COLLEGE PRIORITIES & GOALS

RECRUIT AND RETAIN OUTSTANDING STUDENTS.

PROVIDE RELEVANT CURRICULA.

PRODUCE SOCIETY-READY GRADUATES. INCREASE STUDENT PARTICIPATION IN EXPERIENTIAL LEARNING OPPORTUNITIES.

STRENGTHEN ALUMNI AND STAKEHOLDER CONNECTIONS
SOCIAL ACCOUNTS – 2019

FACEBOOK: 10,865 PAGE LIKES
2,445,207 IMPRESSIONS

INSTAGRAM: 3,341 FOLLOWERS
920,885 IMPRESSIONS

TWITTER: 5,730 FOLLOWERS
1,226,818 IMPRESSIONS

UNDERGRADUATE STUDENTS #: 4,250
GRADUATE STUDENTS #: 1,693
CALS MAJORS QUIZ

• GOAL: GET PEOPLE TO TAKE QUIZ & SEE OPTIONS AVAILABLE

• PROMOTIONAL AD ON FACEBOOK & INSTAGRAM
  • BUDGET: $500
  • DATE: Sept. 8-22 (during application time period)
  • Several different ad images and titles (A/B Testing)

• RESULTS:
  • Link Clicks: 368
  • Reach: 25,274
  • Impressions: 79,927
  • Cost Per Result: $1.36
  • Targeted: 13-17 year olds (where most of $$ was spent)
  • Website: 4,689 clicks on the quiz (5%+ of our total web visitors for the year)
  • Will do again by targeting admitted students in CALS as well as undecided majors

• OP-ED: TALLAHASSEE DEMOCRAT, FLORIDA TREND, OTHERS TBA

• ORGANIC POSTS, SHARING WITH ADVISORS, AMONG OTHER COMMUNICATIONS
MAJOR OF THE WEEK

• GOAL: SHOWCASE 23 DIVERSE MAJORS; WHAT YOU CAN DO WITH AN "AG" DEGREE

• USE INFORMATION AND PHOTOS FROM NEWLY DEVELOPED RECRUITMENT CARDS

• HIGHLIGHT 1 MAJOR PER WEEK
  • 3-5 posts
  • Tie in with news/holidays

• TRIED INSTAGRAM TAKEOVERS
  • Developed guide for students and monitored their actions
  • Current and prospective students more likely to ask them "s

• CONTENT: videos, photos, blogs, minors, student orgs, student profiles, description of major, careers, alumni profiles, faculty profiles, teaser for Instagram takeover
  • All repurposed content (CALS/IFAS/Units)
  • New graphic
  • Some new blogs
MAJOR OF THE WEEK – CONTINUED

• TOPICS: Geomatics; Transfer Student Week; Wildlife Ecology and Conservation; Family, Youth and Community Sciences; Student Veterans; Food Science; Horticultural Science

• UTILIZE STOCK PHOTOS WE ORGANIZE

• TRY TO HAVE UP-TO-DATE PHOTOS

• USE LINKTR.EE ON INSTAGRAM
  • We use this so we can say “see link in bio”

• RESULTS (Oct-Dec. 2019):
  • Reach: 91,892
  • Engagements: 6,203
  • Instagram Takeover Views (first story only): 4,585
GRADUATION HIGHLIGHTS

• GOAL: SHOWCASE STUDENTS, ACCOMPLISHMENTS, WHAT YOU CAN DO WITH DEGREES

• STUDENTS ENJOY SEEING SELF AND FRIENDS – MORE ENGAGEMENT
  • Secondary Benefit: alumni and parental/family interaction
  • Have a form students fill out; ask faculty, advisors, and students to nominate

• SNAPSHOT: 2019 GRADUATION
  • Date: Dec. 10-31
  • Platforms: Instagram, Twitter, Facebook, 10 Blogs, 1 Press Release
  • Posts: 15-16 per platform
  • Total Social Engagements: 4,465
  • Total Social Reach: 57,999
  • Blog posts gained us press as well

• 2019 SPRING GRAD HIGHLIGHTS LED US TO SUMMER/FALL FEATURES
WHAT’S NEXT?

• CONTINUE EDITORIAL CALENDAR
  • Developed in Airtable platform for communications team to share
  • Beneficial – Must have for our team
  • Planned out through May 2020

• MORE TAGGING

• UTILIZE INFLUENCERS MORE

• CONTINUE INTEGRATION WITH OTHER CHANNELS
  • Web/Press/Marketing/Etc. – able to repurpose content, further brand recognition and messaging, cohesiveness, further impact

• BETTER ANALYTICS AND REPORTING WITH ANALYSIS

• LEVERAGING MORE EXISTING CONTENT STRATEGICALLY

• LEAVE ROOM FOR MORE CREATIVITY

• @ufcals #ufcals