

1 **Associated Student Government**  
2 *University of Arkansas*



3  
4 *ASG Senate Bill No. 6*

5 Author(s): Parliamentarian Kevin Durden  
6 Sponsor(s): Chair of Appropriations Benji Purcel

7  
8 **Government Resources for Advancing Media (GRAM) Presence Act**

9  
10 Whereas, The Associated Student Government is always looking for  
11 ways to connect with students and inform them about ASG's  
12 programs.

13  
14 Whereas, A 2024 [report](#) by the Pew Research Center found that 78% of  
15 US adults aged 18 to 29 use Instagram and that social media  
16 use across all platforms is highest among younger adults.

17  
18 Whereas, Social media, and especially targeted ads on social media,  
19 provide an opportunity to reach students at higher levels,  
20 ensuring the student body is informed and aware of the  
21 programs, events, and actions of ASG.

22  
23 Whereas, Spending \$200 over the course of 10 days would allow ASG  
24 to reach between 13,000 and 35,000 accounts of Instagram  
25 users between 18 and 26 years-old in a 5-mile radius of  
26 campus, for an average cost of 0.57 to 1.54 cents per account  
27 reached.

28  
29 Whereas, Spending \$225 over the course of 15 days would allow ASG  
30 to reach between 17,000 and 44,000 accounts of Instagram  
31 users between 18 and 26 years-old in a 5-mile radius of  
32 campus, for an average cost of 0.51 to 1.32 cents per account  
33 reached.

34  
35 Whereas, Spending \$100 over the course of 5 days would allow ASG to  
36 reach between 6,600 and 17,000 accounts of Instagram  
37 users between 18 and 26 years-old in a 5-mile radius of  
38 campus, for an average cost of 0.59 to 1.51 cents per account  
39 reached.

40  
41 Whereas, Spending as little as \$50 over the course of 5 days would still  
42 allow ASG to reach between 4,200 and 11,00 accounts of

43 Instagram users between 18 and 26 years-old in a 5-mile  
44 radius of campus, for an average cost of 0.45 to 1.19 cents per  
45 account reached.

46  
47 Whereas, Social media advertising would allow ASG to direct students  
48 to specific accounts or webpages and could be used to both  
49 increase interaction with ASG on social media and to direct  
50 students to important links, such as registering for upcoming  
51 events or voting in elections.

52  
53 Whereas, Providing dedicated funding for social media advertising  
54 could allow ASG to more adequately reach students through  
55 social media, ensuring the student body is better informed  
56 about ASG's programs.

57  
58 Be it therefore resolved: The ASG Senate will provide matching funds,  
59 up to \$250 each for Cabinet, OFA, FLF, and  
60 Judicial, to spend on social media advertising  
61 and engagement promoting the events, actions,  
62 and programs of the Associated Student  
63 Government during the remainder of the 2024-  
64 2025 school year.

65  
66 Be it further resolved: For a branch to receive matching funds, the  
67 leader of said branch must submit a request to  
68 the Chair of the Senate outlining how the  
69 requested funds will be spent. There is no need  
70 for the matching funds to be spent on any one  
71 purchase, nor is there a limit on the number of  
72 requests that can be made, so long as the total  
73 amount requested for the year does not exceed  
74 \$250 per branch. All graphics must include a  
75 mention to follow the ASG Instagram account  
76 on the advertised graphic; and

77  
78 Be it further resolved: The Associated Student Government Senate  
79 Allocate \$1,000 from the Senate Legislative  
80 Allocations Budget (LS-Prog) for the funding of  
81 this program.

82

