Social Media Campaign Design Brief

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Dynamic Media Marketing

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Branding Statement

Our focus is on teaching critical thinking, writing, and research through a diverse curriculum that offers a range of classes from Shakespeare to Technical Writing. We give students unique tools that employers are actively seeking in a competitive job market such as effective research skills and the ability to articulately compose data and documents through effective and eloquent expression.

Social Media Goals

❖ Generate interest from prospective students.
❖ Generate interest from current students.
❖ Include photos of students enjoying department-hosted events.
❖ Post at least 3 times a day.
❖ Post about events, students, and exciting things professors are working on.

Social Media Review

Currently, the only social media account the Department of English at the University of Oklahoma has is Facebook. The Facebook page is bland and uninteresting. For example, the homepage is a bit redundant. The picture for both the profile and the background is the same picture and have nothing to do with the English department specifically (Figure 1).
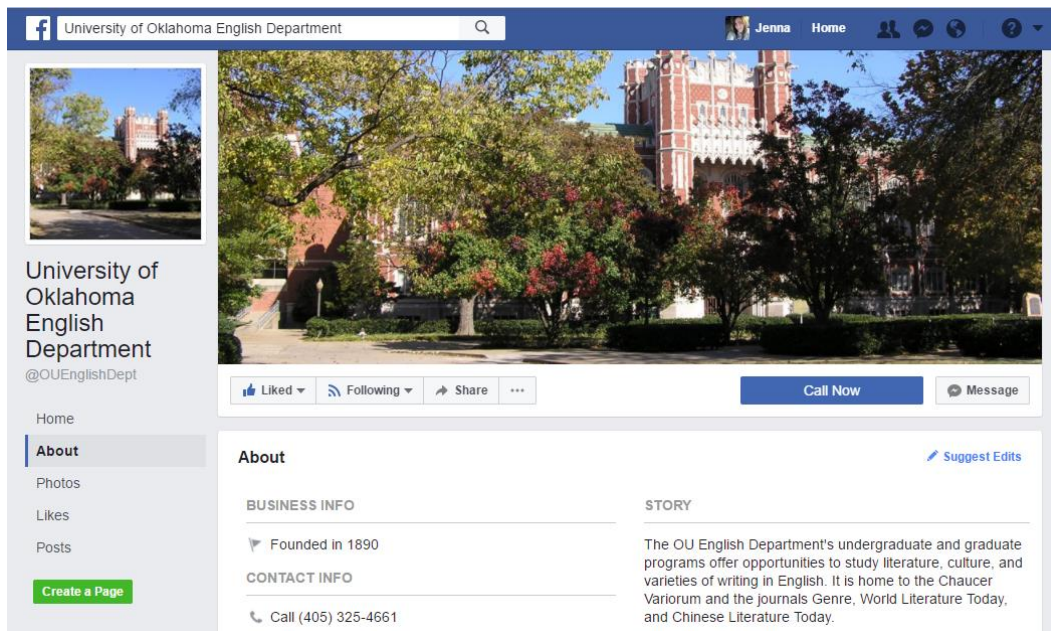

Figure 1

While there are some good things about this page, such as the "Story" description in Figure 2, there are some things that could be improved. A Facebook page is intended to grab readers' attention, to be captivating and interesting enough to continue to draw followers back. Changing one of the pictures is a simple way to make the page more interesting to view.
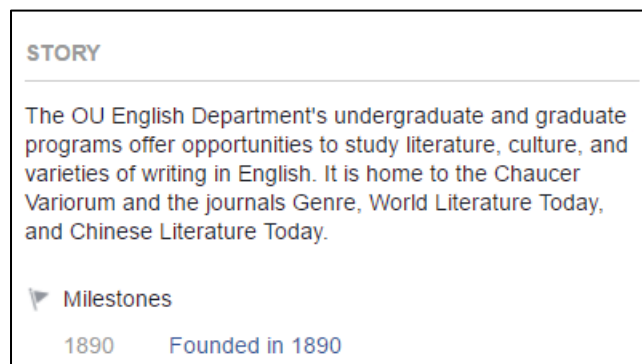

Figure 2

Social Media Review (continued)

The Facebook page for the Department of English seems disengaged and outdated. It is not geared toward students, and the content is not student-driven. Though the page does do some positive things, like posting upcoming events, the events themselves do not seem aimed at students but rather for the faculty. The page does make an effort to post pictures, but the pictures that are posted do not reflect the department as being fun or having a distinct personality that sets them apart from other departments. For example, the pictures featured below (Figures 3, 4, and 5) are recent posts from the Department of English Facebook page, and each one is identical the other in terms of content: a professor speaking from a podium. There are no students in the pictures which gives them the sense that they are aimed only at faculty and exclusive of students.

Figure 3

Figure 4

Figure 5

Because these photos are of professors speaking, they do not give the impression of a personality specific to the English department. Though they are important events, it would be more beneficial to the Facebook page in terms of branding, to include students or interactive photos that more accurately depict the event itself. That is not to say posts should not include professors as they are the cornerstone of the department and the foundation of students' education, but that they should be more inclusive of students.

Competitor Analysis

The competitors of the English department at OU include some of the other departments such as the Computer Science major in the example in Figure 6. This Facebook page is interesting, visually appealing, and does a good job of describing who the department is, as shown in Figure 8. Figure 7 demonstrates the department's effective use of posts to be inclusive of and interactive with students. The video features a student's personal story about the impact OU's Department of Engineering has had on him and what it has meant to his family.
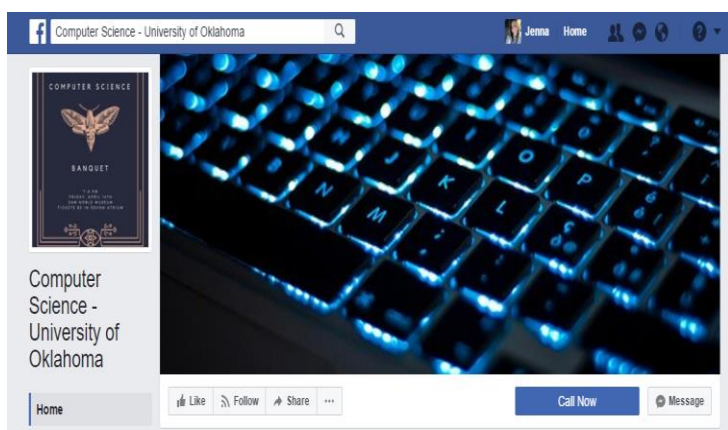

Figure 6

Figure 7

Figure 8

ANALYSIS

OU's Computer Science Facebook page is visually appealing and specifically relevant to the department. It does a good of keeping it's posts inclusive of students, such as the video featured in Figure 7. Posting a video like this demonstrates the department's dedication to it's students and it's genuine interest in their future and well-being. These kinds of posts personalize the department and make it relatable for students.

Competitor Analysis (continued)

The University of Oklahoma's Petroleum Engineering major has a good Facebook page as well. Their homepage pictures are specifically tailored to their department, as shown in figure 9, and their posts are student-centered, as shown in Figures 10 and 11.
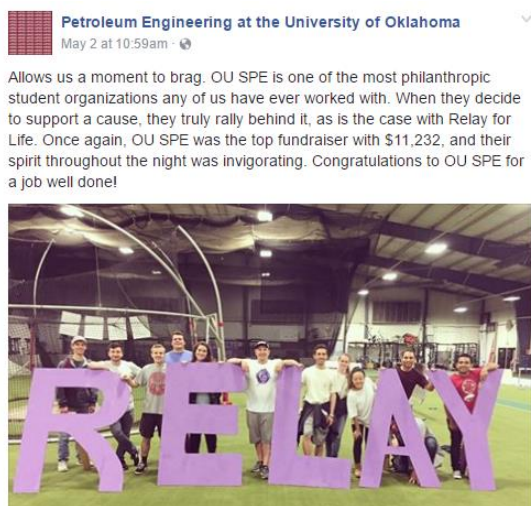

Petroleum Engineering at the University of Oklahoma
May 2 at 10:59am · 🌐

Allows us a moment to brag. OU SPE is one of the most philanthropic student organizations any of us have ever worked with. When they decide to support a cause, they truly rally behind it, as is the case with Relay for Life. Once again, OU SPE was the top fundraiser with $11,232, and their spirit throughout the night was invigorating. Congratulations to OU SPE for a job well done!

Figure 10

Figure 9

Petroleum Engineering at the University of Oklahoma
May 8 at 12:57pm · 🌐

Looking to STARt your week off right? Feeling like a rockSTAR as you ace your finals? Perhaps your just STARving from studying so hard. Stop by MPGE for a treat while supplies last!

Figure 11

ANALYSIS

OU's Petroleum Engineering major Facebook page does an excellent job of keeping their content student-centered and relevant. Figure 10 depicts their students in the Relay for Life event and congratulates them on their achievement. Figure 11 is a fun post that invites students to stop by for a snack during studies. Both of these posts are directly geared toward students and do a great job of being interactive and inviting. They demonstrate the department's dedication to social engagement with their students and pride in their achievements.

Posts like these are relevant and important because they give the department a specific personality that sets them apart from other departments. The page is engaged with their students, and establishes the department as being a fun and closely connected group of students and faculty.

Facebook Campaign

> **Status** **Photo** **Place** **Life event**
>
> Just got accepted to the University of Oklahoma! Go Sooners!
>
> Friends ▼ **Post**

> **Status** **Photo** **Place** **Life event**
>
> Applying to colleges…does anyone go to OU that can give me some advice on applying there?
>
> Friends ▼ **Post**

> **Status** **Photo** **Place** **Life event**
>
> Shout out to everyone who participated in our annual "Meet the Authors" event for all our published professors, alumni, and students! #allbooksmatter
>
> Friends ▼ **Post**

Objective and Rules

OBJECTIVES

Generate interest and excitement among current and prospective students by posting engaging and relevant information and pictures.

- ❖ Post at least 3 times a day.
- ❖ Post pictures of students having fun at department-sponsored events.
- ❖ Post pictures of students engaging with professors, such as each of them holding up favorite books.
- ❖ Post information about upcoming events and create invitations extended to students and faculty for these events.
- ❖ Post information and pictures depicting successful events.
- ❖ Follow other departments.
- ❖ Follow high schools.
- ❖ Stay engaged with high schools and post upcoming events that would attract prospective students,; tag the high schools in these events.

RULES

Rules for managing the department Facebook page:

- ❖ Follow the rule of thirds for social media:
  - o 1/3 of posts should promote the Department of English, 1/3 should be engaging students and interacting with followers, 1/3 should be posts regarding relevant and current information that interests followers.
- ❖ Details! Details! Details! Editing and proof-reading is a must. It would be hard to take an English department of a university seriously if there are constant spelling or grammatical errors.
- ❖ Keep posts current and relevant.
- ❖ Post every day.

Profile Analysis

Because there is no limit on the length of posts for Facebook, there is a vast opportunity to connect with students and faculty in creative and relevant ways. Posts have the ability to be in-depth and specific about events, the professors and students involved, and why it is important information. The Facebook page should post things that create a connected environment between students and professors, such as posting pictures that portray action (i.e. students engaging in department related events or professors engaging with students), rather than photos of professors standing still or behind a podium. Students see their professors behind a podium in lecture every day, so these types of posts give the impression that the department is boring and no different outside the classroom than it is inside.

The Department of English should be using Facebook to create an identity and brand that distinguishes it within the university. Therefore, the content must be student-driven and centered, and focus on the relationships that students are building with each other and with their professors within the department. This would create a sense of community and connectivity with students and demonstrate the university's engagement in campus activity. Facebook posts have the ability to create community within the student body by doing simple things such as inviting students to stop by for snacks during midterms or finals in a room hosted by students or professors, similar to what the Department of Engineering does in the example featured in the Competitor Analysis section of this brief.

Some fun and specific examples of ways to express the department as having a unique personality, and to keep it engaged with students:

- ❖ Posting pictures of the "Department dog," meaning Dr. Garafolo's dog that she occasionally brings to class. He is a fun, and welcome element that students have come to recognize and enjoy.
- ❖ Posting video content of students actively engaged in events such as the Native Crossroads Film Festival.
- ❖ Hosting fun events that can be posted later such as a "meet and greet" with published professors, alumni, and students. Events like this would encourage community interaction.
- ❖ Inviting students to come to the English center for help with papers, especially during midterms and finals.
- ❖ Hosting events geared toward prospective English majors and tagging high schools in these events.
- ❖ Posting related job links from sites such as Indeed.com that graduating students might be interested in.
- ❖ Posting upcoming events hosted by the English department or related to it, and creating invitations to these events that are extended to students and faculty alike.
- ❖ Posting fun pictures that depict students being active and engaged with professors and events.

Facebook Goals and Examples

The goal of the Department of English Facebook page will be to create a strong network of students, faculty, prospective students and high schools, and alumni by keeping posts student-driven, fun, and involved. Posting content that is relevant, current, and depicts students and professors being active and engaged in their community is an effective and fun way to create a strong sense of community and identity.

Figure 6 demonstrates how the English department can make a small change to make their page more visually appealing and more specific to the Department of English.
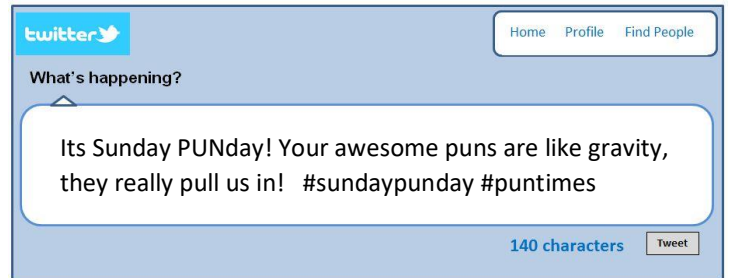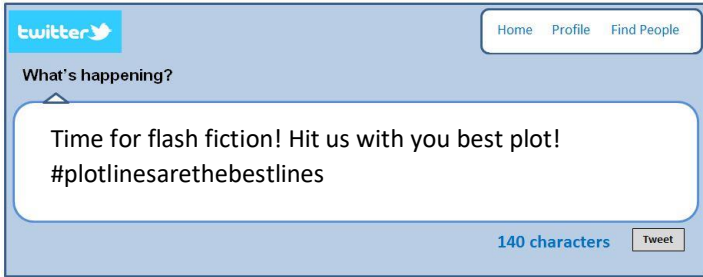

Figure 6

Figure 7 depicts an example of a fun post that engages several different groups at once and relates them to the English department. It also demonstrates an example of the kind of event the department could host that engages the community and the university and unites them in a fun way.

Figure 7

Twitter Campaign

"Twitter is not a technology, it's a conversation, and it's happening with or without you." -@charleneli

twitter

Home   Profile   Find People

What's happening?

Time for flash fiction! Hit us with you best plot! #plotlinesarethebestlines

140 characters   Tweet

#hashtag

@username

twitter

Home   Profile   Find People

What's happening?

Its Sunday PUNday! Your awesome puns are like gravity, they really pull us in!   #sundaypunday #puntimes

140 characters   Tweet

FOLLOW US ON twitter™

Objective and Rules

OBJECTIVES

Generate interest and excitement among current and prospective students by posting engaging and relevant information and pictures.

- ❖ Post at least 3 times a day.
- ❖ Post pictures of students having fun at department-sponsored events.
- ❖ Post pictures of students engaging with professors.
- ❖ Create a strong personality within the OU community by creating an @persona.
- ❖ Post fun, student driven content.
- ❖ Follow other departments, and wage fun (and premeditated) twitter wars with them to draw in students.
- ❖ Follow high schools.
- ❖ Let the students drive the content.
- ❖ Stay engaged with high schools and post upcoming events that would attract prospective students.

RULES

Rules for managing the department Twitter Account:

- ❖ Follow the rule of thirds for social media:
  - o 1/3 of posts should promote the Department of English, 1/3 should be engaging students and interacting with followers, 1/3 should be posts regarding relevant and current information that interests followers.
- ❖ Details! Details! Details! Editing and proof-reading is a must. It would be hard to take an English department of a university seriously if there are constant spelling or grammatical errors.
- ❖ Keep posts current and relevant.
- ❖ Post every day.

The Department of English should seek to create a strong personality within the Twitter community that will attract and encourage students to engage with the department and the community. A good start is the descriptive section under the profile picture. "The OU Department of English is dedicated to empowering young writers and readers with the ability to think critically and innovatively through articulate expression," is a good example of a short bio that quickly, but expressively, sums up the importance of the department and their dedication to their students.

Twitter Goals and Examples

Unlike Facebook, Twitter gives the impression of being a much faster paced environment due to the 140-character limit for posts. Because of this, there should be a different approach to posts, and different content included. Content must be shorter, so it should focus on creating an identity and community more than posting about events. To achieve this, the Twitter account will first create a strong network by following other users such as other departments, authors, high schools, professors, and fun English related things that followers would find interesting and relevant like used book stores or publishers.

The page should also be fast-paced and engaging. Things like hosting a weekly flash fiction event on Twitter or staging a Twitter war back and forth with another department are fun and easy ways to interact with students and create a strong and fun identity.
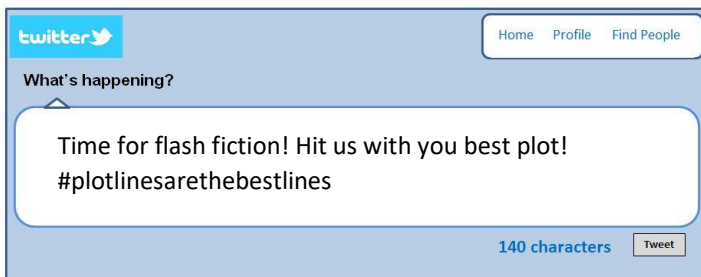

Figure 8

Figure 8 demonstrates a fun example of a recurrent activity the English department can host that involves current and even prospective students. They can post clips of their writing, and even include links for those who want to view more of their work. It is an excellent way for students to feel included and engaged with each other and the university.

Figure 9 is another example of way to engage followers in a funny way that generates interest and interaction. By hosting a weekly "Sunday Punday" on Twitter, it invites students to interact with the department and with each other. It creates a fun, connected environment and a platform from which students can creatively express themselves.
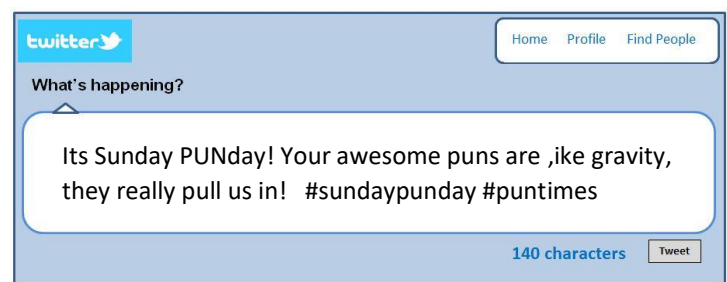

Figure 9

General Warnings and Rules

The University reserves the right to remove any and all content and comments at its discretion. Any content or comments it deems to be unlawful, spam, and/or threatening against OU students, faculty, staff, guests, or others or to the University's network or computing systems will be removed and reported to the site on which the content or comments appeared.

Content and comments intended to promote commercial products or services are not permitted under University policy and will be removed.

Content that violates any University policy will be removed.

Comments and content posted by guests do not reflect the positions or opinions of the University of Oklahoma.