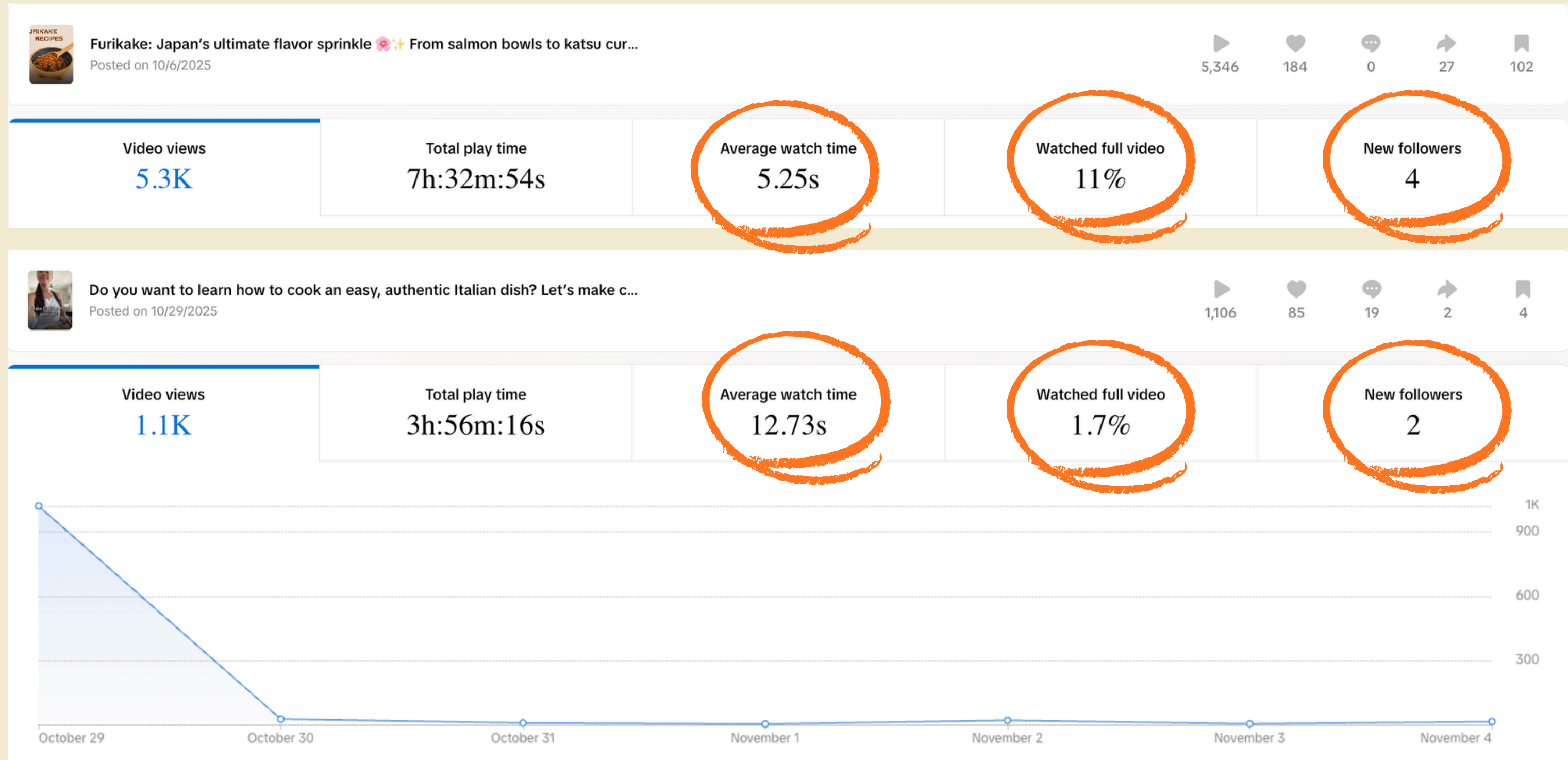




TikTok Dashboard



Content Specific (TikTok)



TikTok Dashboard

Content Specific (Excel)

@hungry.hurricanes - Media Metrics Performance Tracker (TT)

Total Followers (Current) 34
 Total Posts in Time Period (start of project) 18

video
 pictures

completion rate = average watch time / video length
 engagement rate = total interactions / views
 conversion rate = total comments / total posts
 amplification rate = total shares / total followers

Post Title	Date	Likes	Comments	Saves	Total Interactions	Views	Shares	Length of video (seconds)	Average Watch Time (seconds)	% of viewers who watch full video	Completion Rate	Engagement Rate by vid	Conversion Rate	Amplification Rate
italian cooking (vid)	29-Oct	86	19	4	109	1109	2	102	12.71	1.7	12%	9.83%	1.06	0.06
japanese restaurant rec (vid)	8-Oct	5	0	0	5	64	1	97	10.3	4.9	11%	7.81%	0.00	0.03
japanese cooking (vid)	5-Oct	77	4	12	93	1221	7	86	9.23	2.8	11%	7.62%	0.22	0.21
venezuelan cooking (vid)	4-Nov	22	0	2	24	355	0	57	6.89	5.2	12%	6.76%	0.00	0.00
venezuelan restaurant rec (vid)	5-Nov	55	2	0	57	1304	1	39	6.52	3.2	17%	4.37%	0.11	0.03
italian culture spot (vid)	28-Oct	75	0	1	76	1153	1	32	5.56	4.6	17%	6.59%	0.00	0.03
japanese spice recipes (pics)	6-Oct	185	0	102	287	5387	27	5.55				5.33%	0.00	0.79
japanese culture spot (vid)	19-Oct	23	0	0	23	473	3	45	5.41	2.6	12%	4.86%	0.00	0.09
italian restaurant rec (vid)	2-Nov	78	2	4	84	1531	4	25	5.13	3.7	21%	5.49%	0.11	0.12
venezuelan restaurant rec (vid)	11-Nov	18	0	0	18	420	5	38	4.92	1.6	13%	4.29%	0.00	0.15
venezuelan culture spot (vid)	3-Nov	12	1	1	14	331	0	51	4.86	1.8	10%	4.23%	0.06	0.00
japanese restaurant rec (pics)	20-Oct	24	0	0	24	1263	1	4.12				1.90%	0.00	0.03
italian general food (pics)	30-Oct	52	2	3	57	718	1	4.02				7.94%	0.11	0.03
italian spice (vid)	1-Nov	7	2	0	9	210	0	35	3.67	1.4	10%	4.29%	0.11	0.00
italian spice recipes (pics)	31-Oct	8	0	0	8	346	0	2.68				2.31%	0.00	0.00
venezuelan spice recipes (pics)	6-Nov	8	0	0	8	425	0	2.44				1.88%	0.00	0.00
japanese spice (vid)	6-Oct	7	0	0	7	224	0	40	2.11	0.4	5%	3.13%	0.00	0.00

Interesting Findings

- Our cooking and restaurant recommendation videos perform the best across various metrics
 - Italian Cooking Vid. - Highest interaction, average watch time, ER, and conversion rate & Italian Rest. Rec. Vid - Highest # views, highest completion rate

Informed Decisions

- Optimize first few seconds: lowest completion rate among videos with no hook; solution: start with a hook, ask a question, or frame a problem
- Length of video: sweet spot is 25-40 seconds, highest completion rate
- Improve or disregard spice spotlights: lowest engagement rates

Modification over time

- After Japanese & Italian content, we recognized the value in average watch time, video completion, and completion rate, and added to dashboard

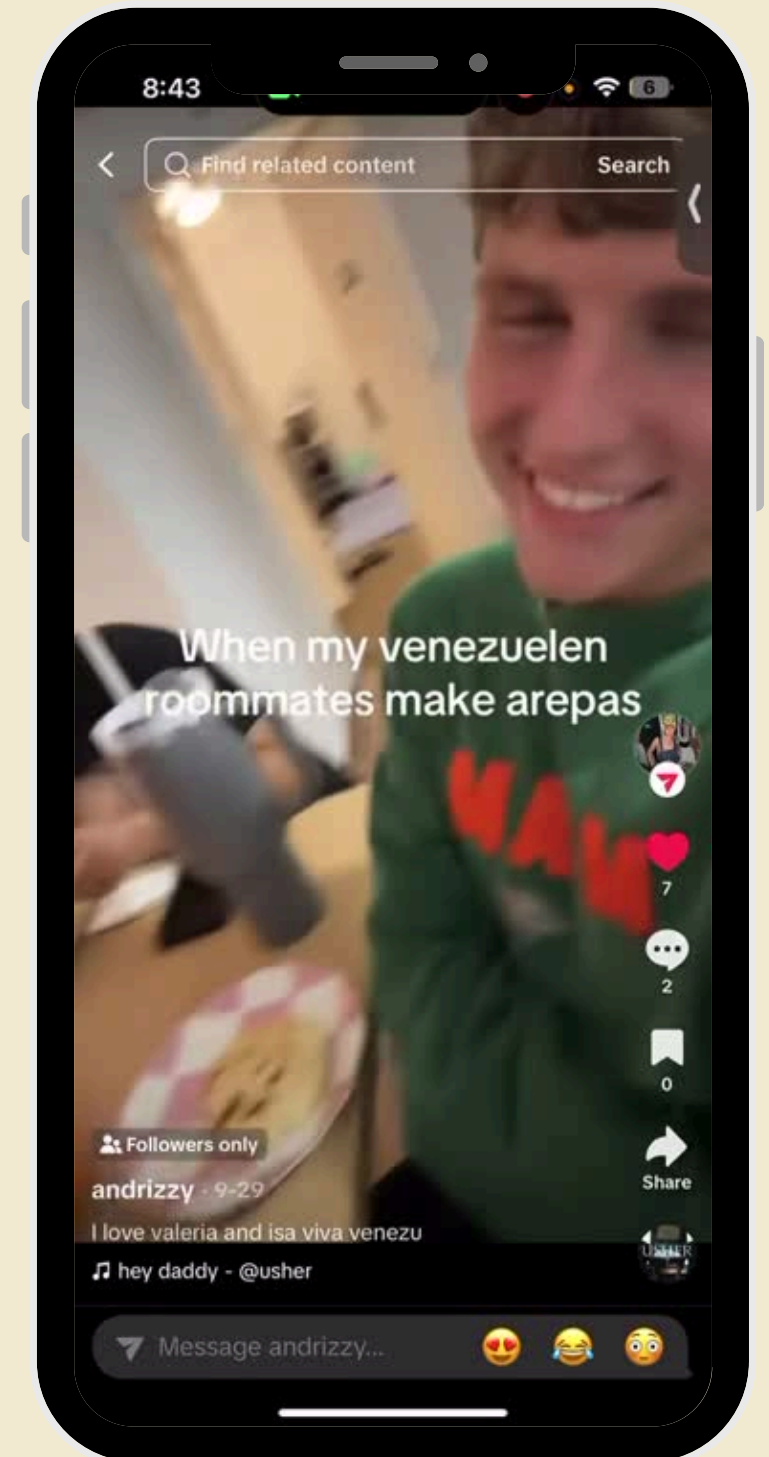


Goals Achieved



Defined Goals

- **Goal 1:** Post at least 5 pieces of content per week (on both IG & TT)
 - **Measure of success:** 3 successful weeks of 5+ pieces of content on both IG & TT
- **Goal 2:** Achieve an average Engagement Rate (ER) of 4% on Instagram and 4.5% on TikTok for at least two featured cultures
 - **Instagram (IG):** Japanese average ER of 4.76% & Venezuelan average ER of 4.17%.
 - **TikTok (TT):** Italian average ER of 5.66% & Japanese average ER of 4.93%
- **Goal 3:** Inspire the UMiami student population to actively explore and integrate the featured cultures
 - **Measure of success:** UMiami student friends cooking the project's recipes and going to the recommended local restaurants



Looking Forward



Future Goals

- **Goal 1:** Reach 50 followers on TikTok & 100 followers on Instagram
 - Currently at 34 on TikTok & 87 on Instagram
- **Goal 2:** Publish 5 videos that each achieve 1,000+ views and an Amplification Rate of 0.10+ (earned media indicator)
 - Note: Already have six videos with 1000+ views on TT, still working on *Amplification Rate*
- **Goal 3:** Collaborate with at least one on-campus cultural association (e.g., AASA) to expand community reach and cultural exchange
 - **Measure of success:** 3 collaborated posts, 10+ followers on each account directed from their socials, 2% increase in ER
- **Goal 4:** Establish a feedback loop to directly incorporate audience input on future content topics and formats
 - **Measures of success:** Survey responses & eventual content feedback/sentiment



Team Management



Team organization

Weekly rotation of content creation, research, outsourcing, metrics, etc, depending on our personal expertise & knowledge

Organizational Challenges

Coordination & scheduling amidst our busy & different schedules

Proudest Moment

- Organic growth in our content, particularly our restaurant recommendations
- Our ability to share our love for food & culture with others

Our Recommendations to Future Students

- Hone in on your "WHY"
- Focus on human values & emotions
- Batch content create
- Measure early and often & remember digital media metrics is a loop!



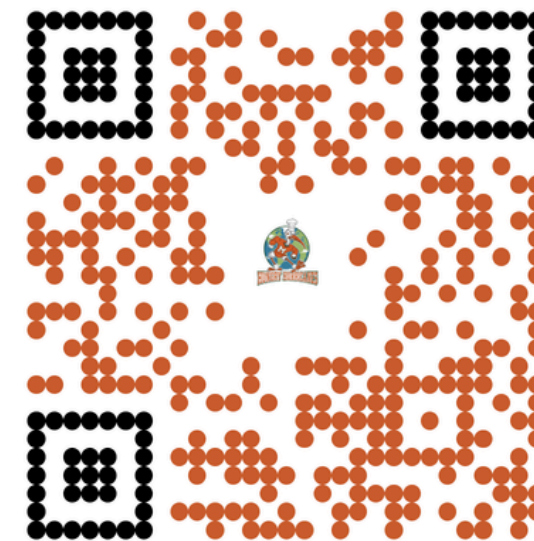
Follow Us

Instagram



Scan me!

TikTok



Scan me!



THANK YOU!

FEEDBACK?

