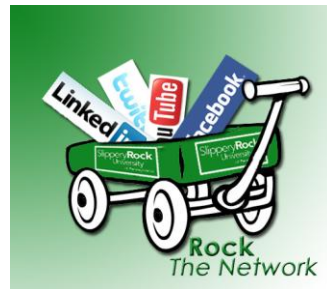


# Rock the Network

*Slippery Rock University  
Social Media Campaign*



Danielle Dzemyan  
Nick McKinney  
Jessica Miller  
Kelly Rhoades  
Samantha Sherwin  
Bethann Zangrilli

## Table of Contents

Introduction	3
Overview	4
Problem	5
Research	5
Short-Term Goals	10
Long-Term Goals	10
Objectives	10
Messages	11
Social Media Icons	11
Department and Staff	11
Department Correspondent Intern	12
Social Media Intern	12
Tactics	12
Publics	14
University Media	14
Phases	15
Timeline	17
R.O.I.	18
Conclusion	18
About Page	19

## Introduction

For this project we were asked to put together a social media campaign for Slippery Rock University. The first problem we encountered with SRU's social media usage is the lack of regular updates. Twitter was just updated on December 8, only after two months of inactivity. When the Twitter page is actually updated, it is not in a professional manner or portraying Slippery Rock University in a good light.

For the SRU Facebook page and group, there are actually many different groups dedicated to SRU therefore it would be a lot easier to put everything under one page and one group. In doing this it will keep all those who "like" or are in SRU's group informed on various aspects of the university: updates, honors, awards, organizations, events, performances. Also by doing this it will be updated more regularly with information concerning various events at Slippery Rock University. In order to keep students, alumni and guests of the university informed about what is going on at SRU, these social media sites need to be updated on a regular basis. We would also like to work with the SRU Public Relations and Admissions YouTube channels. The last thing we would like to do is to create Podcasts for athletic events, WSRU FM and guest speakers.

As you read through our social media campaign known as, **Rock the Network**, you will see in detail how we will successfully utilize Slippery Rock University's social media outlets.



Slippery Rock University  
1 Morrow Way  
Slippery Rock, PA 16057  
724.738.9000  
www.sru.edu

## Rock the Network

*Slippery Rock University  
Social Media Campaign*

### Overview

Slippery Rock University, founded in 1889 by the citizens of the borough of Slippery Rock, Pennsylvania, is the region's premier public residential university. The university is shaped by its normal school heritage and characterized by its commitment to intellectual development, leadership and civic responsibility.

Slippery Rock University opened its doors March 26, 1889 as Slippery Rock State Normal School with a mandate to train interested and able persons to become teachers. SRSNS, over the years, fulfilled its mandate, graduating thousands of students to staff the public schools in Pennsylvania and throughout the nation.  
("About SRU," 2010)

In 1926, the institution was purchased by the Commonwealth and became a four-year teachers college. Slippery Rock University continued the tradition of being a teacher oriented institution. The curricular preparations were in elementary education and secondary education subjects.

Slippery Rock State College was established in 1960 and for the first time could award undergraduate and graduate degrees in the liberal arts and in professions. The university was granted in 1983. As part of the Pennsylvania State System of Higher Education, Slippery Rock University enrolls 8,852 students in more than 100 degree programs, making SRU today, a comprehensive university offering undergraduate and select graduate programs.

Slippery Rock University is located in the rolling hills of western Pennsylvania. It is the western-most institution of the 14 campus Pennsylvania State System of Higher Education. The campus is in the borough of Slippery Rock in Butler County, Pennsylvania. It is a safe and friendly community of approximately 3,000 people.  
("About SRU" 2010)

## Problem

Slippery Rock University's use of social media needs to be improved and better integrated into SRU's communication strategy.

The university lacks updating their Facebook page, Twitter and the university website. However, the few times that it is updated, it is not updated effectively.

We want to provide students and faculty with more access to social networking on campus and in the Slippery Rock community. Being that social networking is expanding, many students have access to their information through social networking.

## Research

When researching Slippery Rock University and other schools use of social media, we looked at what Slippery Rock is doing currently in regards to social networking as well as other universities.

- Look at what Slippery Rock University does now in regards to social media.
  - Twitter
    - Slippery Rock University has a Twitter account, but does not update regularly. In order to keep connected with our publics through Twitter, the university will need to delegate someone to be responsible for updating the Twitter account.
    - Below is the current twitter account for Slippery Rock University. You can see how we currently use the account to demean students. This is neither welcoming, nor a building block to a stronger community.
    - The university currently enrolls 8,900 students and only 199 follow the Slippery Rock Twitter account.

### Get short, timely messages from slipperyrock.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @slipperyrock**.

**Sign Up** >

Get updates via SMS by texting **follow slipperyrock** to **40404** in the United States  
[Codes for other countries](#)



## slipperyrock

**Name** slipperyrock  
**Location** Slippery Rock, PA  
**Web** <http://www.sru.edu>  
**Bio** Slippery ROCK University!

**152** following   **199** followers   **11** listed

**Tweets** 31

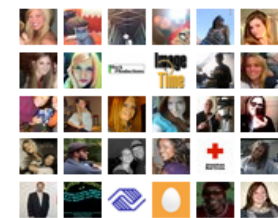
**Favorites**

**Lists**

[@slipperyrock/sru-alum](#)

[View all](#)

**Following**



**Tbark58** This indian girl was presenting her group project and couldn't read the number \$100,000 so she gonna say "one zero zero thousand dollars"

3:37 PM Dec 8th via Touiteur

Retweeted by [slipperyrock](#) and 1 other

**@Tbark58** Lmao!

4:18 PM Dec 8th via Power Twitter in reply to Tbark58

**bzang** All my prayers out to coach and fam ..... RIP Leo

10:21 AM Dec 8th via TwitBird

Retweeted by [slipperyrock](#)

**SRURocket** Unreported sexual assault brings month's total to six: The total number of alleged sexual assaults reported off-c... <http://bit.ly/dclINI>

5:37 PM Sep 30th via twitterfeed

Retweeted by [slipperyrock](#)

**@amar0260185** Congrats, Ryan!! We're all excited for you!

- YouTube
  - Slippery Rock University has several videos you can view on YouTube, but they are not organized well.
  - There is a lack of information in the videos.
  - There are two main channels for the university, SRU Admissions has a channel and the PR office has a channel.
    - The videos on the SRU Admissions channel are out dated. There hasn't been an upload in a year. It looks like they were doing a good job updating with SRU videos three years ago, they just need to be able to keep updating each school year.
    - The channel for the Public Relations Office is fairly new, they started it in February 2010. There are not a lot of videos uploaded and they have not uploaded a recent video in 9 months.
  
- Facebook
  - Slippery Rock University's page on Facebook has 5,800 plus likes and is decently kept up to date.
  - The problem
    - There are many different pages for Slippery Rock. When searching for Slippery Rock, the most popular one is not showing up in the top results. We would like to bring together the different pages for Slippery Rock (i.e. Slippery Rock University Public Relations, Slippery Rock University Program Board, Slippery Rock University Union, etc.) so that people can just visit one page and get all the information on what is going on at Slippery Rock.
    - Below is a screen shot of the interactive Facebook page administered in the Office of Alumni Relations. However, on Facebook, this page is not in the top search results of Slippery Rock University.



Suggest to Friends

For a ROCK solid education! A member of the Pennsylvania State System of Higher Education

Information

Location: Office of Alumni Relations, 1 Morrow Way Slippery Rock, PA, 16057

36 Friends Like This

6 of 36 Friends See All



Haley Elizabeth



Kelly Lee Emmett



Erin Boyle



Dayna Broskey



Desirae Mikus



Charlene Jacka

5,928 People Like This

Slippery Rock University



- Wall
- Info
- Photos
- Boxes
- Events

Slippery Rock University + Others Just Slippery Rock University Just Others



Slippery Rock University SGA Bookstore Check out the SGA Bookstore for the best selection of SRU Merchandise and receive your 10% Alumni discount plus free standard shipping on all orders over \$75.00. All orders placed before Saturday December 18, 2010 will ship to arrive before Christmas. Be sure to include Alumni 10 in the promo code on your order.



The Rock SGA Bookstore - Apparel www.sgabookstore.com

December 3 at 3:38pm · Share

4 people like this.

View all 30 comments



Anne Hughesw Hello guys and gals! My grandfather let me know about this site that lets you try out a Macbook Air & keep it due to a promotional giveaway! The only thing I did was insert my eMail Address and it came via USPS 5-6 days later! Get yours immediately before they halt this holiday gift: www.TryAppleMacbook.info 10 hours ago · Flag



Emery Otto Hiya y'all!!! My sister let me know about this webpage that lets you try a Macbook Air and keep it just for shopping at Apple! All I did was submit my E-mail address & it arrived by FedEx 1-2 days later!! Snatch yours immediately before they discontinue this holiday giveaway! www.GrabMacbookAir.info 8 hours ago · Flag



Slippery Rock University PITTSBURGH, Pa. - The Pittsburgh Power has added two Rock-solid elements to its first-year Arena Football League franchise with the addition of former Slippery Rock University standouts Terry Grossetti and John Sikora.



- Analyze how other universities implement social media:
  - Large Universities (Division I):
    - Many universities, such as the University of Southern California, use social media. On their main page, towards the bottom there is a section that says CONNECT which allows the students to connect with Facebook, Twitter, YouTube and iTunes.
  - Pennsylvania State Schools (Division II):
    - Edinboro University uses social media on their home page
      - Facebook
      - Twitter
      - YouTube
    - Bloomsburg University uses a great amount of social media on their website
      - on the home page there are links to each network
        - Facebook
        - Twitter
        - YouTube
        - Blog
          - President of Bloomsburg has a blog link for viewers
      - Podcasts
      - E-mail
  - Smaller Colleges (Division III):
    - Community College of Allegheny County (CCAC) uses social media on their homepage (www.ccac.edu)
      - Follow Us on Twitter
      - Join Us on Facebook
    - Butler Country Community College (BC3) uses social media (www.bc3.edu)
      - Join US on Facebook
      - “The Cube”
        - A link on their site for viewers to get updates on the latest news
- Many of these universities use a great amount of social media. It is made easy and available for audiences to access.

## Short-term Goals

- Increase the awareness of social media throughout all the departments in Slippery Rock University.
- To increase the knowledge and proper use of social media for the professional world.
- To increase the interaction of students and their community.
- Overcome barriers of communicating with non-traditional students.

## Long-term Goals

- To create a positive atmosphere among the university and community.
  - Integrate the community events with the college students.
  - Have college students interact with Slippery Rock school district and town events.
  - Decrease the number of students that leave Slippery Rock every weekend.
- To attract prospective students to the university by creating a better community for students and faculty.
  - Increase student involvement as a whole.
  - Interaction and support from other clubs, groups and athletic teams.
- We want our social networking strategies to increase enrollment at the university.

## Objectives

- To encourage 50% of students to use social media to interact with the university.
- To encourage 50% of students to understand the importance of using social media.
- To persuade 50% of students to interact with SRU and the surrounding community.

## Messages

- Slippery Rock University is a campus where students are taught to interact with one another.
- Slippery Rock University needs a way to have constant access to social media and networking.
- Slippery Rock University wants students to become more involved in the university.

## Social Media Icons

First off, each social networking button needs to be added to the Slippery Rock University's homepage. By putting the icons on the homepage, Slippery Rock University's social media sites are more accessible to their students. This is what the social media icons will look like on the homepage.



Second, we need to make it aware to the public that Slippery Rock University understands the importance of social networks. On the SRU homepage they need to embed a widget that will give a live feed of their tweets so when students, faculty, alumni and the community log onto the homepage, they can see right off the bat for example, what SRU is tweeting about.

## Department and Staff

The University will hire two interns to work in the Web Communication Department, which is located on the second floor of Old Main, to help run the Social Media networks via HootSuite. Students from the College of Business, Information and Social Sciences will be able to apply for the internship including, but not limited to students studying:

- Communication
  - Emerging Technology and Multimedia
  - Journalism
  - Public Relations
- Computer Science
  - Information Technology
- School of Business

- Management
- Marketing

Two Students, based on the department's discretion, will be selected for the internship. These students will have the opportunity to demonstrate that they have the ability to portray the university in a good light.

### **Department Correspondent Intern**


- Work closely with Slippery Rock University's Public Relations Department.
  - Obtain photos for social media outlets.
- Work closely with Offices found in Old Main:
  - Student Accounts.
  - Academic Records and Summer School.
- Interact and keep in touch with all four colleges and their departments.
  - Acquire updates of new technology, facilities, honors, awards or any new, interesting facts to use to update Twitter and Facebook.
- Interact with the Center for Student Involvement and Leadership and maintain good relationships with Slippery Rock University organizations.

### **Social Media Intern**

- This student must have knowledge with the use of social media tools: Facebook, Twitter, etc.
- Update Slippery Rock University's social media networks via HootSuite. When students are on break, updates must be scheduled by the social media intern.
  - Twitter.
  - Facebook Page.
  - Facebook Groups.
- Reply to questions from posts, comments or tweets in a timely manner.
- Upload and control videos to Slippery Rock University's YouTube channel.
- Maintain Podcasts comments and updates.

### **Tactics**

- Uncontrolled Media
  - Social Media
    - Maintain and update Twitter.
      - Allows students to be updated on events/alerts.
    - Maintain and update the Facebook page.
      - Allows students to "like" it.

- Provides prospective students with open communication forum.
- Podcasts
  - Athletic Events.
  - WSRU FM live broadcasts.
  - University lectures and speakers.
    - Upon agreement.
- HootSuite 
  - Allowing students the ability to aggregate, track, and schedule messages and updates for multiple social media sites.
  - The use of Twitter, Facebook, YouTube and Podcasts will be used to interact with students and faculty. Alumni will have the access to become part of the SRU social media communication as well.
  - Students will have the opportunity to interact with other students, to hear about events on campus and to comment on how they feel about the university and its activities.
  - Each social media tool should be updated consistently on a weekly basis about upcoming events, previous events, news, awards and other important information that can affect the campus.
  - We want the students to become familiar with social networking so they are able to interact with professionals.
- Controlled Media
  - Website
    - Add Facebook, Twitter, YouTube and Podcast icons on the homepage of the website.
  - Advertising
    - Fliers.
      - Publication Production/Digital Imaging classes can create fliers for extra credit/assignments to cut down costs to the university.
        - Potential for mass media.
      - We want to promote the use of social media to the students at Slippery Rock University.
      - These advertisements will grab the student's attention about social networking usage.
      - Simple, Universal Fliers.

- “Like” on Facebook.
- Follow on Twitter.

## **Publics**

- Primary:
  - Students
    - Current
    - Prospective
    - Non-Traditional
  - Employees
    - Faculty
    - Staff
- Secondary:
  - Media
  - Parents
  - Alumni
  - Community

## **University Media**

By utilizing university media, Slippery Rock University can create awareness throughout campus and the students about our social media contests and efforts.

- WSRU TV
  - A student produced and television broadcast production organization.
- WSRU 88.1 FM
  - A student run radio broadcast organization.
- THE ROCKET
  - A student run, weekly paper, with a circulation of about 7,000, providing students with journalism, graphic design, advertising and website development ([www.sru.edu/therocket](http://www.sru.edu/therocket)).

\

## Launch Phases

### Phase One:

- Create Social Media Profiles

#### ■Facebook

- Allow students, faculty, staff and alumni to “like” and join SRU groups through a Facebook page.
- The page will be themed similar to the SRU website: classes, colleges, events, pictures, etc.
- Will provide prospective students with information from current and past students in an open communication environment.

#### ■Twitter

- Allows students to follow upcoming events and announcements at SRU
  - Athletic events:
    - Dates, times, scores and updates.
  - University Program Board events:
    - Upcoming speakers, events, times and location.
  - Green and White Society:
    - Raise awareness with green and white Fridays and increase school pride.
  - Performing Arts Events:
    - Concerts, theater performance and cultural events.
  - Campus Alerts:
    - Assist in the “text alerts” with emergency news.
    - Weather conditions and cancellations.
    - Part of the university’s crisis plan.
- Create an overall awareness of following Slippery Rock on Twitter for upcoming twitter contest.

#### ■YouTube Channel:

- Create a general Slippery Rock University channel, expanding the SRU Admissions channel and featuring videos on different aspects of the university.
- Video Production classes make and enhance videos.
  - Semester contest.

- Cash prize according to the T.V. studio SGA budget.
- Video submitted for actual commercial.

■Podcasts:

- Launch podcasts for athletic events.
- WSRU.FM live broadcasts.
- University lectures and speakers.
  - Upon agreement.

**Phase Two:**

- Trivia on Twitter
  - The university can tweet questions about the history of the school or any events that are coming up or have already happened. First student to tweet the correct answer wins a prize (example - gift card to the bookstore).
  - They can also have contest where every Friday you tweet a picture of yourself wearing green and white for Green and White Friday's. Every time you tweet it will enter you in to win a prize (example - a semesters worth of books). At the end of every month they would pick a winner.
  - Send out a mass e-mail about the contest.
  - Have university media sources announce the contest to better aware students.

Example Questions:

1. In what year did Slippery Rock become a university?  
1983

2. In what year was the football team undefeated?  
1907

- YouTube videos made by students.
  - Students will have the opportunity to make videos in video production class.
  - Each semester students make videos on different topics about the university.



### **Phase Three:**

- Analyze on Viral Heat
  - The response rate and participation of phase one.
  - The number of members that join the SRU Facebook group and respond to events via Facebook promotion.
  - The number of students that are following Slippery Rock University on Twitter.
  - The response rate of the Twitter trivia contest.
  
- Critique
  - How effective were our actions in phase one?
  - How did phase one affect the participation and interaction in phase two?
  - How can we improve phase two?
  
- Evaluation
  - Track via HootSuite.
  - Identifying the number of students on the waiting lists.

### **Timeline**

#### **Phase One:**

- Fall 2011
  - Use this semester to launch the social media sites and its awareness.
  - Launch reasons and goals to broaden the use of social networking.

#### **Phase Two:**

- Spring 2012
  - This semester will be used to implement the Twitter trivia and YouTube video contests.

#### **Phase Three:**

- Summer of 2012
  - The university can take the summer to analyze if the campaign was a success or not.
  - They will also be able to address any problems that might have occurred and think of new ways to make the campaign better for the 2012-2013 school year.

## **Return on Investment**

We want to attract as many high caliber students to Slippery Rock University as possible, making SRU a more respected and sought after institution. As prospective and new students arrive, we want them to connect to the university on a deeper level, eventually turning them into loyal alumni. These loyal alums will most certainly give back to the university, whether financially or speaking highly to prospective students. This will help to better not only Slippery Rock University, but the future of its students.

## **Conclusion**

Through this campaign, Slippery Rock University will utilize different ways to effectively communicate via social media. The students, faculty, alumni and the Slippery Rock community will be able to easily access information on what events are going on around campus. With the help of interns working on this campaign, it will help to be cost effective for the university. By having two interns it will split the work load and be easier to gather information from the different departments. By putting social media icons on the homepage linking to each social network, it will help get more traffic flow to SRU's social media pages. The different phases will help organize the launching of this campaign and allow SRU to easily track the success of each social medium. In the long run, this campaign will help SRU connect and stay connected with their many publics and potentially gain more students through the use of social media.

## About Page

*Danielle Dzemyan* is a 21-year-old Public Relations major from New Castle, Pa. She has an internship with Neighbors in the Strip during the Spring semester of 2011. She will be graduating in May 2011.

She worked on the research of other schools and their social networking efforts and the overview of Slippery Rock University. She also put together the power point presentation.

*Nick McKinney* is 20 years old, currently studying Communication in Emerging Technology and Multimedia at Slippery Rock University. Nick will be graduating in the Spring of 2012, and will be pursuing a graduate degree. For this campaign Nick was a leader. He organized the group by getting a contact list together, setting up a Facebook thread and Google document for group to communicate. He also created an appropriate logo, among contributing ideas and research to the to the campaign.

*Jessica Miller* is from Butler, PA., and is a senior at Slippery Rock University. She is 21 years old, and is in the process of completing her B.S. degree in Public Relations. Jessica is currently working at Conley Resort where she manages and waitresses in Knickers Tavern, and also assists with their social media outlets. Graduating SRU in May 2011, Jessica hopes to reach her goal of becoming a public relations practitioner in the arts. For the campaign, Rock the Network, Jessica contributed with her different thoughts on Slippery Rock University's lack when it comes to social media, ideas to fix the problem, as well as researched different schools in order to provide information regarding social media in order to further the campaign. Jessica will also be assisting Danielle Dzemyan with completing the power point for the group's final presentation.

*Kelly Rhoades* is a 22-year-old Public Relations major from Johnstown, PA. She currently works at the Call Center in Old Main as a student supervisor. She will be graduating in May 2011 and plans on attending graduate school in the fall. She ultimately wants to work at an aquarium and/or zoo or an environmental agency. For this campaign, Kelly was a leader. She worked on the introduction, social media icons, department and staff, most of the tactics, helped with the phases and the conclusion. She also helped to edit the campaign.

*Samantha Sherwin*, a 22-year-old Public Relations major from Erie, PA. She will be graduating on December 18 and will be heading off to Disney World after the new year. For this project, she worked on researching what the university has now in regards to social media, introduction, conclusion, social media icons, and she contributed her awesome ideas. Samantha was very pleasing and cooperative to work with.

*Bethann Zangrilli*, 22, of Pittsburgh is finishing up her last year at Slippery Rock University. After graduating in May with a Bachelor of Science in Communications, Public Relations, she hopes to get on board Darden Restaurants, Inc in Orlando, Fla. to assist in their community relations programs. For this project, her efforts were geared towards the goals, tactics and phase one, while also contributing ideas to the overall development of our campaign strategy. Bethann also helped edit the campaign.

## Works Cited

*About sru.* (2010). Retrieved from

<http://www.sru.edu/PublicRelations/Pages/aboutsru.aspx>

Bloomsburg University

[www.bloomu.edu](http://www.bloomu.edu)

Butler County Community College

[www.bc3.edu](http://www.bc3.edu)

Community College of Allegheny County

[www.ccac.edu](http://www.ccac.edu)

Edinboro University

[www.edinboro.edu](http://www.edinboro.edu)

*Slippery rock university.* (n.d.). In *Facebook* [Page]. Retrieved from

<http://www.facebook.com/pages/Slippery-Rock-University/52639872621>

*Twitter: slipperyrock.* (n.d.). Retrieved from <http://twitter.com/#!/slipperyrock>

University of Southern California

[www.usc.edu](http://www.usc.edu)

*Youtube: slipperyrockpr.* (n.d.). Retrieved from

<http://www.youtube.com/user/SlipperyRockPR>

*Youtube: sruadmissions.* (n.d.). Retrieved from

<http://www.youtube.com/user/SRUAdmissions>