


#Altraining

IMPROVING SOCIAL MEDIA CONTENT CURATION WITH STUDENT AMBASSADORS & HASHTAG CAMPAIGNS


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 **ACADEMIC IMPRESSIONS**

 **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



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STUDENT SOCIAL MEDIA AMBASSADORS PROGRAM



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SOCIAL MEDIA AMBASSADOR PROGRAM

PROGRAM REQUIREMENTS	BRANDING
What does it take to be a Social Media Ambassador?	University brand standards
CONTENT STRATEGY	AMPLIFICATION
To Tweet or not to Tweet	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>



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?



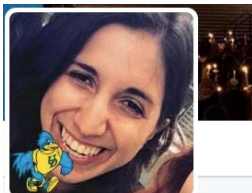
PROGRAM OVERVIEW

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



PROGRAM OVERVIEW



Paxton Mittleman
@BlueHenPaxton FOLLOWS YOU
@BlueHenSays #UDSMA Leader | UDHP
Comm #UDGrad2017 | @PRSSA_UD VP |
ΓΣΣ | @HFactorMedia Founder |
Ravenclaw | Probably listening to
@HamiltonMusical | #leanin
📍 NY/DE/UK
🌐 paxtonmittleman.com
📅 Joined February 2014

MEET @BLUEHENPAXTON

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



Improving Social Media Content Curation with Student Ambassadors & Hashtag Campaigns

PROGRAM OVERVIEW



MEET @BLUEHENJED

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



PROGRAM OVERVIEW



MEET @BLUEHENVIRGINIA

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



PROGRAM OVERVIEW



Jackie Fabricatore

@BlueHenJackie FOLLOWS YOU

Hi I'm Jackie! #UDGrad2017 #UDNursing Major at the University of Delaware! I'm a #UDSMA for @BlueHenSays, intern for Beta Xi @STTI, and on the Coed Cheer Team!

📅 Joined September 2013

MEET @BLUEHENJACKIE

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



PROGRAM OVERVIEW




mary grundy @worldsbest · 25 Oct 2018
happy birthday to my favorite frat star, @twacking608!! make some bad decisions tonight, love that about you 🍷
A. Brian

APPLICATION REVIEW


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






POLL

How connected do you feel
with the student body?



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



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



PROGRAM OVERVIEW

INCENTIVES



Improving Social Media Content Curation with Student Ambassadors & Hashtag Campaigns

PROGRAM OVERVIEW

INCENTIVES



The slide displays three social media posts. The first is a video post by Colin Sutrick (@blueandwhite) from Feb 13, 2015, with the text 'Year 11 Go #BlueandWhite #HippodromeMid #Determined' and a video thumbnail of a stage. The second is a photo post by Beckie Linnex (@blueandwhite) from 11 Apr 2015, with the text 'How beautiful is @HippodromeBway?!? Ah!! One hour till showtime! #BlueHartFieoTrip #Wicked' and a photo of the Hippodrome Theatre entrance. The third is a photo post by Alton Knorr (@blueandwhite) from 20 Oct 2015, with the text 'Love My Blue and White! Tweet: @BlueHartFieo pic.twitter.com/0gk7Lwv4' and a photo of cheerleaders on a football field.



PROGRAM OVERVIEW

INCENTIVES



The slide displays two photos. The first is a group photo of several young women, likely student ambassadors, standing in front of a blue banner that says 'GAN... ER 8, 2015'. The second is a photo of a man in a suit taking a selfie with two young women. Below the photos are social media post snippets.



PROGRAM OVERVIEW

INCENTIVES



PROGRAM OVERVIEW

REQUIREMENTS

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

PROGRAM OVERVIEW

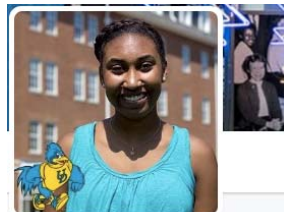
REQUIREMENTS

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



PROGRAM OVERVIEW

BRANDING



Cara Murray

@BlueHenCara FOLLOWS YOU

I'm Cara, a #UDGrad2018 Economics major with Spanish and Dance minors. I'm a member of EDT, an RA, a #UDSMA, a Delaware Diplomat, and a pug lover.

Joined September 2016



UD CEOE

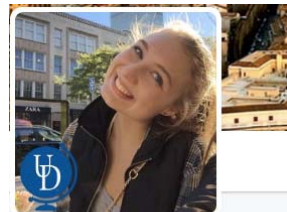
@udcooe FOLLOWS YOU

University of Delaware's College of Earth, Ocean, and Environment #UDel #geology #geography #climate #marinescience #ocean #energy

Newark & Lewes, Delaware

ceoe.udel.edu

Joined April 2009



Hannah McKenzie

@BlueHenHannah FOLLOWS YOU

#UDGrad2020 | International Relations & English Double Major | UD World Scholar | MA.


Newark, DE

Joined August 2016



PROGRAM OVERVIEW

OPPORTUNITY




Ashley Paulos
@BlueHenAshley14 FOLLOWS YOU

I'm Ashley from Bethesda, MD. I'm a #UDGrad14 who majored in Marketing and minored in Interactive Media & Advertising. #UDSMA tweeting as an alum! Go #BlueHens!

[youtube.com/user/ACPMarket...](https://www.youtube.com/user/ACPMarket...)

Joined December 2012



PROGRAM OVERVIEW

BRANDING



Clear to See First
UNIVERSITY OF DELAWARE

@UDalumni For alumni
@BlueHenSays For students
@UDsummit For events
@UDBlueHens For students
@UDemployees For employees
@UDparents For parents

Shilpa Devarakonda
@BlueHenShilpa FOLLOWS YOU

UD '18 [NY] Marketing Major | Social Media Ambassador for #BlueHenDays

Newark, DE

42 Followers you know

WELCOME HOME DELTA GAMMA MC'16!!!!!!



PROGRAM OVERVIEW

BRANDING



PROGRAM OVERVIEW

CONTENT STRATEGY



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



PROGRAM OVERVIEW

CONTENT STRATEGY



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

PROGRAM OVERVIEW


CONTENT STRATEGY



#UDSMAs run on free food and coffee


PROGRAM OVERVIEW

COLLEGES	CAMPUS PARTNERS
<ul style="list-style-type: none">• Collaborate on event schedule• Request an SMA• Create unique opportunities together (Vita Nova restaurant)• Shared goals	<ul style="list-style-type: none">• Admissions• Alumni• Athletics• Global• Research

 **ACADEMIC IMPRESSIONS** 33

PROGRAM OVERVIEW


CONTRACT	INCENTIVES
Communications office / Legal	Professional account Resume builder Unique opportunities
REQUIREMENTS	PARTNERSHIP
Meetings Tweet frequency Blue & Gold stars	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?



 **QUESTIONS**



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CREATING AND MANAGING HASHTAG CAMPAIGNS




CREATING HASHTAG CAMPAIGNS


CONTENT CURATION

- Find
- Repurpose
- Share




 POLL


What tools do you use to curate?

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■ CREATING
HASHTAG
CAMPAIGNS

AMPLIFICATION



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CREATING HASHTAG CAMPAIGNS

WHAT IF YOU CREATED THE CALL-TO-ACTION?

- #UDWelcome
- #UDeI
- #BlueHensForever

CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS

The graphic is a collage with a blue and green color scheme. It features a photo of students sitting on a lawn, the University of Delaware logo, and a photo of a building. A central section lists important dates for admissions and orientation.

Important Dates to Remember

December 15	February 9
Deadline to apply for on-campus housing	Admission Self-Selection, 2pm - 8pm
January 17	February 19
Submit payment on this admission payment due date for spring semester	Classes begin at U.D.
January 28	
New Student Orientation	

Share your news!
Show your pride and excitement by mentioning #UDWelcome on all platforms on Twitter or Instagram. Show a photo of yourself holding the admission #UDWelcome poster. You'll be automatically entered to win a \$50 gift!

Join as the member of Delaware and the way for you, career or the first time. The University of Delaware makes it a great place to study, work, and live. We're proud to be a part of a free state community of learners and pursue our nation's highest goals together.

Go to be first.
UNIVERSITY OF DELAWARE

CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS



@BlueHenAntonio helps to start an authentic conversation using #UDWelcome



CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS



CREATING HASHTAG CAMPAIGNS

#UDWelcome AND ADMISSIONS



Jan Stronzo - 24 Dec 2015
Christmas came early! #UDWelcome #DecisionTime



Lauren Peley - 24 Dec 2015
She got accepted! #UDWelcome #proudstar



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MONITORING HASHTAG CAMPAIGNS





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

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Improving Social Media Content Curation with Student Ambassadors & Hashtag Campaigns


MONITORING HASHTAG CAMPAIGNS





#UDWelcome

- Campus partners
- Campus community
- Community at-large



MONITORING HASHTAG CAMPAIGNS





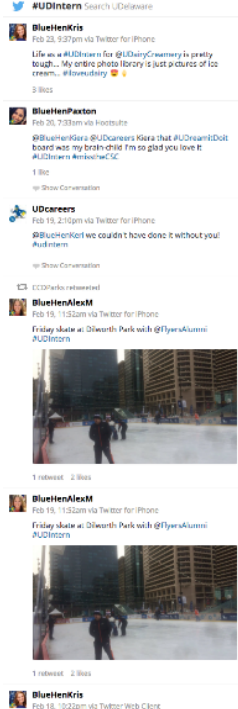
#UDAbroad

- Campus partners
- Campus community
- Community at-large





Improving Social Media Content Curation with Student Ambassadors & Hashtag Campaigns

MONITORING HASHTAG CAMPAIGNS

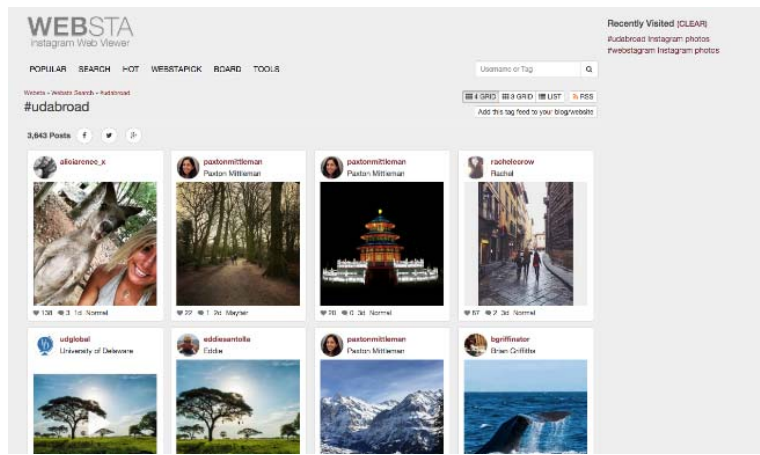


#UDIntern

- Campus partners
- Campus community
- Community at-large



MONITORING HASHTAG CAMPAIGNS


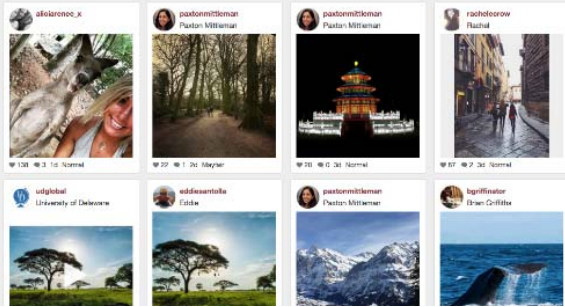


WEBSTA
Instagram Web Viewer

POPULAR SEARCH HOT WEBSTAPICK BOARD TOOLS

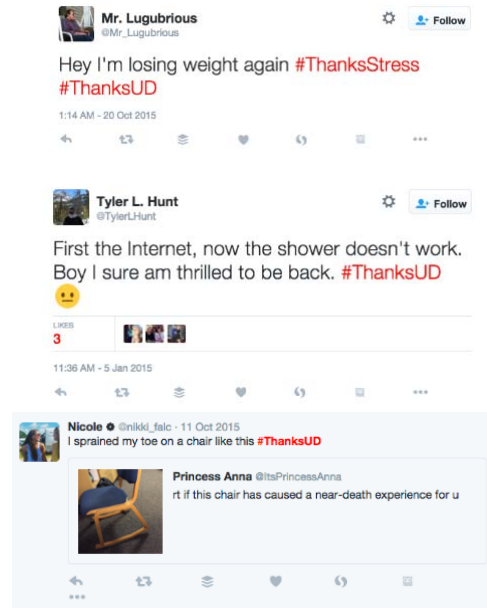
Recently Visited (CLEAR)
#udabroad Instagram photos
#webstagram Instagram photos

3,843 Posts



MONITORING HASHTAG CAMPAIGNS

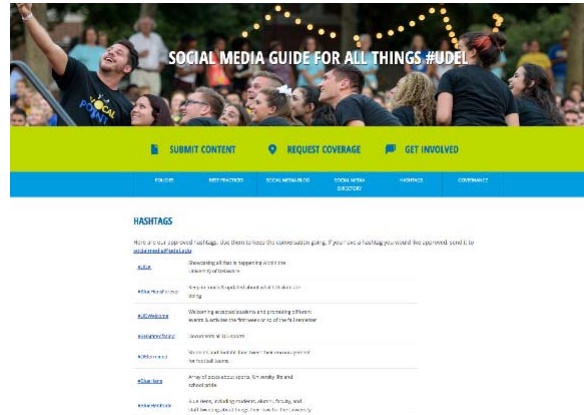
- #ThanksUD is a Department of Alumni Relations student-run initiative.
- Communicate regularly with partners about negative spin
- Provide alternative: #BlueHensGiveBack



MARKETING THE HASHTAG CAMPAIGNS

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

MONITORING HASHTAG CAMPAIGNS



STEP 2: LEGAL SUPPORT

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

Do we have support from legal?

- Contracts
- Policies
- Training



? QUESTIONS

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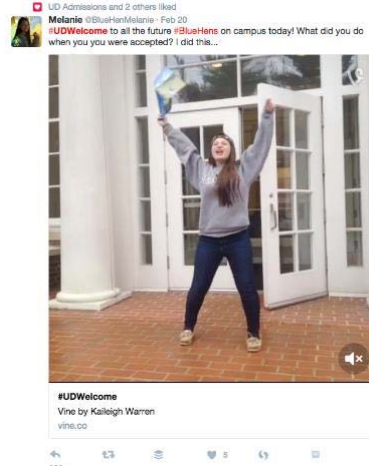
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Pulling It All Together
**PAIRING SOCIAL MEDIA AMBASSADORS
AND HASHTAG CAMPAIGNS**

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PULLING IT TOGETHER

#UDWelcome and Admissions



PULLING IT TOGETHER

#UDWelcome AND ADMISSIONS



Perrille Mpasi @BlueHenPerrille · Feb 20
When a recruit dad gives you free Grd Biscuit cookies! 🍪🍪🍪
#UDWelcome #BlueHens



PULLING IT TOGETHER

#UDWelcome AND ADMISSIONS



STORYTELLING TOOLS



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



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

PULLING IT TOGETHER

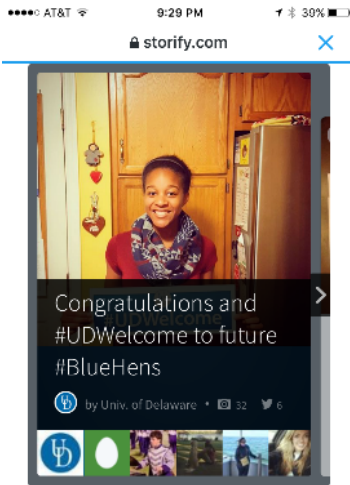
IF CONTENT IS KING, DISTRIBUTION IS QUEEN



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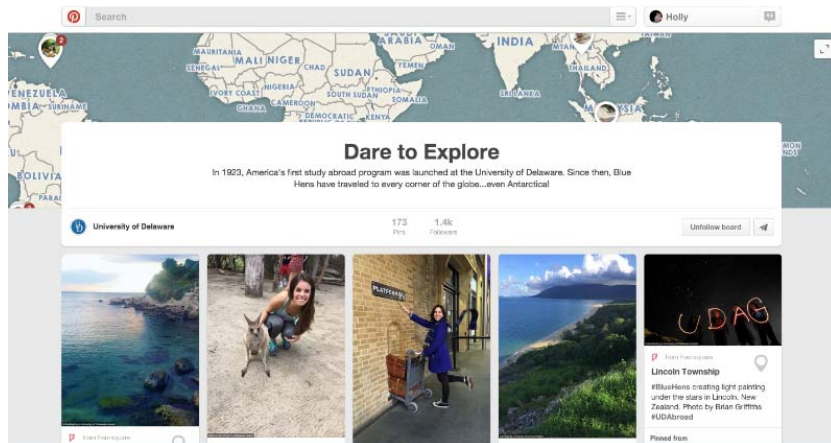
PULLING IT TOGETHER

IF CONTENT IS KING,
DISTRIBUTION IS QUEEN



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



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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?



TAKEAWAYS

Building an SMA program requires:

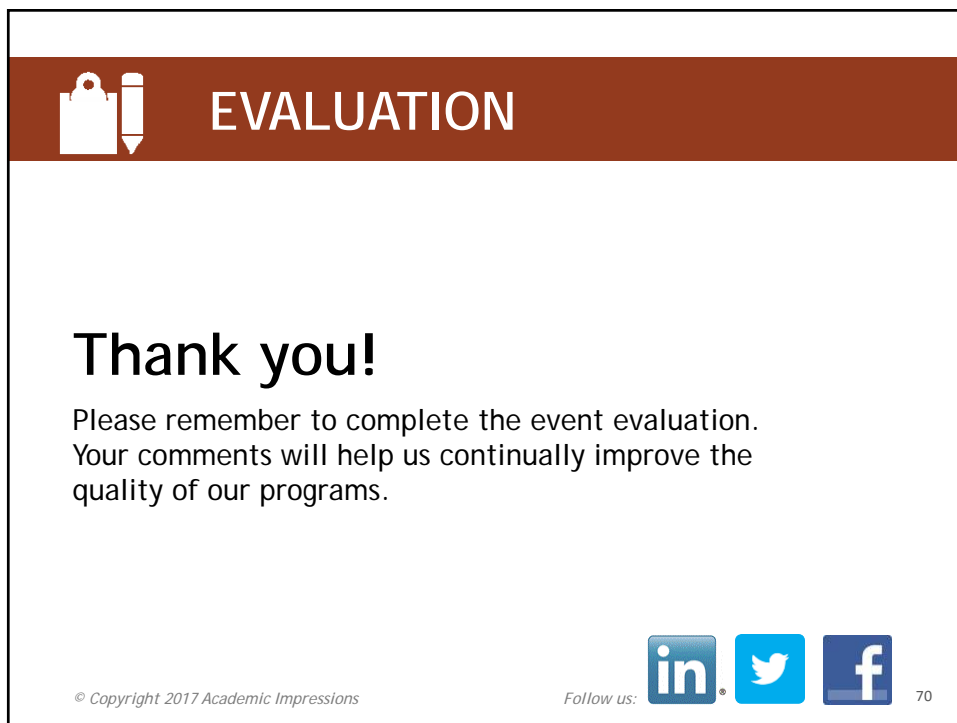
- Strong digital infrastructure
- Legal support
- Amplification strategy



A presentation slide with a dark red header bar. On the left side of the header is a white circle containing a question mark. To the right of the circle, the word "QUESTIONS" is written in white, uppercase letters. The main body of the slide is white and empty. In the bottom right corner, there is a logo for "ai ACADEMIC IMPRESSIONS 69".

? QUESTIONS




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A presentation slide with a dark red header bar. On the left side of the header is a white icon of a clipboard and a pencil. To the right of the icon, the word "EVALUATION" is written in white, uppercase letters. The main body of the slide is white and contains the text "Thank you!" in a large, bold font, followed by a paragraph of text. In the bottom right corner, there are social media icons for LinkedIn, Twitter, and Facebook, along with the text "Follow us:" and a small number "70".

Thank you!

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

Follow us:    70

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