

Social Media Campaign Overview

The Stars

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MCOM 471

26 February 2019

Campaign Goal

How many students at Winthrop University know the opportunities and benefits of studying abroad? Based on the previous knowledge of our group members and the International Center, we hypothesized that awareness of these benefits was low among students. Our group wanted to change this. We hosted a week-long social media photo contest campaign, “Where will Winthrop take you?.” The goal of the campaign was to raise awareness of studying abroad in the Mass Communication Department.

Objectives

Our objectives were plans we set in place to be completed by the end of the campaign. Data was collected throughout the campaign. Objectives were as follows:

1. Have 15 percent of the current Instagram followers interact with the contest. (15 percent of the page’s current followers would be 16 people.)
2. Achieve a 15 percent Instagram follower increase by the end of the campaign. (An increase of 15 percent would mean that the page has gained 16 new followers, bringing the account’s followers total to 126.)
3. Create a hashtag called “#eaglesabroad” that 10 percent of participants use to post about the campaign. (The 10 percent will be based on the number of participants that the campaign has.)
4. Have 10 students inquire about the study abroad program using the form we provide.

Strategy

We used a social media strategy. This strategy used Instagram for a photo contest where followers were asked to identify the country they thought was in the photo. Since we wanted to interact with followers, using Instagram comments on posts was another part of our social media strategy. This allowed us to communicate easier with followers about the contest. Use of a hashtag was essential during our event to keep a track of what people were saying about studying abroad and to what content they might post about the campaign. Finally, we assessed the number of students who wanted further information following the campaign through a form that could be filled out online.

Tactics

Tangible aspects of our social media strategy have been sectioned into specific tactics. One of our tactics was to use infographics alongside the country photos to inform students of our primary message: that you can still graduate on time if you go abroad. The infographics mentioned where students can find the course plans to stay on track for graduation from the Mass Communication department website and other important information. Any contact information provided will be given the study abroad advisor within the department upon request.

Another one of our tactics was to utilize infographics to inform students of our other messages. We discussed different options for promotional content to help confirm that all material shared our message to students, especially since it had such a common concern. We then created a blog titled “Learning Without a Language Barrier” to further reassure and inform students of the English education that Winthrop’s partner programs offer. We posted an

infographic along with a country photo throughout the campaign. We have gathered images from each of the countries in the Mass Commutation study abroad program, information on each country, and a prize for the winner of the contest.

We wanted to show and create new value to the study abroad program and what it has to offer. To execute this tactic we:

- Reminded the students that anyone in the department can study abroad, regardless of their major
- Offer students the resources they need to begin their study abroad journey
- Used an inquiry form for those who want more information about the study abroad programs

Measurement of Success

Since we used Instagram as our primary platform for the campaign, we used insights on each post to gather analytics on the account's follower increase and success of individual posts.

Objective are:

1. Have at least 15 percent of the account's current follower amount interact with the contest, which will be monitored by our group throughout the campaign. We will collect the total number of comments for each post and determine if those participants are following the account or not.
2. Have a 15 percent follower increase by the end of the campaign. To measure this, we will compare the number of followers at the end of the campaign to the amount from before

the campaign started. The account currently has 110 followers, so if it reaches 126 by the end of the campaign, this objective will be considered a success.

3. Implement a hashtag to help create a sense of community between users. We would like for 10 percent of users to use the hashtag “#eaglesabroad” throughout the campaign. This will be monitored by counting how many posts are made using the hashtag, excluding our own for the contest.
4. Have 10 students inquire about study abroad using the form provided. The form allows us to see the total number of entries, so we will be able to easily assess if this objective was successful or not.

Analysis of Campaign

In the timeline created for the social media event, our group had strict pre-event plans; unfortunately, our project manager did not post content on the first two days that were planned for, so we lost half of our planned promotion time. Once realizing this error, another member was able to take over and post the remainder of the content. Frankly, it did not seem most of the group members even knew the event was taking place despite frequent reminders and text messages reminding them to participate with the campaign. Once the event timeline began, all of the content was posted on time and appeared to be received well by members of the mass communication department. There was a good level of variation amongst contestants. The contest winner, senior Integrated Marketing Communication major Shealy Long, had been participating throughout the week and made it easy to coordinate a meeting time to deliver the prize.

Outcome of Event

Based on the objectives set in place, we have deemed our campaign 75 percent successful. The outcome of objectives are:

1. We aimed to have at least 15 percent of the Instagram followers from before the campaign interact with the contest, which would mean we needed at least 16 followers to interact with the contest. We were able to monitor the level of interaction each image received and counted the total number of comments/entries for each post toward the objective. All of the contest participants were following the Instagram account. By the end of the campaign, 37 followers had interacted with the contest.
2. We aimed to have a 15 percent follower increase by the end of the campaign. To measure this, we compared the number of followers at the end of the campaign to the amount from before the campaign started. Before the campaign, the Instagram account had 110 followers. To consider this objective successful, the Instagram account needed to acquire 126 followers; by the end of the campaign, the account had reached 132 followers, surpassing our objective by six new followers.
3. Our third and only unsuccessful objective was to implement a hashtag to help create a sense of community between users. We wanted 10 percent of users (equal to 10 users) to use the hashtag “#eaglesabroad” throughout the campaign. After monitoring the amount of users that used the hashtag, we learned that nobody used the hashtag other than our group.
4. We aimed to have 10 students inquire about study abroad using the form provided. This objective was deemed successful since we had exactly 10 participants submit the form.

Blogs

Cultural Enrichment (134 words)

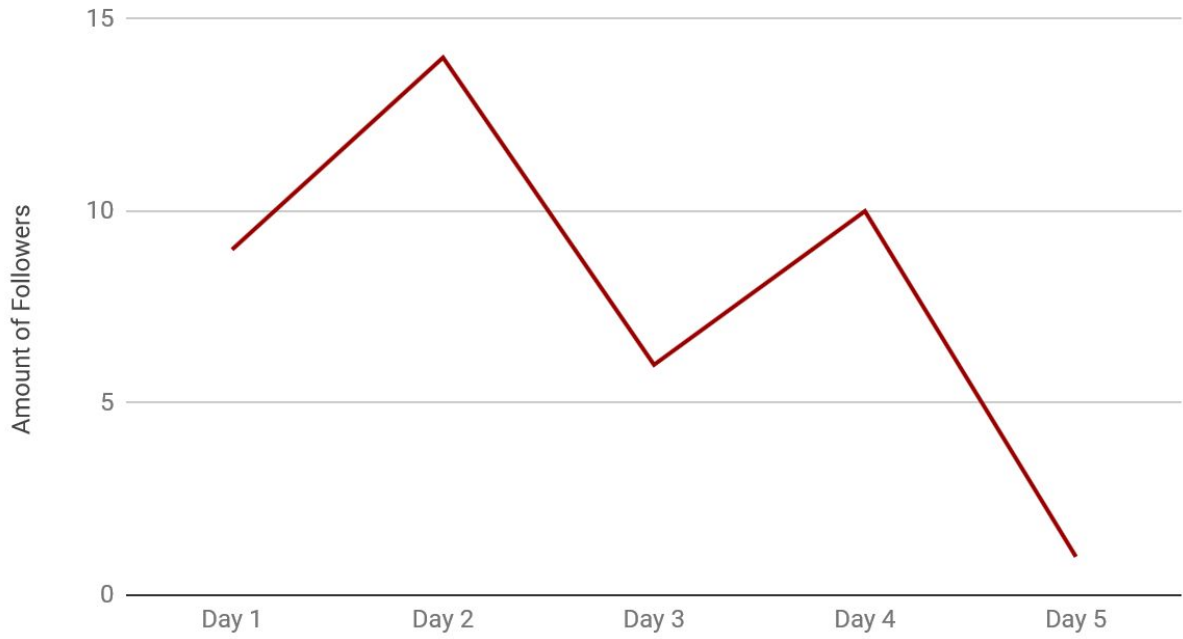
Studying abroad is an unforgettable experience for students. It is more than just taking courses and going to a university in another country, it is discovering a new culture and people. Study abroad is more than students expect. During a study abroad program, students can live in an apartment or with a host family. Host families offer students new cultural experiences by spending time with them to share their culture. It is also a good way for students to improve proficiency in a new language. Language is not a barrier when students are willing to learn; people always find a way to make themselves understood. Traveling and being immersed in a different culture changes students in positive ways and study abroad alumni say they learned more in a few months than they ever expected.

Learning Without a Language Barrier (134 words)

It might not be surprising that U.S. students typically speak one language: English. Experts say less foreign languages has lead to a decrease in U.S. students studying abroad. Many students are afraid that not being able to speak a country's native language means they will not succeed in educational programs abroad. This is not the case at Winthrop University's partner schools. Winthrop offers programs of different durations in 18 countries around the world. Students have the option to travel to these countries for semester-long programs or faculty-led short-term programs. Winthrop's study abroad partner schools offer learning in English. Winthrop students no longer have to worry about not knowing another language since the

possibility to take all of their courses in English has essentially eliminated the language barrier within the walls of their partner schools.

Daily Follower Interaction



Amount of Non-entry Interaction (Likes)

