Media Magnet
Coordinating digital media
What does “coordinating digital media” mean?
News, Events
Site features
Blog posts
Social media

“Digital media”
“Coordinating”

~50 Communicators, ~40 social media managers. Hundreds of websites and social media channels. Many thousands individual bits of content per year.
100 * ( publishers * Items/day * 365 days/year )

~100,000(!)
A sea of digital media
...Most of the time the output is unrelated to each other.
Hashtags help coordinate and provide context
But Twitter is not the only game in town…

…and public hashing can crowd actual content:

RT @wexFilm: Awesome event this evening! #events #BluesForSmoke #film #guestLecturer #alum
http://t.co/hlY0cmsmZu

(This is not an actual tweet.)
Coordinating Digital Media

To recap:
• We’re producing a ton of media.
• It’s mostly unrelated.

Maybe we can learn from Twitter hashing to better coordinate/organize our digital media?
1. A central repository for each entity’s digital media output.
Benefits of a repository:

- Easy to see offerings and efforts of other units
- Greater internal awareness
- Opportunities for coordination or repurposing
Central calendaring becomes a possibility

Schottenstein Center

Wexner Center

College of Arts & Sci

**Custom Event Feed**

**Schottenstein Center Events**

- Men's Basketball vs. Michigan
- Men's Ice Hockey vs. Wisconsin
- Men's Ice Hockey vs. Wisconsin
- Kings of Leon
  - with Gary Clark Jr.
- Men's Basketball vs. Northwestern
- Women's Basketball vs. Nebraska
- Men's Basketball vs. Minnesota

**Wexner Center**

- Fred Hersch Trio
  - October 29, 2013 at 1:52 PM
  - "Singular among the trailblazers of their art, a largely unsung innovator of this borderless, individualistic jazz—a jazz for the 21st century."—New York Times
  - Born in Cincinnati, jazz pianist and composer Fred Hersch is a true master of the keyboards, displaying an elegantly refined approach that...
  - [Read more](#)

- Bill Frisell's Big Sur Quintet
  - July 29, 2013 at 2:31 PM
  - "Big Sur is more than just a musical recording. It's a sonic novel—instrumental storytelling of the highest caliber delivered by an amazing storyteller, it's Bill Frisell at his best."—DownBeat Editor's Pick
  - [Read more](#)

- Mehliana
  - "Perhaps the most influential jazz artist of his generation."—DownBeat Brad Mehldau returns to the Wex in a special collaboration with drummer/composer Mark Guiliana

**College of Arts and Sciences Events**

- **Invisible Identity: Mujeres Dominicanas en California**
  - January 17, 2014 at 10:07 AM

- **In Conversation: Department of Art First Year Graduate Student Exhibition**
  - December 2, 2013 at 3:47 PM

- **2014 Arts Scholars Juried Exhibition**
  - January 31, 2014 at 12:46 PM

- **Communication Colloquium: Mao Yang and Hyunjin Song**
  - January 29, 2014 at 9:41 AM

- **Psychology Colloquium: Cameron L. Neece, Loma Linda University**
  - January 13, 2014 at 12:59 PM

- **Musicology Lecture: Gileh Tsigursky, The Ohio State University**
  - December 11, 2013 at 3:58 PM

- **United Black World Opening Celebration**
  - January 24, 2014 at 11:21 AM
2. A common method of internally “tagging” (or flagging) our channels.

<table>
<thead>
<tr>
<th>Type</th>
<th>Channel</th>
<th>Flags*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>@Brutus_Buckeye</td>
<td>Athletics, Spirit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tradition</td>
</tr>
<tr>
<td></td>
<td>PrideOfTheBuckeyes</td>
<td>Arts, Music, Spirit,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tradition</td>
</tr>
<tr>
<td></td>
<td>“From Woody's Couch”</td>
<td>History, Tradition</td>
</tr>
</tbody>
</table>

(*These flags are just examples.*)
A better conversation with our audiences

Audience/Visitor/User

I’m interested in OSU “Traditions”

Here is some “Traditions” content which may interest you:

University
Tailoring content based on user experience/attributes

Student: Graduating senior, Welding Engineering

Student: First year, Visual Communication (Graphic Design)
<table>
<thead>
<tr>
<th>Username</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>@Brutus_Buckeye</td>
<td>Mascot, Spirit, Tradition</td>
</tr>
<tr>
<td>@OhioStAthletics</td>
<td>Primary</td>
</tr>
<tr>
<td>@OSU_AD</td>
<td>Staff</td>
</tr>
<tr>
<td>@OSUCoachMeyer</td>
<td>Staff, Football</td>
</tr>
<tr>
<td>...</td>
<td>Team, VolleyBall, Women</td>
</tr>
<tr>
<td>...</td>
<td>Another, YetAnother, More</td>
</tr>
</tbody>
</table>

(*These flags are just examples.*)
In the future?
Potential to flag individual bits* of content?

<table>
<thead>
<tr>
<th>Entity</th>
<th>Channel</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Archives</td>
<td>“From Woody's Couch”</td>
<td>Mirror Lake over the years</td>
</tr>
<tr>
<td>History, Tradition, Archive</td>
<td>History, Tradition</td>
<td>History, Campus, Photos</td>
</tr>
</tbody>
</table>

(*Hypothetical examples.)
1. A central repository for each entity’s digital media output.

2. A common method of internally “tagging” (or flagging) our entities/channels.
#OSUnewprez
Our goals for announcing the university’s 15th president:

• Create a moment
• Share the news
• Start a conversation
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

on Friday

73,088 people saw this post
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 @giennazofcin: 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
#BuckeyeLove
More engagement -- #BuckeyeLove story
Buckeye love is in the air.
Tell us your #BuckeyeLove story!
426 people like this.

Becca Dritschel I married the guy in the red coat this past June
Like · Reply · 10 · February 8 at 12:05pm · Edited

Cheryl Limes High school sweethearts—hubby and I came to OSU in 1964—couldn't stand being apart, got married, both moved to Columbus, I worked on campus while he got his degree, had a beautiful baby girl, we struggled financially but he graduated in 1968. We moved back to Bowling Green. He taught and coached for 30+ yrs—48 yrs later we're still Buckeyes in love!
Like · Reply · 9 · February 7 at 4:52pm

Dan Molnar My wife Melissa Molnar and I were introduced by a mutual friend at the corner of 15th and High Street in April 1978. My wife and I have been inseparable ever since.
Like · Reply · 5 · February 7 at 8:08pm

Lynne Felmet Talleda I met my husband, Frank, in 1972 and we were married in 1974. I can hardly believe it'll be 40 years this July. My parents, John and Patsy Felmet, also met at OSU circa 1948, and are happily married to this day.
Like · Reply · 4 · February 8 at 12:16am

KimmieIsAFan @OhioState @Buckeye_Nation Born on the day of the OSU/Michigan game in '84 to an OSU grad. Will forever bleed scarlet & gray! #BuckeyeLove
Show Conversation

buzzgirlz Feb 06, 8:19pm via Twitter for iPad
My husband bent down on one knee and proposed in front of the shoe! #BuckeyeLove
Show Conversation

BecRicc Feb 06, 8:04pm via Twitter for iPhone
@OhioState @BrianRicciardo and I have taken our kids' pics at the Garden of Constants every year for their Bday; #ourtradition #BuckeyeLove
Show Conversation

kdntweets Feb 06, 4:19pm via Web
@OhioState Met at Smith before classes started. Fell in love on the Oval before Christmas. Married to Carmen Ohio before long. #buckeyelove
Show Conversation
go.osu.edu/socialmedia