

# Post University Graduation 2016 Social Media Plan



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**Goals:**

- Engage Main Campus and online graduates throughout their journey to Commencement
- Provide important updates and links to key information regarding Commencement
- Provide a community where graduates can connect with their classmates and other graduates, discuss their graduation plans and share their excitement
- Provide a Facebook event where parents and friends can also congratulate their graduates

**Target Audiences:**

- Graduating seniors from Post's main campus
- ADP undergraduate graduating students, both those who will attend commencement and those who want to participate virtually.
- ADP graduate students participating in graduation or attending virtually.

**Secondary Audience:**

- Parents, family, friends of Post graduates
- Post community of existing students, faculty, and staff

**Platforms: Using a shared hashtag #PostUClassof2016**

- Facebook
- Twitter
- Instagram
- Storify/Tagboard

**Platforms in campaign:**

- Facebook
- Facebook event
- Twitter
- Blog
- Instagram
- Storify
- Spotify
- Pinterest
- Vine/Hyperlapse/Instagram/Periscope Video
- YouTube
- LinkedIn
- Google+
- Graduation microsite

- Blog website homepage

**Launch Date: 3/28/16**

**Commencement: May 7, 2016**

**End Date:** May 21, 2016 (or after the post-graduation social media posting dies down).

**Methods of Measurement:** Engagement/impression/view metrics from Facebook, Twitter, Instagram, Pinterest, and the blog, plus Google Analytics metrics for the Graduation pages.

## **Tactical Plan**

### **Main Website:**

1. Add social media copy information to the graduation microsite.
2. After graduation is over, post photos to the graduation site and banner link them from the homepage.

### **Post University Insights:**

1. Add a graduation banner with link to the graduation microsite
2. Start posting a series of blog posts on graduating seniors, both ADP and on campus
3. Get short video interview clips of on campus students talking about their preparations for graduation.

### **Graduation microsite:**

Add appropriate sharing copy to the microsite:

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## **GRADUATION 2016 - CONNECT WITH YOUR CLASS**

Connect with the Class of 2016 on social media! Share updates on your final moments as a Post University student; let us know your plans as you prepare for the ceremony; and of course, share photos of the most special moments of your graduation journey!

- Join the conversation on Twitter using hashtag [#PostUClassof2016](#). Tag us [@PostUniversity](#) – we'll retweet our favorites!
- Share your photos on Instagram and our Facebook page using hashtag [#PostUClassof2016](#).

Begin promoting the graduation site as a series of posts on social media.

- Introduce the site with a link on social sites
- Send out updates on what information you can find there.

### **Facebook Event:**

Create a Facebook Event for Commencement and promote on other social media channels and on the Graduation website.

- Post information updates related to graduation preparation, deadlines, and logistical information for the big day
- Have a series of weekly engagement questions to keep the excitement up (See sample questions to follow)
- Engage with each person who posts to the event and encourage further conversation and sharing of student stories
- Use the event to connect to students that might be good for pre-graduation #MyPostExperience blogs, graduation videos, or #PostUMemories videos.

### **Facebook:**

- Begin promoting joining the Facebook event and posting photos and comments using the Commencement hashtag.
- Promote the Graduation site both in general and for finding specific information.
- Post a **Commencement Countdown** post every five days. Countdown posts provide information about graduation, advice for preparing, ideas for connecting on social media with other graduates, or suggestions for celebrating.
- Post photos on ideas for preparing for commencement
- Post questions to the Commencement Event
- 30 days out, change the Facebook cover page to a Countdown to Commencement

### **Spotify:**

- Poll students via Facebook and Twitter to find out their favorite graduation songs and then create a Spotify playlist unique to the graduating class. Share the Spotify list on the Commencement event.

### **Twitter:**

- Begin promoting joining the Facebook event and posting photos and comments using the Commencement hashtag.
- Post engagement questions and graduation information

### **Pinterest:**

- Start a Graduation ideas board where we repin ideas from around Pinterest
- Post Graduation 2016: Encourage students to pin their photos with our hashtag and we'll repin them.

### **Instagram:**

- Encourage students to post their graduation preparations and graduation day photos using #PostUClassof2016
- Encourage students to post #RevealYourRegalia photos to Instagram and tag Post

### **Storify/Tagboard:**

- Set up a Storify page with feeds from the hashtag.
- Choose a header image for the story page.

### **Share Commencement on Social Email:**

- Can we do a student email (to both online and main campus students) that shares information on all the ways to join the conversation about graduation on social media?

### **Video coverage:**

#### **Prior to Commencement**

**Thursday, May 5; Friday, May 6, morning:** Main Campus seniors' video shoot. Testimonial videos of graduates for the website and social:

- Use the good video camera and schedule Main Campus seniors to do one-minute (or less) testimonials about their Post experience for social media organic posting, social advertising, website program pages, and other marketing needs.
- Topics include:
  - Academic program experience
  - Sports
  - Internships
  - Small campus advantage
  - Honors program
  - Why Post – why the students chose Post and why they would recommend others choose Post

**Friday, May 6, afternoon/evening:** Take the ADP graduation event as an opportunity to do one-minute or less testimonial videos with online students:

- Topics include:
  - Online learning experience/balancing work and school/flexibility of the programs
  - Post's support system (professors, advisors, financial aid support, writing center)
  - Academic programs

#### **Graduation Day short videos for Instagram, Facebook & Twitter**

- **#PostUMemories:** What is your favorite memory of your time at Post?  
#PostUMemories- get these while graduates are standing in lines waiting to walk. Get a mix of online and Main Campus students. Post them the day of graduation.

- **#PostAdvice:** Short videos of advice from the graduates to new Post students, both online and on campus students. The Main Campus videos are posted each week of the Facebook Orientation Event for the new class. Online #PostAdvice gets posted to the main Facebook page every week starting with the next Mod. Online **#PostAdvice** videos will also be posted on Google+, Twitter, & LinkedIn university page.

### **On Commencement Day:**

- Add a Commencement graphic to the slider for *Post University Insights* encouraging everyone to post their photos and stories to social media using the hashtag #PostUClassof2016
- Dan and I both will be live posting from Graduation. We both will have cameras and/or video cameras, and will capture people during commencement and post it live. Use Twitter or just phone video to capture their #PostUMemories.
- Encourage live posting by students to post their graduation photos on social media, using the hashtag. Include #PostGradSelfies campaign, encouraging graduates to post selfies on Graduation day. It can be something we encourage students to do while they are standing around waiting in the line.

### **Sample Graduation Event Posts (more to come)**

**“Share it with the class” – Engagement Question of the Week series.** Repeat of last year’s popular weekly grad engagement question.

- Post will have students from several states and countries graduating this year. What location will you be representing? #PostUClassof2016 **(Wed. March 30)**
- Graduates: what song can you not get enough of right now? Let us know and we’ll compile a list and build a Grad Playlist on Spotify! #PostUClassof2016 **(Wed. April 6)**
- Graduates who are attending Commencement: What will you be thinking of when you walk across the stage to accept your Post diploma? #PostUClassof2016 **(Wed. April 20)**
- Who is the one professor, or the one class, that you learned the most from at Post? #PostUClassof2016 **(Wed., April 27)**
- Now that you are becoming alumni, what is the biggest reason you’d give to encourage others to go to Post? #PostUClassof2016
- It may not have always been easy, but you made it. You’re graduating...Tell us what it took to get here... What challenges did you have to overcome to graduate? What were your triumphs? #PostUClassof2016 **(Wed., May 4)**

- You're about to graduate from Post University...what will you do next? (If you're going to Disney World, that's great, but even if not, we still want to hear your plans!) #PostUClassof2016 **(Friday, May 6 – day before)**

### Other Posts

- For parents, family, friends of graduates: What would you like your graduate to know as they celebrate this achievement? #PostUClassof2016 **(Monday, April 20)**
- Do you have Graduation questions? Need dates and times for events leading up to Graduation? Wondering where you should park? How do you get your regalia? How to view the virtual commencement? The answers to all of your questions can be found on our Graduation website! #PostUClassof2016 **(Several times- starting 3/30/16)**
- Graduates: You should have recently received an email with a link to a website containing your name, as it will be read during commencement. To ensure your name is read correctly during commencement, please review this information carefully and confirm with the Registrar's Office! #PostUClassof2016 **(Approx. Friday, April 17)**
- GRADUATES: REVEAL YOUR REGALIA!  
You're going to try on that cap and gown before the ceremony. You know you are, so snap a photo of yourself and your friends and share it with the Post community! Upload your photos to our Facebook page or tag us @PostUniversity on Instagram, and remember to use #PostUClassof2016 **(Monday, May 4)**