PANEL: How Institutions are Running Creative Social Media Campaigns to Strengthen Brand Reputation (and How to Bounce Back When Campaigns Fail)

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What’s in a name?
Our challenge: Share updates and stories about a major campus investment that continued to undergo name changes.

Our wrong turns:

- Multiple Facebook page name changes
- Multiple Twitter accounts
- Lack of internal communication

The result: Confusion!
Our solution: Create a narrative to share instead of geographical, physical or name boundaries.

What it meant, instead of what it was named.

Consolidate social media accounts under the main organization profiles.

Produce stories about successes.

@PurdueResFound

Purdue Research Foundation - PRF
2014 (The Problem)

- The University of Iowa named number one party school in the nation according to Princeton Review

- Research showed we ranked last in reputation across state compared to two other states schools (Iowa State and Northern Iowa)
For Iowa Campaign

Stories promoted digitally in 200+ targeted communities

Impressions = 4.2 million

Pageviews = 50,000+

Time spent on page = 6:34 (2:34 is average)

Now creating more health care related content based on research
Outcomes
President’s First Anniversary/Reputational Campaign

Inspiration: Smash cake pics for 1st birthday parties

Concept: Celebrate president’s first-year accomplishments and encourage influencers to send in congratulatory videos

Wrong Turns: We had great content, but the way we initially shared it out was getting minimal reactions.

Solution: Quickly adjusting by posting photo instead of gif, video montage vs. individual videos, etc.
Recruitment/Branding Campaign - Flat Starsky

**Inspiration:** Flat Stanley

**Concept:** Encourage prospective students to post pics with Flat Starksky (our mascot) & #okcubound.

**Wrong Turns:**
1. Choosing something Admissions was excited about vs. what prospective students would be excited about.
2. Not pushing it hard enough on our social media channels.
Recruitment/Branding Campaign - Flat Starsky

Solution:
(1) Testing out a mix of traditional swag with new ideas.
(2) Sharing a lot more user-generated content.
Instagram Push for Applications

**Inspiration:** User-Generated Content

**Challenge:** Final push for applications by Feb 1

**Solution:** Used the power of the Miami community to gather positive, authentic, and shareable user-generated content on Instagram.
Results:

- 100+ responses in 24 hours
- Tagged @MiamiOHAdmission & drove traffic to their site.
- 8,000+ Instagram Story views
- Repurposed on Admission Twitter account
- “Feel-good” content about the university
Why it worked:

● Opportunity to share passion

● New submissions rise to top of feed

● Content that builds community (prospective students, current students, and alumni)
Replicate for other campaigns:

- Where did you study abroad?
- Where are you headed after graduation?