LEARNING OUTCOME

After participating…

…you will be able to better cultivate content using ambassadors and hashtag campaigns.

ACADEMIC IMPRESSIONS 2

AGENDA

- Student Social Media Ambassadors Program
- Creating and Managing Hashtag Campaigns
- Pulling It All Together: Pairing Social Media Ambassadors & Hashtag Campaigns

ACADEMIC IMPRESSIONS 3

#AItraining

STUDENT SOCIAL MEDIA AMBASSADORS PROGRAM

ACADEMIC IMPRESSIONS 4

SOCIAL MEDIA AMBASSADOR PROGRAM

PROGRAM REQUIREMENTS

What does it take to be a Social Media Ambassador?

BRANDING

University brand standards

CONTENT STRATEGY

To Tweet or not to Tweet

AMPLIFICATION

If content is king, distribution is queen

ACADEMIC IMPRESSIONS 5

PROGRAM OVERVIEW

PROGRAM HISTORY

- Program began in 2011
- Started with 11 students
- Now over 100 strong
- All 7 colleges represented
- World Scholars Program
- Alumni represented

ACADEMIC IMPRESSIONS 6

RESOURCE

Subscribe to SMA list

https://twitter.com/UDelaware/lists/smas

ACADEMIC IMPRESSIONS 7

PROGRAM OVERVIEW

APPLICATION PROCESS – 2 TIMES A YEAR

- Social media platform use
- Link to any professional accounts
- Link to personal accounts (Facebook, Twitter*)
- What college are you in?
- What activities are you involved in?
- What is your hometown?

*Instagram? Snapchat?

ACADEMIC IMPRESSIONS 8

PROGRAM OVERVIEW

RECRUITMENT

- Student-run table at Student Life fair
- Post an article on UD news site
- Current SMAs share link
- Internal Communications team shares link with faculty/staff

ACADEMIC IMPRESSIONS 9

PROGRAM OVERVIEW

MEET @BLUEHENPAXTON

- Mass Comm major
- PRSSA member
- Intern
- Business owner
- Senior in #UDenial
- Overachieving millennial

ACADEMIC IMPRESSIONS 10

PROGRAM OVERVIEW

MEET @BLUEHENJED

- 2nd semester freshman
- #UDWorldScholar
- From California
- Recently had first #UDWinter snow day
- Overachieving millennial

ACADEMIC IMPRESSIONS 11

PROGRAM OVERVIEW

MEET @BLUEHENVIRGINIA

- International Business and Marketing Major, Italian minor
- Studying #UDAbroad in Rome
- Overachieving millennial

ACADEMIC IMPRESSIONS 12

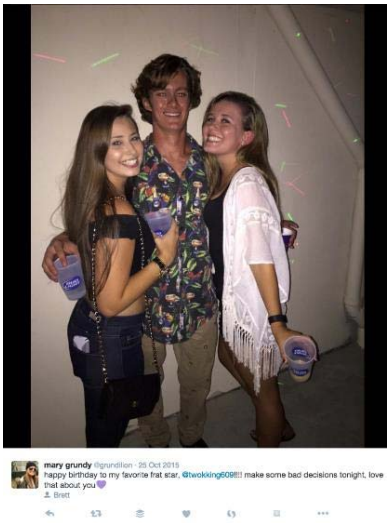
PROGRAM OVERVIEW

MEET @BLUEHENJACKIE

- #UDNursing Major
- Coed Cheer Team
- Disney enthusiast
- Instagram rockstar
- Overachieving millennial

ACADEMIC IMPRESSIONS 13

PROGRAM OVERVIEW



APPLICATION REVIEW

- Dig into photos & videos – What is their digital stamp/shadow?
- Are they unique? (area of study, activities)
- What are they sharing?

ACADEMIC IMPRESSIONS 14

POLL

How connected do you feel with the student body?

ACADEMIC IMPRESSIONS 15

PROGRAM OVERVIEW

Contract

Communications office / Legal

Incentives

Professional account
Resume builder
Unique opportunities

Requirements

Meetings
Tweet frequency
Blue & Gold stars

Partnership

Communications-owned
Campus resource

ACADEMIC IMPRESSIONS 16

PROGRAM OVERVIEW

CONTRACT

- Work with Legal team to outline contract
- Students must sign before creating account
- All account passwords are shared with Communications
- Communications-owned, Student-run

ACADEMIC IMPRESSIONS 17

PROGRAM OVERVIEW

INCENTIVES

- Professional, clean accounts to share to future employers
- Networking opportunities
- Unique experiences

ACADEMIC IMPRESSIONS 18

PROGRAM OVERVIEW

INCENTIVES

- @BlueHenJH, senior in School of Public Policy and Administration
- Facebook Live with Joe Biden
- Live-Tweet Biden Institute event

ACADEMIC IMPRESSIONS 19

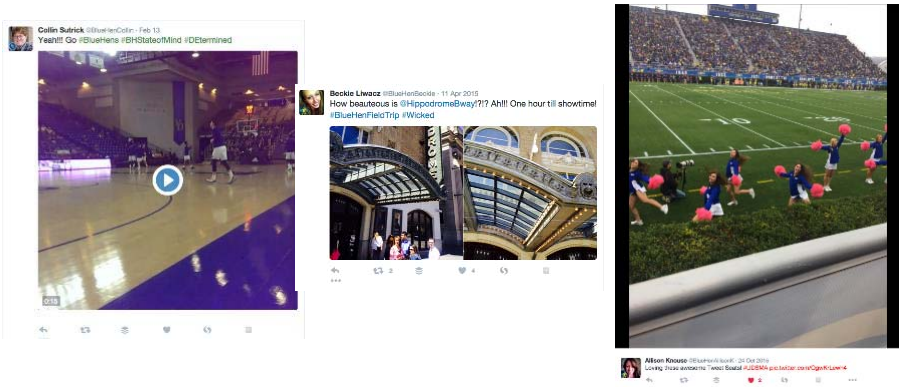
PROGRAM OVERVIEW

INCENTIVES

ACADEMIC IMPRESSIONS 20

PROGRAM OVERVIEW

INCENTIVES



PROGRAM OVERVIEW

INCENTIVES

PROGRAM OVERVIEW

INCENTIVES

ACADEMIC IMPRESSIONS 23

PROGRAM OVERVIEW

REQUIREMENTS

- Mandatory meetings fall and spring semester
- Minimum Tweet requirement
- Blue & Gold star events

ACADEMIC IMPRESSIONS 24

PROGRAM OVERVIEW

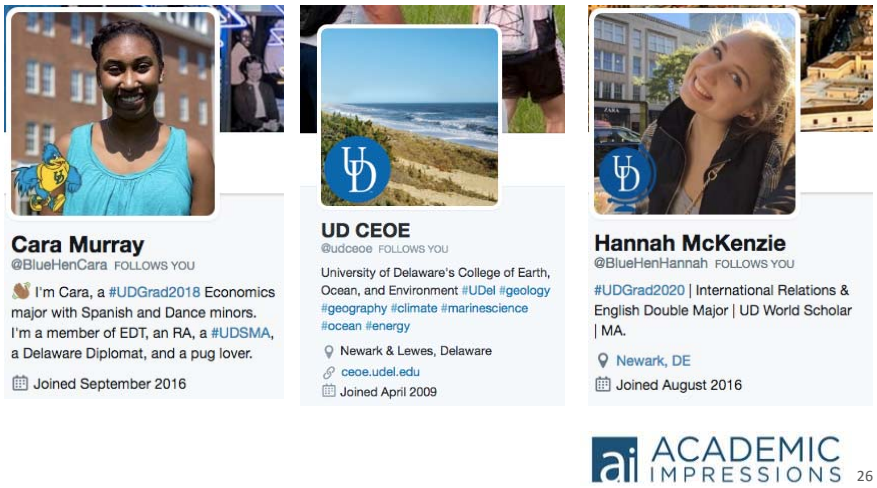
REQUIREMENTS

- 3 strikes and out
- Account is shut down
- May reapply

ACADEMIC IMPRESSIONS 25

PROGRAM OVERVIEW

BRANDING



ACADEMIC IMPRESSIONS 26

PROGRAM OVERVIEW

OPPORTUNITY

ACADEMIC IMPRESSIONS 27

PROGRAM OVERVIEW

BRANDING

ACADEMIC IMPRESSIONS 28

PROGRAM OVERVIEW

BRANDING

ACADEMIC IMPRESSIONS 29

PROGRAM OVERVIEW

CONTENT STRATEGY

- Icebreakers
- Workshops
  - Audience
  - Deep-dive Tweeting
  - Optimization

ACADEMIC IMPRESSIONS 30

PROGRAM OVERVIEW

CONTENT STRATEGY

- Google Hangouts with alumni (Recent SMA grad now @Twitter!)
- Guest speakers
- Prizes

ACADEMIC IMPRESSIONS 31

PROGRAM OVERVIEW

CONTENT STRATEGY

#UDSMAs run on free food and coffee

ACADEMIC IMPRESSIONS 32

PROGRAM OVERVIEW

COLLEGES

- Collaborate on event schedule
- Request an SMA
- Create unique opportunities together (Vita Nova restaurant)
- Shared goals

CAMPUS PARTNERS

- Admissions
- Alumni
- Athletics
- Global
- Research

ACADEMIC IMPRESSIONS 33

PROGRAM OVERVIEW

CONTRACT

Communications office / Legal

INCENTIVES

Professional account
Resume builder
Unique opportunities

REQUIREMENTS

Meetings
Tweet frequency
Blue & Gold stars

PARTNERSHIP

Communications-owned
Campus resource

ACADEMIC IMPRESSIONS 34

STEP 1:
INFRASTRUCTURE

ASK YOURSELF THE TOUGH QUESTIONS (CHALLENGE YOURSELF TO BE HONEST)

- Do we have the infrastructure to manage a program?
- Do we have a crisis plan in place?
- What happens when I'm on vacation?

ACADEMIC IMPRESSIONS 35

QUESTIONS

ACADEMIC IMPRESSIONS 36

#AItraining

CREATING AND MANAGING HASHTAG CAMPAIGNS

ACADEMIC IMPRESSIONS 37

CREATING HASHTAG CAMPAIGNS

CONTENT CURATION

- Find
- Repurpose
- Share

ACADEMIC IMPRESSIONS 38

POLL

What tools do you use to curate?

ACADEMIC IMPRESSIONS 39

CREATING HASHTAG CAMPAIGNS

AMPLIFICATION

ACADEMIC IMPRESSIONS 40

CREATING HASHTAG CAMPAIGNS

WHAT IF YOU CREATED THE CALL-TO-ACTION?

- #UDWelcome
- #UDel
- #BlueHensForever

ACADEMIC IMPRESSIONS 41

CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS

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CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS

@BlueHenAntonio helps to start an authentic conversation using #UDWelcome

ACADEMIC IMPRESSIONS 43

CREATING HASHTAG CAMPAIGNS

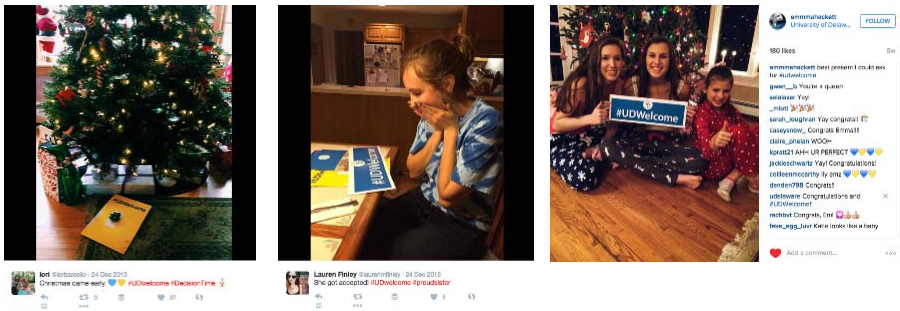
#UDWelcome AND ADMISSIONS

Banana @hanna_sato · Jan 14
Sosososo happy to say that I'm Accepted to University of Delaware #UDwelcome @UDAdmissions

ACADEMIC IMPRESSIONS 44

CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS



ACADEMIC IMPRESSIONS 45

MONITORING HASHTAG CAMPAIGNS

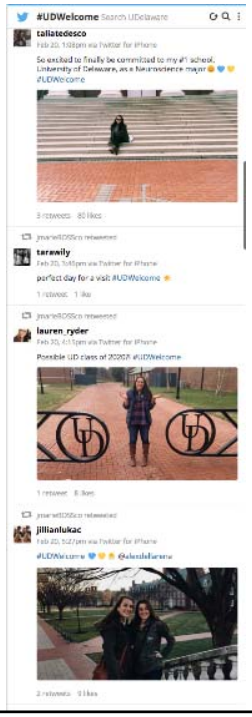
hootsuite Enterprise

- Create streams by #hashtag
- Geocode streams
- Keyword streams
- Listen, engage in real-time
- More than one person's job

ACADEMIC IMPRESSIONS 46

MONITORING HASHTAG CAMPAIGNS

hootsuite Enterprise



#UDWelcome

- Campus partners
- Campus community
- Community at-large

ACADEMIC IMPRESSIONS

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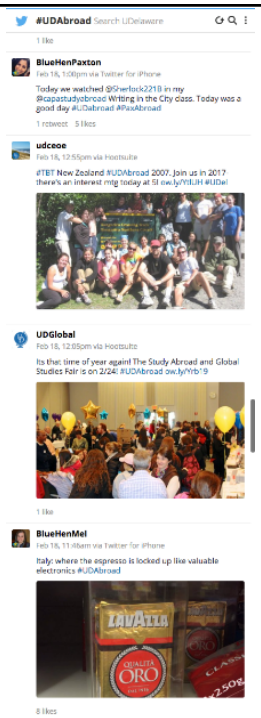
MONITORING HASHTAG CAMPAIGNS

hootsuite Enterprise



#UDAbroad

- Campus partners
- Campus community
- Community at-large

ACADEMIC IMPRESSIONS

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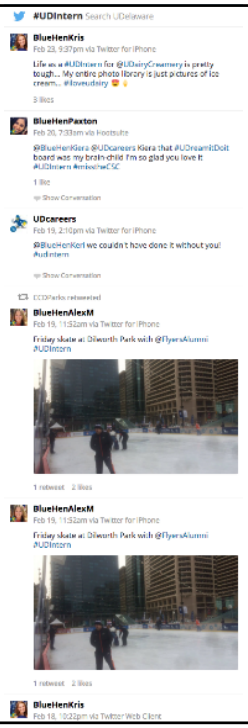
MONITORING HASHTAG CAMPAIGNS

hootsuite Enterprise



#UDIntern

- Campus partners
- Campus community
- Community at-large

ACADEMIC IMPRESSIONS

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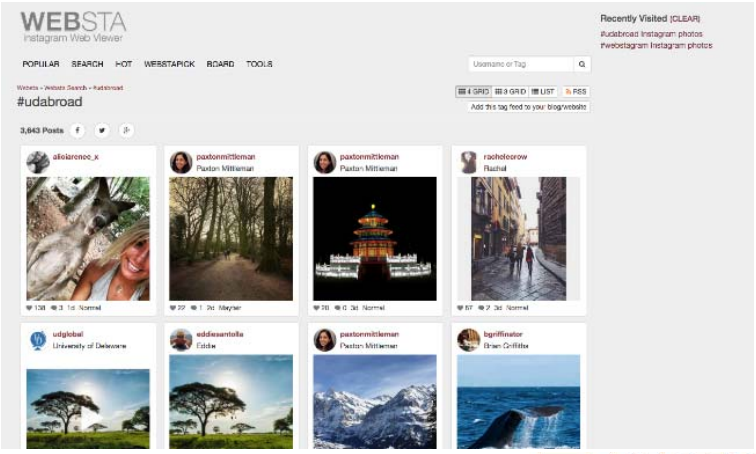
MONITORING HASHTAG CAMPAIGNS



ACADEMIC IMPRESSIONS

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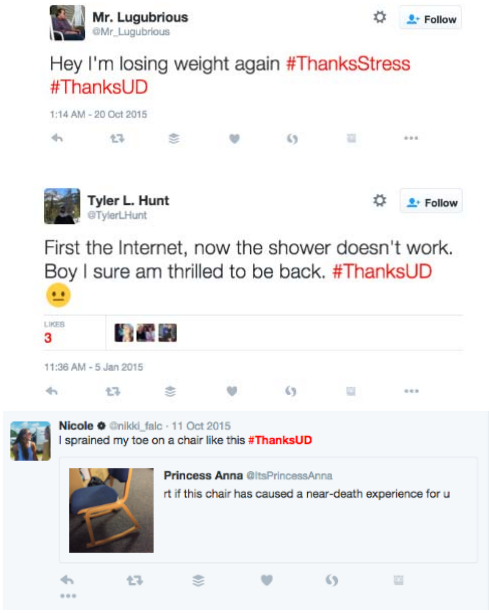
MONITORING HASHTAG CAMPAIGNS

- #ThanksUD is a Department of Alumni Relations student-run initiative.
- Communicate regularly with partners about negative spin
- Provide alternative: #BlueHensGiveBack



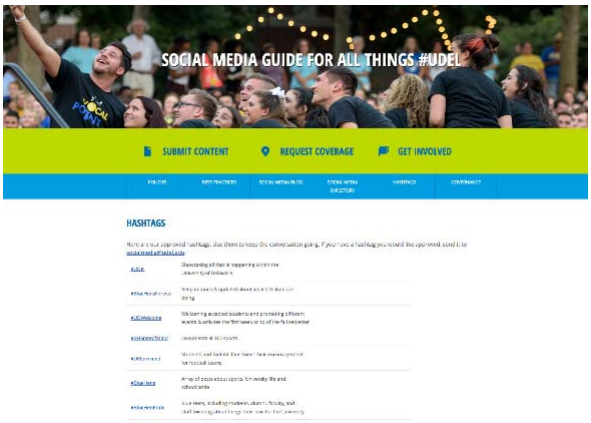
ACADEMIC IMPRESSIONS 51

MARKETING THE HASHTAG CAMPAIGNS

- Tech tattoos
- T-shirts
- Water bottles
- Pop-up signs
- Banners
- Flyers
- Social Media website hashtag guide

ACADEMIC IMPRESSIONS 52

MONITORING HASHTAG CAMPAIGNS



ACADEMIC IMPRESSIONS 53

STEP 2: LEGAL SUPPORT

ASK YOURSELF THE TOUGH QUESTIONS (CHALLENGE YOURSELF TO BE HONEST)

Do we have support from legal?

- Contracts
- Policies
- Training

ACADEMIC IMPRESSIONS 54

QUESTIONS
ACADEMIC IMPRESSIONS
55

#AItraining
Pulling It All Together
PAIRING SOCIAL MEDIA AMBASSADORS AND HASHTAG CAMPAIGNS
ACADEMIC IMPRESSIONS
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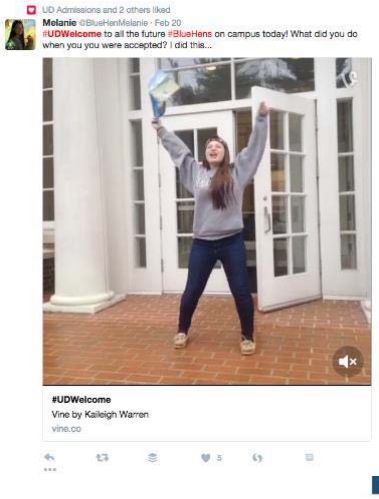
PULLING IT TOGETHER

#UDWelcome and Admissions



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PULLING IT TOGETHER

#UDWelcome AND ADMISSIONS

ACADEMIC IMPRESSIONS

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PULLING IT TOGETHER

#UDWelcome AND ADMISSIONS

ACADEMIC IMPRESSIONS 59

STORYTELLING TOOLS

Storify

FLIPAGRAM

- **Storify**: Pulls in Instagram, Twitter, Facebook, Flickr and more
- **Flipagram**: Photo slideshow with music

ACADEMIC IMPRESSIONS 60

PULLING IT TOGETHER

IF CONTENT IS KING, DISTRIBUTION IS QUEEN

- What outlets do you have to share all of this great content?
  - Website
  - Social media Platform
  - Pinterest (#UDAbroad)
  - Other

ACADEMIC IMPRESSIONS 61

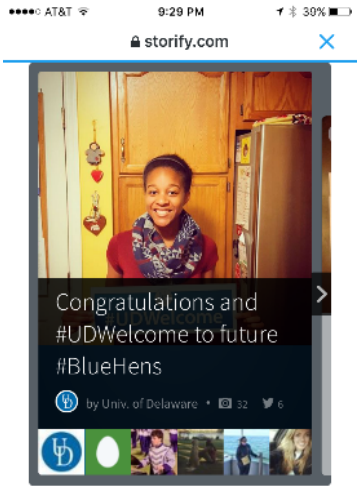
PULLING IT TOGETHER

IF CONTENT IS KING, DISTRIBUTION IS QUEEN

ACADEMIC IMPRESSIONS 62

PULLING IT TOGETHER

IF CONTENT IS KING, DISTRIBUTION IS QUEEN



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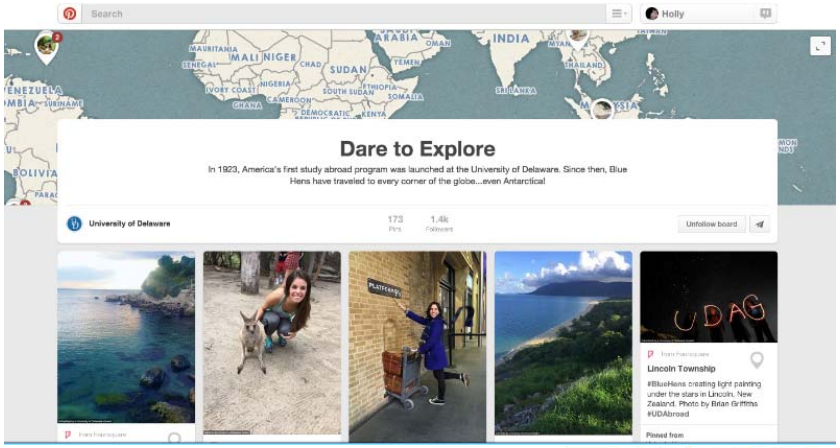
PULLING IT TOGETHER

IF CONTENT IS KING, DISTRIBUTION IS QUEEN



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PULLING IT TOGETHER

IF CONTENT IS KING, DISTRIBUTION IS QUEEN

ACADEMIC IMPRESSIONS 65

PULLING IT TOGETHER

IF CONTENT IS KING, DISTRIBUTION IS QUEEN

ACADEMIC IMPRESSIONS 66

STEP 3:
AMPLIFICATION STRATEGY

ASK YOURSELF THE TOUGH QUESTIONS (CHALLENGE YOURSELF TO BE HONEST)

- Where will all of this excellent content live?
- Do you have your hands on those keys?
- Can you develop a content calendar?
- Do you have buy-in from campus partners?

ACADEMIC IMPRESSIONS 67

TAKEAWAYS

Building an SMA program requires:

- Strong digital infrastructure
- Legal support
- Amplification strategy

ACADEMIC IMPRESSIONS 68

QUESTIONS

ACADEMIC IMPRESSIONS 69

EVALUATION

Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

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