September: Social media
#GoBucks125
A SOCIAL CELEBRATION

125
1890 2014

FOOTBALL

OhioStateBuckeyes.com
THE PEOPLE. THE TRADITION. THE EXCELLENCE.
OSU.EDU TIMELINE

125 years of Buckeye football

This season, Ohio State celebrates 125 years of Buckeye football. This timeline takes you from a vastly different game played in 1890 through the decades of game day traditions, seven national championships and every Heisman Trophy to present day.

Check out coverage all season long via #GoBucks125.

- THANK YOU!
- Social promotion
- Web presence
#GoBucks125 Tourney

- **Season-long campaign**
- **Weekly match-ups**
- **Social promos, featured #TBT**
- **In-game incorporation**
#GoBucks125 Tourney

- [go.osu.edu/125Tournament](go.osu.edu/125Tournament)
- Approx. 20K clicks at go.osu link
- 10K total votes so far
#GoBucks125 Tourney

- Opinion
- Debate
- Interaction

Who gets YOUR vote in matchup #6 for "The All-Time Greatest Buckeye Team"?

1899 - 53.2% (799 votes)
1995 - 46.8% (704 votes)

Daniel Neuenschwander How does the 1899 team beat out 1995?? I mean the athletic skill wouldn't even be a game cause back then was all about running

Like · Reply · August 26 at 2:12pm
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1995
Trio of greats

With one of the most talented Ohio State teams of the modern era, the Buckeyes dominate college football's individual awards. Eddie George becomes Ohio State's sixth Heisman Trophy winner; Orlando Pace becomes the first sophomore to win the Lombardi Award; and Terry Glenn wins the Biletnikoff Award for being the nation’s top wide receiver.
FOREVER A BUCKEYE

- Collected fan photos #TBTs in July 2014
- 300+ photos
- 25 game-ready graphics
Game Day & Social Sharing

Ohio State Buckeyes added 2 new photos.
August 28 at 4:25pm

Throwback Thursday to a pair of Forever Buckeyes!
These graphics will run on the big board in #TheShoe this season. It’s not too late - submit your Forever A Buckeye pics today!
→ www.go.osu.edu/ForeverABuckeye #GoBucks125 #TBT

Forever a Buckeye
Favorite Memory since 1985
My first Skull Session before my first game against TTUN. O-H-I
#GoBucks125

Forever a Buckeye
Favorite Memory since 1984
Sitting in Purdue alumni section during Holy Buckeye in ’02
#GoBucks125

213,440 people reached

OhioStateBuckeyes.com
THE PEOPLE. THE TRADITION. THE EXCELLENCE.

#GoBucks
Logo & # Integration

- #GoBucks125 used for historical references
- #GoBucks for standard updates & news
In-Game Instagrams
This is Ohio State
Followed by K.P. Kelly and 23 others

Trendsmap Columbus @TrendsColumbus · Aug 30
thisisohiostate is now trending in Columbus trendsmap.com/us/columbus

Trendsmap

Twitter Trends in Columbus, United States - Trendsmap
Latest Columbus, United States Twitter trends, people, videos, images, and links

View on web

Columbus, OH

Expand
Tell us: What's your Ohio State story?

#ThisisOhioState
Everyone has an Ohio State story. What's yours?

#ThisisOhioState
www.osu.edu

Check out this year's game day television spot: #ThisisOhioState. Catching a game in the Shoe this season? Check the scoreboard for points of pride about Ohio State.

Retweeted 277 times
OhioState @OhioState · Sep 6
Let's go, Buckeyes! #GoBucks #ThisisOhioState pic.twitter.com/j2GboKtfo1

https://www.osu.edu/features/2014/thisisohiostate.html
Even more engagement!

Jessica Taylor My Ohio State Story: First generation college grad, thanks to Ohio State! Will never forget the pride on Graduation Day, walking into the Shoe.
Unlike · Reply · 2 · September 6 at 9:59pm

Annette Marie Parekh My Ohio State story: first one in my family to achieve a Bachelor's Degree from THE Ohio State University! I moved to Columbus from a small town in Minnesota by myself at a young age. I had a wonderful experience there and wouldn't trade it for anything!! GO BUCKS! O-H!
Unlike · Reply · 1 · September 7 at 12:52am

Scott L. Green Met my future wife in 1988 as we both lived in Nosker House freshman year. Been married for 20 years and counting. Ohio State gave me the love of my life!!!!
Unlike · Reply · 5 · September 6 at 7:19pm