April social media
@OhioState students on @BuckISERV trip do O-H-I-O over Falls Park in SC. Via @daughertyshelby #osuServes #BuckISERV
10:09 AM - 10 Mar 2014
Greenville Humane Society #puppylove #buckiserv #OSU http://t.co/4Hr5y6instagram.com/p/IVJKWAm9mF/

@DAUGHERTYSHELBY @r_stover · A MONTH AGO

Chasmine Anderson @just_fanCHASTic

"@OhioState is one of those rare schools whose DNA is service."
- Vince, @mediciproject. BuckISERV

10:58 AM - 10 Mar 2014 · Atlanta, GA, United States
I built a handicap accessible shed today, what did you do? #100happydays #day14 #buckiserv

MEGHAN LAVELLE · A MONTH AGO
#duckiserv buckeyes! @mediciproject
9:01 PM - 12 Mar 2014

1 RETWEET 4 FAVORITES

Gotta deliver those Meals on Wheels! #newyorkcitydoe #duckiserv
mediciproject instagram.com/p/lfd1P6C6R3/

OGONNA ONONYE @OGOCOCOA · 25 DAYS AGO
It’s been the most meaningful spring break; #buckiserv with the loveliest people in #Chicago; ending our service with blue skies and spring weather. Our motto: follow your heart, treasure your life #muchlove

And the #buckiserv trip comes to an end. Amazing week in Georgia working with The Fuller Center. instagram.com/p/lk3bSwnCB3/
Key Takeaways

- Ask nicely and in multiple ways
- Give specific instructions based on the story you want to tell
- Engage publicly with those using the hashtag
- Provide constant reminders
- Share great content on a regular basis
- Evaluate and tweak process
#DonutsWithTheDean
#DonutsWithTheDean hint #1...

@ASCatOSU

[Image of a building with a clock]

4:20 PM - 27 Mar 2014 - Details

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#DonutsWithTheDean hint #2...

@ASCatOSU

[Image of a clock]

6:00 PM - 27 Mar 2014 - Details

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@Jonana_Ashley: dam I have a midterm 😞

Joanna Tan

@ASCatOSU: you’ll still have another chance in April :) good luck on the midterm

@Jonana_Ashley
Arts and Sciences @ASCatOSU · Mar 28
Making your day better, @dmanderscheid has donuts/t-shirts for the first 50 students to get to Hagarty Hall at 10:45 a.m. #DonutsWithTheDean

8:00 AM - 28 Mar 2014 · Details

Reply to @dmanderscheid

Stevie Slaughter @sssslaughter · Mar 28
@ASCatOSU waiting on donuts. So stressful. Pls hurry

Stevie Slaughter @sssslaughter · Mar 28
@ASCatOSU nvm #imadeit

Meghan Radegunde @MeghanRadegunde · Mar 28
@ASCatOSU @dmanderscheid Thanks for the awesome t-shirt! #DonutsWithTheDean
DONUTS WITH THE DEAN
Tweetups with Arts and Sciences Dean Manderscheid

FOLLOW @ASCatOSU ON TWITTER FOR EVENT DETAILS

FREE DONUTS
FREE T-SHIRTS

THE OHIO STATE UNIVERSITY
COLLEGE OF ARTS AND SCIENCES
Twitter:

@ASCatOSU 856 to 1288 = 50.47% growth
@dmanderscheid 437 to 674 = 54.23% growth

Facebook:

Grown 33.46 % since Autumn Gold Rush
Aaron Craft: student-mathlete
• http://www.osu.edu/features/2014/aaron-craft.html

• 17,000+ unique page views

• Average time on page: 5 min 46 sec (site average is 3 min 6 sec)
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• http://go.osu.edu/CraftPiDay
• 58,000+ views
OhioState @OhioState · Mar 13
Student. Athlete. Leader. Take a look at the backstory behind Buckeye No. 4 Aaron Craft: ow.ly/uxYax #GoBucks
Eleven Warriors @11W · Mar 14
There's also an interactive Craft timeline (osu.edu/features/2014/…) that includes this photo. cc: @OSUCoachMeyer pic.twitter.com/BcnYRbvPrl

OhioState @OhioState · Mar 14
@11w Thanks for sharing our timeline and video! Excited to share Aaron Craft's story. #GoBucks