Social Media:
What’s New with Ohio State?

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Lauren Boyd.404
Our social media strategy in a nutshell: Share great news about Ohio State, engage our audience, then measure the results.
SHARING BIG NEWS
Our goals for announcing the university’s 15th president:

• Create a moment
• Share the news
• Start a conversation
Ohio State Live
@OhioStateLive
An official Ohio State account.
Columbus, Ohio • osu.edu

Tweets

Ohio State Live @OhioStateLive • Jan 30
Thanks for tuning in to learn about #OSUnewprez Michael Drake
Expand
COLUMBUS TWITTER TRENDS DURING ANNOUNCEMENT

#OSUnew prez BREAKING
@ohiostatellive BREAKING
#osuprez BREAKING
osu
buckeye
MORE THAN 420,000 WERE REACHED THROUGH SOCIAL MEDIA

MORE THAN 116,000 INTERACTED WITH OUR CONTENT

LIKES, SHARES, COMMENTS, RETWEETS, POSTS, CLICKS, ETC.
The Ohio State University

Help welcome our new president! Tell us: What does it mean to be a Buckeye?

WELCOME
WHAT DOES IT MEAN TO BE A BUCKEYE?
TELL OUR NEW PREZ USING #OSUNewPrez

<table>
<thead>
<tr>
<th>People Reached</th>
<th>73,088</th>
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</thead>
<tbody>
<tr>
<td>Likes</td>
<td>120</td>
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<tr>
<td>Comments</td>
<td>27</td>
</tr>
<tr>
<td>Shares</td>
<td>72</td>
</tr>
<tr>
<td>Likes</td>
<td>905</td>
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<td>Comments</td>
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<tr>
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<tr>
<td>Total Likes</td>
<td>1,025</td>
</tr>
<tr>
<td>Comments</td>
<td>209</td>
</tr>
<tr>
<td>Shares</td>
<td>72</td>
</tr>
</tbody>
</table>

656 Post Clicks
418 Photo Views
238 Other Clicks
0 Link Clicks

0 Hide Post
0 Hide All Posts
0 Report as Spam
2 Unlike Page
OhioState @OhioState 3h
MT @notvery_meek: Being a Buckeye means taking advantage of opportunity at Ohio State & blazing your own trail here & beyond! #OSUnewprez

OhioState @OhioState 3h
MT @mdferdinand13: Honoring traditions & progress of past; striving for continuous excellence in present/future #OSUnewprez #Buckeyeforlife

OhioState @OhioState 4h
MT @glennazofcin: Love excitement in the air at @ohiounion today! Everyone is decked in scarlet & gray to welcome #OSUnewprez Dr Drake!

OhioState @OhioState 4h
Tell us what #OSUnewprez Michael Drake needs to know about campus and help welcome him! pic.twitter.com/jyzhg6J9fX

OhioState @OhioState 5h
Welcome 15th pres to Ohio State at 12:30 p.m. today (1/31) in the Ohio Union. go.osu.edu/cw #OSUnewprez #events
CONNECTING WITH OUR AUDIENCE
Listen and engage...
...then deliver.
A #BuckeyeLove story: This couple met during their sophomore year at Ohio State and have been together ever since!

More engagement -- #BuckeyeLove story
Renée Concha @rawrconcha
acceptance fee paid!! @OhioState i'm coming for ya ☀️

OhioState @OhioState
@rawrconcha See you in August! #new2OSU

1 RETWEET
2 FAVORITES
Jenna Wilson @jenleighwil
Time to start looking for a roommate 😊 @OhioState here I come!

OhioState @OhioState
@jenleighwil Congrats and welcome to the Buckeye family!
#new2OSU

1 RETWEET 15 FAVORITES

3:30 PM - 14 Dec 13 · Details

Reply to @OhioState @jenleighwil

Jenna Wilson @jenleighwil
@OhioState thank you so much! I can’t wait :)

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Kelly Rogers @Kell_RogerThat
I graduate from @OhioState one month from today 😭#what
#wheredidthetimego

OhioState @OhioState
@Kell_RogerThat Oh, how the time flies! Enjoy your last month at Ohio State! #BuckeyeForLife #OSUgrad
KEY FACTORS: TIME AND VISUALS
When the wind rolls snowballs…

OhioState @OhioState
Have you seen the "snow rollers" on campus today? A rare phenomenon when the wind rolls snow balls!
pic.twitter.com/sD1UjmJvXA

Expand
…you get retweets.
Sharable graphics: How can we tell a story in a more visual way?
We’re on Instagram.
HOW DO WE MEASURE?
SOCIAL MEDIA SCORE = 4.0

- OCT - DEC: 4.0
- JAN - MAR: 0.0
- APR - JUN: 0.0
- JUL - SEP: 0.0
- OCT - DEC: 0.0

**Facebook**
- Average Rating: 7.5
- Facebook Engagement (7.2%) = Ave. Daily Engaged Users / Ave. Daily Reach
- Total Number of Fans (536,213)
  - 10 = 600,000 based on university norms
- **NOTE:** VERIFYING BENCHMARKS for 10

**Twitter**
- Average Rating: 3.5
- Twitter Engagement (6%) = Retweets + Mentions / Followers
- Total # of Followers (72,553)
  - 10 = 350,000
- **NOTE:** VERIFYING BENCHMARK for 10

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Questions?
Join us!

Sign up for our monthly gathering.