

Rock Media Campaign

Social Media Comm 390

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Introduction:

In today's electronic age, it is becoming increasingly important for businesses, companies, and the like to familiarize themselves with different social media outlets.

Social media websites are the newest ways to get a company's name in circulation and also to stay in touch with its public. Slippery Rock University definitely has its name in circulation and a few social media pages have been started. However, Rock Media wanted to find a way to make these pages more effective. We were looking to keep students, faculty, parents, and the general public informed, interactive, and interested in all of the events that are happening on campus. We also were looking to begin some new pages for the University that we believe would have an incredibly beneficial impact on student enrollment, participation, and parent and public information. Here at Rock Media, we not only plan to create these pages but also maintain them in an effort to make Slippery Rock University the best that it can be.

Goals/Objectives:

1. Make Slippery Rock University students more aware of events on campus.
2. Stay better connected with the Slippery Rock community.
3. Make Slippery Rock Campus more aware of messages.
4. Establish a central location where individuals can easily navigate to the different social media technologies utilized by Slippery Rock University. For example, on the homepage.
5. Improve the management and representation of Slippery Rock social media technologies.

Problems:

1. Daily Rock Mail messages sent out by the University tend to be a bit overwhelming.
2. Need entire Slippery Rock University student body to follow on Facebook and Twitter.
3. Slippery Rock University needs to deliver important messages by using different approaches.
4. No dedicated form of communication.

Branding Our Campaign:

- **Rock Media** is a group of PR staff members, and PR interns that work together to utilize social networking to create and foster our Slippery Rock community.
- *Slogan: “Connecting our students through technology”*
- In order to introduce the campus and community to “Rock Media” all freshmen students will learn about the program in their FYRST Seminar courses.
- On our homepage we will post a video that discusses every aspect of Rock Media and how to use the different social media tools.
- The campaign will be advertised in the library and student union with bulletin boards and brochures that introduce students and faculty to the campaign.
- We will incorporate a uniformed logo that can be placed on each of our websites.

Our prototype is currently:



Research: Social Media Tools

Ning

Ning.com is a create-your-own social network site. Slippery Rock can utilize this to create a unique experience for our students and alumni to communicate and make connections with other students and graduates.

What Ning can do for us:

- Bring together alumni, current students and faculty into one dedicated community
- Personal pages to make a unique identity for each person
- Make connections through friendships and groups
- Community blogging, video and photo galleries
- Events Calendar
- Links to other social networking websites
- Services pages

Best Practice: Auburn Family- (<http://family.auburn.edu/>)

Auburn University created a community that incorporates all of the above bulleted points. It provides a unique way to access the website and make connections with people involved with the university. It is an official tool of Auburn and is directly a part of their website. There are currently over 1,800 registered members that include students, parents, alumni, faculty and staff.

Ning would be a valuable addition to the Rock Media campaign. It has the potential to connect to a large variety of people to distribute information to them quickly and efficiently all under one networking site.

This new website can also serve as the social media hub for Rock Media. It will offer links to all of our other social media and networking projects such as Facebook, YouTube, Twitter Flickr, and Foursquare.

YouTube:

YouTube is one of the most popular video sharing websites out there. Users can upload, view and share videos with others. Slippery Rock University does not currently have their own YouTube channel. The videos that are currently shared on YouTube are through the admissions and public relations offices. Our goal is develop one university channel, and as a whole incorporate the videos from both of these departments. Currently the Public Relations Office has limited video equipment. We plan to utilize the equipment available, and as time progresses we will invest in our own upgraded video tools. As far as editing videos goes, the communication department will allow us to use their editing software for now. As our campaign progresses and the YouTube channel becomes more popular we will purchase or own video editing software.

- Our YouTube channel will be utilized by prospective and current students, parents, alumni, faculty and staff members.
- Promote the university to high school students, and non-traditional students
- Monthly vlogs from President Robert Smith updating the community on university current events, issues, and developments.
- Showcase students work and skills in video production
- Showcase campus events

Best Practice: University of California-Berkeley

UC Berkeley utilizes YouTube so host videos that are separated into four categories; events, campus life, courses athletics. Also, UC Berkeley was the first to announce that they will post entire class lectures on YouTube. "UC Berkeley on YouTube will provide a public window into university life, academics, events and athletics, which will build on our rich tradition of open educational content for the larger community," said Christina Maslach, UC Berkeley's vice provost for undergraduate education in a statement. (http://news.cnet.com/8301-10784_3-9790452-7.html)

Having a direct YouTube channel will provide Slippery Rock University with the tools to share what they have to offer to all of their target publics. Also, if they adopt the practices of UC Berkeley by provide full lectures it will provide our publics and all other YouTube users to learn about desired subjects taught at the university, free of charge.

Facebook

Facebook is the most widely viewed social media source in the world. There are over 500 million Facebook viewers. Facebook allows users to create a personal profile where they can upload photos, start discussions, update statuses and network with friends. Facebook provides automatic notifications to the user's profile. Slippery Rock does not have a University Facebook page, our goal is to create a page where all other "Slippery Rock fan pages" can link to.

Slippery Rock currently has a Facebook page but there is nothing on the page. Slippery Rocks Facebook page will:

Link to Twitter, YouTube, Slippery Rocks website and all of Slippery Rocks fan pages and student organizations.

- Provide a wall, discussion board and school information

- On the discussion board the community can post their comments and reactions about the university.
- The University will post events, provide awareness of what is happening on campus and provide two-way communications with their community.
- We will add various school departments to our 'Favorite Pages' list if the departments choose to create their own. SRU will encourage departments to create these pages to announce what is going on within the department and professors will have office hour videos similar to Stanford University.
- The Favorite pages will be sub pages of the Slippery Rock Face book page.
- Parents will be able to see everything that is going on within the university and each department
- Promote Slippery Rocks activities and events
- Showcase students and organizations events
- The Facebook page will be organized and divided into tabs for each page.
- The new Facebook page will be very elaborate but simple to operate. The Facebook page will be organized into different pages with links to other pages. ;
 - Home page
 - The homepage will be a basic Facebook page. There will be a description of the university and description of the Facebook site.
 - Links to recognized clubs and organizations
 - Parents page
 - Different university publication that pertain to parents
 - discussion board for parents to place their concerns

- Departments
 - Links to the department home pages. All department that are participating are required to upkeep their page and regularly update it.
 - Teachers will post their video lectures online and have Skype office hour times

Best Practice: Stanford University

The University of Stanford is the best practice of having an organized and interactive Facebook page. Standfords' page provides students with constant updates of what is going on at the University. The page has a strong educational aspect. Teachers post their direct office hours and video lectures directly to the page. The page also promotes students work such as music, videos and pictures. A very interesting aspect of the page is the section that enables student to "Share their Stanford story". Students can win scholarship money for an interesting or innovative story.

Foursquare

Foursquare is a social media site that allows its users to "check-in" at different locations all around the world. Through GPS technology, it allows people to see where friends and businesses are located and if they are nearby. The site also offers rewards for checking in at certain places, such as a coupon or free items, and users are also able to collect badges which could lead to more rewards or at least bragging rights. The development of this social media tool has proven very useful across college campuses, and we believe Slippery Rock would benefit from teaming up with Foursquare.

- At sporting events, Slippery Rock could promote student attendance by giving the first 50 fans that “check in” on Foursquare free t-shirts or food. As attendance increases, so can the amount of free stuff given away.
- To lure prospective students to check out Slippery Rock, we could let them know that if they come on a college visit and “check in” they could be entered to win a bag of Slippery Rock merchandise and apparel.
- Faculty and staff could also be rewarded for “check ins” because they are getting the Slippery Rock name out onto their different social media sites.
- Slippery Rock can post signs at different locations around campus reminding people to “check in” at these sites. They should also encourage using the tips function on these signs.
- The more community members that attend events or come onto the Slippery Rock campus, the more the name of the school gets out; therefore, rewards can be given to community members such as special parking spots or free gift certificates to restaurants in the area.

Best Practice: University of Southern California.

Many different Universities have come up with creative ways to use Foursquare to attract students to events. Two very recent events happened at the University of Nebraska at Lincoln and the University of Southern California. UNL was looking to set a record with the most simultaneous check-ins at a certain location, and they chose to do the Big Boi concert at the Greenspace on campus. The University promoted the event like crazy, got Big Boi to mention the event on his social media pages as well as leaving

tips on the UNL Foursquare page, and UNL got different restaurants in the area to offer discounts to students who showed their special record-breaking badge if they obtained it.

USC was planning to offer prizes to the students who came to and checked-in at the inauguration of the new President, Max Nikias. Nikias was the 11th President in school history, so the University was planning to give away 11 prizes.

I think USC has the right idea to use Foursquare to encourage students to attend events that normally do not seem as appealing to students. I know that when I receive emails about ground-breaking ceremonies or dedications, I have no desire to attend and neither does anyone else. However, when faced with some incentive to go, more students will attend which will also increase student involvement and University pride.

Flickr

Flickr is a revolution in photo storage, sharing and organization, making photo management an easy, natural and collaborative process. Get comments, notes, and tags on your photos, post to any blog, share and more. Flickr will be used in harmony with our Facebook page. Flickr allows the viewing of more photos in easier to navigate galleries. It also provides future students with a glimpse into our university while giving current students a chance to upload their memories with Slippery Rock University.

Another advantage over Facebook is the incorporation of 'tagged' photos. Tagging allows users to see Slippery Rock tags from users outside of Rock Media.

How Flickr can be used to Rock Media:

- Dedicated accounts to post pictures of various events
- Provide the community with an insight to happenings at SRU

- Provide pictures of residence halls, dining halls and the buildings on campus for freshmen, incoming students and parents.

Best Practice: Auburn University

Once again, Auburn sets a high standard for social media. They use Flickr to showcase a plethora of high quality images and galleries to anyone interested in viewing. With over 1902 photos and 271 members it is easy to see that they have a strong influence with their university community.

Twitter

Twitter is a social media tool that has been tossed heavily in the limelight over the past few years. The heavy focus on micro-blogging makes it fast and easy to pass links, news, and messages to a wide variety of people.

Rock Media would utilize Twitter to disseminate SRU-oriented messages to our students, their parents, faculty, staff, and any others who would follow our account. The use of Twitter is valuable to the University because it combines the sharing of ideas, links (video, article, other social media) while creating specific communities as it does. The dedicated use of Twitter by Slippery Rock University has the potential to create large communities of potential students, current students, alumni, and faculty

Activities and events

SRU currently uses mass emails to distribute information about activities on campus and announcements about the University. Twitter will be utilized to further and better promote these activities and announcements. Prior to the start of any events listed in the “Top of the Rock,” a “tweet” will be posted onto the page informing all

followers of the activity. Followers who have elected to have their mobile devices and computers inform them of all followed tweets will be instantly informed of the posted activities.

As a cool innovation to the communication around campus, Rock Media will use scrolling marquees located inside the Eisenberg Building, the library, and Boozel dining hall. The Marquees will display the current “tweets” from the university and all approved student tweets posted onto SRU’s Twitter page. This will create an even higher level of awareness both toward SRU’s Twitter account and the activities it is promoting.

The main goal of Twitters use in this particular way is to improve the poor reception of the mass emails sent by the University’s PR department. The majority of student do not open their daily emails sent by the PR department and recognize them more of a spam nuisance than a useful information tool. By utilizing social media, the school will be able to successfully communicate their messages in a manner more accepted to its publics.

Best Practice: Harvard University

Rock Media can take plenty of notes from Harvard’s use of social media through Twitter. Their top two accounts: @Harvard and @HarvardResearch have a combined total of over 57,000 followers.

Although these two accounts are under the same university, they have desperate goals and objectives they accomplish. @Harvard mainly focuses on events and news around the university, but they also post interesting news articles not directly related to Harvard. @HarvardResearch, however, primarily focuses upon current

research being done around the world and posts new findings.

The @Harvard account is a great use of a Twitter account and something Rock Media definitely should look to adopting something very similar. With a constant feed of updated information about campus news and events, @Harvard keeps the Harvard community in the loop of what is going on in the university.

Target Audiences:

Slippery Rock University will be targeting future and current students as well as the faculty and parents. We also want to bring the Slippery Rock community closer to the university with this campaign.

- Current Students:
 - Rock Media will use Facebook, Twitter, Ning and Foursquare. By using these social media tools students can stay better connected with the university.
- Future Students:
 - Slippery Rock University will target future students by using Facebook, Twitter, Ning, YouTube and Flickr.
 - By incorporating YouTube and Flickr, Slippery Rock University can upload pictures of the campus and dorms while also showing virtual tours.
- Parents:
 - Slippery Rock will target parents by having a customized tab on Facebook which will incorporate links to Flickr and YouTube.
 - The links will provide photos from Flickr and virtual tours from YouTube.
- Faculty:

- Slippery Rock will target faculty by having faculty Twitter accounts and Facebook department pages.
- Community:
 - Slippery Rock will target the community as a whole by using Rock Media to inform parents, students, future students and faculty. Also to show awareness of ongoing activities that are happening at Slippery Rock University.

Purpose & Value:

The purpose of our campaign is to promote online community growth for the university using social networking tools. The value comes from the growth of campus communication to make it easier to pass messages between all of our online followers. The ease of this new communication will promote awareness of more Slippery Rock activities, more Slippery Rock students, and a better understanding of Slippery Rock culture.

Facts and Statistics:

Slippery Rock University: 1,571 likes on Facebook/425 followers on Twitter
Indiana University of Pennsylvania: 11,915 likes on Facebook/552 followers on Twitter
Clarion University: 5,965 likes on Facebook/ 1,049 followers on Twitter
Edinboro University: 1,140 likes on Facebook/1,807 followers on Twitter
California University of Pennsylvania: 6,688 likes on Facebook/914 followers on Twitter

Maintenance and Staffing of Rock Media:

During Phase 1 the Public Relations Department would hire two non-paid interns to do part of the up keep of Rock Media, while having one full-time Public Relations

person. After gaining some profits during Phase 1 the maintenance and staffing will grow as will Rock Media with different social medias.

Metrics & ROI:

Investment:

To begin this venture, we do not plan to have any funding from the university, but with through our efforts we plan to change that. Because of our phase program, it is possible to get Rock Media started without financial support.

Upon building a foundation for Rock Media, we can then request additional funding and man-power to manage our growing campaign.

Action:

Our strategy to bring our full campaign will be structured into phases. These phases will be spread out to an overall timeline of one and a half years. Phases allow for Rock Media to compensate for lack of funding and overburden. There will be constant research completed and monitored before, during, and after the campaign is completed. This research will mostly be in the form of surveys to the students and faculty. We shall ask questions catering to the current trends and use of social media and encourage those surveyed to provide feedback and new ideas.

Phases:

Because Rock Media will start off with essentially no funding, we will have to introduce our program with different phases until we receive financial support from the university.

Phase 1- Basic Twitter, Facebook, and Flickr

To start off, we will need to recruit at least one of the full-time SRU PR staff members or an intern to run the day-to-day updates on Twitter, Facebook, and Flickr. Since we only have limited resources, we want to start slow and incorporate the basics such as linking and status updates to promote campus events and news.

Phase 2- Expansion

Phase 2 will incorporate all of phase 1, but with new additions to Rock Media responsibilities. The start of this phase will have to be the introduction of new team members to help support our online community. These new members will help create more personality to our Twitter and Facebook accounts as well as introduce FourSquare and YouTube.

Phase 3- Ning it all together

Phase 3 will require the most planning out for the PR department considering we want Ning to eventually be the hub of Rock Media's social network community. We will have to have a team design and build our website to feature all of our

social media pages to allow viewers to see all of our latest updates across the various websites in one location. The reason this is the final phase is because this possibly requires the most planning, funding, and designing.

Reaction:

The reaction we want from our audience is full participation. We want to bring all of those people involved in Slippery Rock into one community with a free flow of information between us.

Non-Financial Impact:

The non-financial impacts that Rock Media gains are the connections we make in the Slippery Rock Community. Through these connections we will be able to communicate better and in a single voice to all faculty, staff, students and parents. Rock Media will become a central focus for the university and play a vital role in all the communications to deliver a clear message.

We will measure our financial impact with increased website traffic, Twitter followers, and Facebook likes. In the initial phases we hope to see website traffic increase by 20% over the first six months, at least 100 Twitter followers, and 200 Facebook fans. Overtime we hope to begin to start measuring our success through blog posts, Youtube likes, retweets, and student utilization of services provided.

Financial Impact:

While it will take money to start Rock Media in the beginning we hope to turn these financial investments into a profit. We want to achieve our financial goals through advertising on our Twitter and Facebook accounts. Social media advertising can be achieved through putting their messages on our feed for an advertising price. Possible advertisers include but are not limited to dining halls, campus living, restaurants, grocery stores and bars.

Conclusion:

Slippery Rock University's Rock Media campaign is designed to reach not only university students, but prospective students, alumni, faculty and staff, and the Slippery Rock community. Our goal is to increase awareness of campus events, and community news. A wide range of social media strategies will attract all of our target publics, as we tailor to all of their interests. We have developed tools for easy navigation and management. Our social media tools are designed to be easily recognized by the public who follow us. Rock Media wants our audience to be fully engaged in what we have to offer. We are dedicated to bringing all of our publics together by creating one community with a free flow of information between us.

About Us:

Jessica Gordon:

Public relation major, graduating in May. Worked with Branding the campaign, logo, and Facebook.

Lauren Hrvatin:

Public Relations major, graduating in May. Worked with the goals and problems faced with Rock Media. Also worked with the target audience, reactions, Flickr, and financial impacts. Also helped finish Twitter. Copy editor and organizer of information.

Joshua Smith:

Public relations major, graduating in May. Worked on Ning, Flickr, phases, Metrics & ROI, helped finish Twitter and Financial Impact with Rock Media.

Allie McClernon:

Public Relations major, graduating in May of 2011. For the project I worked with the YouTube channel, messages, and problems. I also assisted the rest of the group with copy editing, and overall paper set up.

Beth Kudelko:

Communication major, graduating in the spring of 2011. For this project I worked on how other schools are using Foursquare, how Foursquare could be incorporated into our campaign, and I also wrote the introduction.

Patrick Stewart

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