January Social Media
Presidents on social media
Digital Strategy

-Draft-
Elements of a Draft Digital Strategy

1. Deliver digital services that absorb complexities of Ohio State
2. Improve priority user-centered services for mobile use
3. Decouple data and presentation
4. Create compelling services that exceed user expectations
5. Measure performance, user satisfaction to improve services
6. Establish a digital advisory group
Digital Strategic Direction

Provide user-centered digital experiences that engage Ohio State constituents and support Ohio State brand messaging.

Definition

*User-centered* means that our communication tools and messages are centered around how our constituents need or want to experience Ohio State. It could include such tactics as coordinating communications across various media, having a single sign-in for all Ohio State interactions, and setting communication preferences in one place, for example.
Building a user-centered digital experience

Our digital strategy will give us the opportunity to match the right message to the right person.

- Magazines, direct mail
- Email, social networks
- College communicator
- OSU Mobile
- Athletics
- In person, professional expertise
- Event planning input
- Lecture attendance
- Webinar, online learning
- Social network contributor

With the knowledge of our constituents’ preferences and capabilities, we can focus our outreach efforts to strengthen Ohio State brand messaging and provide more relevant engagement opportunities.
Instead of a one-size-fits-all approach, we can tailor our messages to fit alumni preferences for how they wish to receive them, and focus on relevant engagement opportunities for their capabilities.
INSIDE THE POLAR VORTEX*
* Using social media to effectively communicate a campus closure.
When the snow starts falling:

GriffinLahre
2:29pm via Web
@OhioState University of Toledo cancelled classes
tomorrow your turn

djsho614
2:14pm via Twitter for iPhone
@OhioState cancel class tomorrow. It’s going to be too
cold for my morning class.
Sincerely, Sho
How we respond:

• Coordinated (Buckeye Alert, osu.edu, social media have one message)

• Timed to coincide with traditional media
Want retweets? Call a snow day!

OhioState @OhioState
Columbus campus closed 1/6. Med Center, health services, some dining halls open. List of closures: emergency.osu.edu #news

999 RETWEETS 207 FAVORITES

6:32 PM - 5 Jan 14 • Details
OhioState @OhioState
Be in the know: Sign up for Buckeye Alert emergency notification plan. ow.ly/sljjNI #news

OhioState @OhioState
Columbus campus closed today; Med Center, health svc, some dining halls open. Back to normal ops 3rd shift. More: emergency.osu.edu

OhioState @OhioState
Columbus campus closed 1/7; Med Center, health svc, some dining halls open. Back to normal ops 3rd shift 1/7. More: emergency.osu.edu
Columbus campus closed Monday, January 6. Med Center, health services, some dining halls open. More information: http://emergency.osu.edu

The Ohio State University Emergency Management
January 5

79 people like this.

Stefanie Best A big thanks to whoever runs your FB page for posting updates in a timely manner and responding to comments thoroughly!
Like · Reply · 16 · January 5 at 9:40pm

The Ohio State University Emergency Management replied
· 3 Replies

David Michael Rochman Will libraries be closed C-bus?
Like · Reply · 1 · January 5 at 10:22pm

The Ohio State University Emergency Management
David – that is a good question. I’m sorry but I don’t know the answer. I will find out first thing tomorrow. However, if you are coming to campus for anything, I recommend that you call ahead to make sure that facility is open. Most offices/facilities will be closed. We do not want y’all out walking around in this bone chilling wind.
Like · · 1 · January 5 at 10:26pm

Write a reply...

View 5 more comments
OSU Emergency Mngmnt
@OSU_EMFP

To support the academic mission of the university by assisting our students, faculty and staff to mitigate, prepare for, respond to and recover from disasters.

Columbus, Ohio · emergency.osu.edu
The Ohio State University

Emergency Management

The Ohio State University
Emergency Management

★★★★★ (7 ratings)

1,240 likes · 874 talking about this · 7 were here
Social graphics
Nearly 1 in 2 Americans has a pre-existing condition. Starting January 1st, they:
1. Can’t be denied coverage
2. Can’t be charged more
#Obamacare

Coverage for pre-existing conditions

Thanks to the Affordable Care Act, up to 129 million Americans with pre-existing conditions will no longer have to worry about being denied coverage or charged higher premiums because of their health.

LEARN MORE: HEALTHCARE.GOV #GETCOVERED
At UMich, we are committed to continuing global engagement. With 1,655 international undergraduate students and 3,869 international graduate students on campus, and our recent jump to #10 among U.S. schools with the most students studying abroad, our students Go Blue & Beyond!

More facts and figures from FY 2013: http://u-mich.me/19NjKvp
Today is the first day of spring semester on campus!

Welcome back to campus, Buckeyes!

#BuckeyeForLife
Questions?
Comments?