

Post University Orientation 2015 Social Media Campaign



April, 2015

For information, contact:

Renee Brosius, rbrosius@post.edu

This plan is still being developed.

Orientation Social Media Campaign

Launch Plan

Orientation: August 22-23, 2015

Goals:

- Provide a community where new students can get information and connect with classmates.
- Build excitement for the Main Campus orientation and the school year
- Engage new students with our social communities

Target Audience:

- Engage freshman and new transfer students coming to Post in 2015

Secondary Audience:

- Prospective students – to exhibit an engaging social community to students considering Post University
- Post community of existing students, faculty, and staff

Platforms: Using a shared hashtag #PostU2019

- Facebook
- Twitter
- Instagram
- Storify

Platforms in campaign:

- Facebook
- Twitter
- Instagram
- Storify
- Pinterest
- YouTube
- Google+
- LinkedIn (limited)
- Snapchat (maybe if we can get a phone)

Launch Date: 6/22/2015

End Date: Orientation is over at the EOD 8/23, but the hashtag will remain in use for the class of 2019 and this community will continue to have the Post University Class of 2019 page as their class page throughout their time at Post.

Pre-event Deadlines: (tentative, depend on Marketing collateral/landing page deadlines)

- Create hashtag: #PostU2019
- Create copy for postcard – Monday, June 8
- Create copy for social media promotion email – Tuesday, June 9
- Create cover photo for FB event – Friday, June 12
- Create copy for Facebook event welcome text – Friday, June 12
- Test cover photo for FB event, social media links in email – Monday, June 15
- Create copy for Orientation landing page- Monday, June 15
- Launch Facebook event – Friday, June 19
- Launch Storify page – Friday, June 19
- EMAIL, LETTERS GO OUT TO STUDENTS – MONDAY, JUNE 22
- Various posting dates, see posting calendar
- Launch Pinterest Board – Monday, June 22.
- Email to Orientation Leaders— week of June 29.
- Email student leaders/club leaders - week of July 6

Launch Messages/Posts:

Facebook Main Page Launch message: Monday, June 22nd

Facebook Event: Welcome and here's your checklist. (Pin this to the top of the page)

Header copy:

Welcome to Post University, Class of 2019! We can't wait for you to begin your journey with Post, and that all starts right here!

If you haven't done so already, you first want to be sure to join this event by clicking the "Join" button above.

This event page is your destination for all the latest news and information on Orientation 2019 events and activities. It's also the best way to get to know your fellow students and Orientation Leaders before you get to campus!

For a checklist of what to do before you leave, a packing list of what to bring, and other important orientation information, go to our website at www.post.edu/orientation.

So start your journey here and join the fun as we countdown to Orientation 2019!

Twitter: Join the FB event, with link.

Instagram: Image of Checklist and URL

Pinterest: Launch Orientation 2015 Board. DIY Dorm Decoration Board already launched.

LinkedIn: Join the FB event.

Storify: Create an ongoing storyline on Storify pulling in posts from all three platforms.

Featured content:

- Create a “highlights of the past year” in photos -- show it as here’s what you have to look forward to! (video slideshow) - June 22.
- #PostAdvice: weekly advice videos from the recent graduates of the Class of 2015. Repeat campaign with Facebook and LinkedIn followers, alumni on social media to post one sentence about their experience at Post (with the #PostAdvice hashtag) or what incoming students should look forward to - compile responses and share.
- A “Tip of the Week” (current students, faculty, short videos) June start: Every week for ones we generate, encourage current students to post their tips as well.
- DIY dorm decoration ideas for Pinterest – Done, look for new things to add; promote during the event
- Advice on being a commuter student (from someone in that department). If possible, make this a weekly feature.
- Quick 30-60 second “welcome” video from Don (They send a “Welcome” letter, but kids aren’t going to read these!)
- Also, get Don to tweet to the incoming students using the #PostU2019 hashtag, welcoming them to campus and wishing them well
- #tbt for incoming students, have them post photos of when they were freshman in high school - First Thursday
- Launch a #PostU2019 Storify page: June 22th
- At applicable event activities, have Dan shoot On the Scene videos to be posted to YouTube and shared on all the social sites.

Sample Engagement Questions: (see next section)

Required topics to cover:

- Link to area hotels and restaurants
- Post U. Twitter info/ follow us invitation and to athletics account, #GoPostEagles / #PostUActivities
- Link to our YouTube Channel / subscribe invitation
- Link to Virtual Tour video
- Link to History video: <http://www.youtube.com/watch?v=CmltAyKawbE>
- Link to Career Services webpage

- Book Ordering Info
- Campus Store
- Packing list/what to bring
- Civility Code
- Orientation Leader Photos and Bios/Video
- Repeat Packing list/what to bring
- Video welcome from Res Life staff (Bob to produce)
- Civility Code
- First week student trips info
- Link to Directions on website / campus map
- Final arrival info / where to check-in
- Full Orientation Schedule

Collaboration with Orientation Leaders and Student Club Leaders:

- Orientation Leaders: Send an email to orientation leaders in last week of June.
- Student Club Leaders:
 - Send an email to leaders of student clubs/organizations in first week of July. Encourage them to get on the Facebook event and talk with people about their clubs and activities. Encourage them to create their own quick Instagram videos telling new students about their club.

Email for Orientation Leaders:

Hi Orientation Leaders!

We hope you're all enjoying your summer and looking forward to the fall semester!

As orientation leaders, you're one of the first contacts our incoming class will have with the Post community, and we know you have lots of helpful advice and information to share with these new students.

So we'd like to ask you to help us out in welcoming the new students *before* you come to campus by joining our Orientation 2015 event page on Facebook! (LINK)

The event page is *the destination* for incoming Main Campus students to get news and information leading up to Orientation 2015 and to meet fellow classmates and upperclassmen before they arrive on campus.

Outside of regular interaction with the students such as giving them information and answering any questions they may have for you, here are some ways you could help us to connect with incoming students on the event page:

- Tell them where you're from, ask them where they're from, build connections
- Use the hashtag #PostU2019 on all posts, encourage them to use it also
- On Thursday, upload a #tbt of yourself from Freshman year, or Orientation if you have it
- Tell them about area activities and what to do off campus
- Let them know your major and what your academic program has to offer
- Tell them about clubs, groups, and activities you participate in and invite them to join
- Explain to them what the dorms are like and what they have to look forward to living at Post
- If you're a commuter, talk with them about a commuter's experience and give them tips on how to make the most of their college experience even though they don't live on campus
- Discuss what services the school has to offer /what they can take advantage of (e.g. career services, health services, gym, etc.)
- Ask what sports they play. If you're an athlete, talk about your experience as a Post athlete

If you have any questions, please contact us at the email listed below.

Thanks for helping us to welcome the Class of 2019 and we look forward to seeing you at Orientation!

Best,

Renee Brosius
Marketing Communications Manager

Dan DeBlasio
Social Media Associate
connect@post.edu

Orientation Event Posts: (This content of this list will change with additions, subtractions, and date changes. Current dates are just approximates and some copy is from last year as a bookmark to add new copy when we are closer to the event.)

Welcome to the Post University Orientation event page! Please be sure to join our Facebook Orientation community by clicking the “Join” button above. We’ll be sharing lots of valuable information to get you ready for the school year, and you’ll have opportunities to get to know your classmates and Orientation leaders. So jump in right here... Introduce yourself in the comments and let us know where you’re from! [#PostU2019 6/22](#)

Before you arrive, please be sure to download our New Student Checklist and take care of all the items listed there. You’ll find the checklist on our website at www.post.edu/orientation . [#PostU2019 6/23](#)

Incoming students: Welcome to Post University! Take a look at all of the great things that happened at Post this past year and see what you have to look forward to! <http://youtu.be/jwuhcgNlmRE> [#PostU2019 6/24](#)

Are you posting a [#tbt](#) photo today? Share it with the group and post it on our wall! You’ll all soon be freshman at Post, how about a time during your freshman year of high school? Or even before! Here is our throwback photo of a Post soccer team from decades ago! [#PostU2019 6/25](#)

Post students have the opportunity to build their resume and plan for their career from day one! Learn about activities, events, internships and more on Post University’s Career Services page! [#PostU2019 http://ow.ly/yrEuO 6/26](#)

Follow Post University on Twitter [@PostUniversity](#). Get athletics updates [@GoPostEagles](#) and info on campus events [@PostUActivities!](#) [#PostU2019 https://twitter.com/PostUniversity 6/29](#)

It’s National Sunglasses Day and we want to see you in a pair of shades! Send us your “sunglass selfies” or photos by posting them here or tweet your photo [@PostUniversity](#) using the hashtag [#PostShades!](#) Post University President Don Mroz is getting in on the fun! [#PostU2019 6/27](#)

Moving onto campus is a big deal! Here’s a list of what to bring, some suggestions and what to leave at home! [#PostU2019 http://ow.ly/yBAb2 6/30](#)
TWEET TO THE PREZ!

Post University President Don Mroz is on Twitter! Follow President Mroz to get his insight on what’s happening at Post, in higher education and in business. Connect, ask questions and get

to know your university president! Follow President Mroz @PostPrez now! <https://twitter.com/PostPrez> [#PostU2019](#) 6/29

QUESTION:

Student-athletes: What sports will you be playing at Post this upcoming year? [#PostU2019](#) 6/30

TIP OF THE WEEK

Each week leading up to Orientation 2015 Post will provide you with a "Tip of the Week" video with advice from students as well as faculty and staff. Our first video tip comes from7/1 [#PostU2019](#)

Share your [#tbt](#) photos on our wall! Here's our throw back – students outside Post Junior College in downtown Waterbury in 1962! [#tbt](#) [#PostU2019](#) 7/2

QUESTION:

If you could have dinner with any three people living today, who would you choose and why? [#PostU2019](#) 7/3

Happy Fourth of July from Post! How will you be celebrating the day!?!? [#PostU2019](#) 7/4

Remember to follow Post University on Twitter and Instagram @PostUniversity and use [#PostU2019](#) 7/6 <http://instagram.com/postuniversity> 7/6

Check out our DIY Dorm Decorations board on Pinterest! <http://ow.ly/yK7ry>. [#PostU2019](#) 7/8

Subscribe to Post University's YouTube channel for video updates on everything happening here on campus! Also, remember to visit our YouTube page every Wednesday leading up to Orientation 2014 for a new "Tip of the Week" video!

[#post18](#) <https://www.youtube.com/user/postuniversity> [#PostU2019](#) 7/9

SOUND CHECK:

What song can you not get enough of right now?? 7/10

Packets with Orientation 2014 information are being stuffed this morning and will be mailed to recently registered Post students today! [#PostU2019](#) 7/13 (depends on when this really happens)

Our second "Tip of the Week" video comes to you from[#PostU2019](#) 7/13

As promised, we've created a Spotify playlist with the songs you said you can't get enough of right now! Check it out and feel free to suggest more songs! [#post18http://ow.ly/z11sl](#) 7/14
....#PostU2019

QUESTION:

We have students from across the globe in this incoming class! Where are you coming to Post University from?#PostU2019 7/15

Share your [#tbt](#) photos on our wall! Here's our throw back - a formal class photo of Post students from decades ago!#PostU2019 7/16

It may seem like it will be a while before you head to campus, but Orientation will be here in no time! Before you arrive, please be sure to download our New Student Checklist and take care of all the items listed there. You'll find the checklist on our website at www.post.edu/orientation#PostU2019 7/17

TIP OF THE WEEK

Our third "Tip of the Week" video comes to you from...7/20....#PostU2019

Check out our athletics website for all the latest news and information on Post's collegiate sports teams! <http://www.posteagles.com/> 7/21.#PostU2019

What will you be majoring in at Post University? 7/22.#PostU2019

Share your [#tbt](#) photos on our wall! Here's our throwback from over 100 YEARS ago - a new classroom at the Waterbury Business College in 1907! The Waterbury Business College was later renamed Post College in 1931! Now let's see yours! #PostU2019 7/23

Remember to follow Post University on Twitter and Instagram @PostUniversity and use <http://instagram.com/postuniversity> . #PostU2019 7/24

TIP OF THE WEEK

This week's Tip of the Week video comes from. .#PostU2019 7/27

QUESTION:

What clubs or groups do you think you might be interested in joining at Post? Here's a list of some clubs you might enjoy: <http://www.post.edu/maincampus/clubs.shtml>
.#PostU2019 7/28

Today we throw it back to 1967, when this photo captured a new sign displayed outside of Post Junior College! Now it's your turn to post a [#tbt](#) photo! How about sharing a photo from your freshman year in high school? [#Post125](#) #tbt.#PostU2019 7/29

Swoop the Eagle, Post's fun-loving mascot was on hand, or perhaps, "on wing", yesterday to welcome new friends and potential students at our Summer Open House Barbecue. Faculty and staff had the opportunity to chat with parents and students, share a meal, and explore what Post has to offer. To see the whole album, click here: <http://on.fb.me/UFZKXV>.
.#PostU2019 7/29

Less than 27 days to go until Orientation! Check out our BRAND NEW Virtual Campus Tour for an inside look at campus life.#PostU2019 7/29

New students, if you have not already joined the event, please click the join button on this page! We're hoping that the entire Class of 2018 will join! #PostU2019 7/30

Today we throw it back to a classroom filled with scholarly Post College students from decades ago! Share your throwback photo with the incoming class by posting it on our wall! .#PostU2019 [#tbt](#) 7/30

My Post Experience: Grace McConnell: If you're wondering what it will be like when you get to campus later this month, take a look at this video. Recent grad Grace McConnell '14 shares her experience as an international student, an athlete, a psychology major, and an active member of Post's main campus community. <http://bit.ly/1uPgQDD> [#mypostexperience](#) 7/31
.#PostU2019

Our fifth Orientation 2014 "Tip of the Week" video comes from Allison Grella, Director of Student Activities! <http://bit.ly/1uGWjBc>. 8/3 .#PostU2019

You'll be on campus soon! Here's a video to help you get to know Waterbury!
<http://youtu.be/4K9ps2j2dAE> 8/4 .#PostU2019

Our fifth Orientation 2014 "Tip of the Week" video comes from Allison Grella, Director of Student Activities! <http://bit.ly/1uGWjBc>. 8/5 #PostU2019

The Post University community is committed to practicing civility among the students, faculty, staff and administration. Civility is defined as conducting oneself with respect for others and behaving in a manner that promotes and encourages a positive social and academic environment. Click here to view Post's Academic Civility Code... 8/6 #PostU2019

If you or your family members are looking for local accommodations for Orientation 2014 there are several hotels located in the Waterbury area:

Comfort Inn, Naugatuck (203) 723-9356

Courtyard by Marriott, Waterbury (203) 596-1000

CoCo Key Water Resort Hotel, Waterbury (203) 706-1000

Crowne Plaza Hotel, Southbury (877) 270-1393

Days Inn, Southington (860) 628-0921
Hampton Inn, Waterbury (203) 753-1777
Quality Inn, Waterbury (203) 757-0888
#PostU2019 8/7

Orientation is just two weeks away! Who's excited to come to the Post University campus?!
8/08 #PostU2019 (Weekend post)

Our sixth Orientation 2014 "Tip of the Week" video comes from ...#PostU2019 8/10
Visit Post's online bookstore to order your textbooks for the upcoming semester! [#PostU2019 bit.ly/USdFuy](#) 8/11 #PostU2019

The start of classes is right around the corner! Get to know the Post University campus now!
<http://www.post.edu/maincampus/campus-map.shtml> #PostU2019 8/12

We asked current students, alumni and faculty and staff to share their [#PostAdvice](#) with you and new online students! From shower sandals to time management, the #PostAdvice came in from across social media. Here's their advice, compiled for you in a downloadable PDF! [bit.ly/Y1b9E0](#) #PostU2019 8/13

[#PostUFirstYear](#) "Time Capsule"

Imagine yourself a year from now, looking back on your first year at Post. What do you hope you will have accomplished? Are you striving to be on the Dean's list? Do you want to earn a starting position on an athletic team? Or, maybe you want to take on an executive role in a club or activity. Whatever you want to accomplish this upcoming year, share it with us here! We'll put your goals in a "time capsule" and revisit them at the end of the year to see how much you were able to achieve! So tell us...what is a goal that you'd like to accomplish this year? #PostUFirstYear, #PostU2019 8/14

Only ONE WEEK until New Student Orientation begins! Who's already packed and ready to go? The campus is waiting! #PostU2019 8/15 (Loved the photo we used for that one, might want to reuse.)

Here it is! Your official ORIENTATION 2014 SCHEDULE!! #PostU2019 8/17
Welcome to all of the Post athletes that moved in to campus today! Good luck in preseason!
#PostU2019 8/15

Meet your 2014 Orientation Leaders before you arrive on campus this weekend! #PostU2019 8/18

The tent is going up and we're getting ready to welcome our incoming students at Orientation 2014 this weekend! #PostU2019 8/18

Entertainment promotion [#PostU2019](#) 8/19

Post University President Don Mroz sends a warm welcome to incoming students!
[#PostU2019](#) http://youtu.be/Twi_A51mdIM 8/20

Today we throw it back to a student listening to music from a record player in Post University's library decades ago! Now it's your turn! Share your throwback photo with the incoming class right here! [#PostU2019](#) [#tbt](#) 8/20

The world-touring a cappella quartet Blue Jupiter will be at Orientation Sunday evening delivering an energetic blend of pop lead vocals, jazzy a cappella harmony and funky beatbox! bit.ly/1oV3aDH 8/21

With our incoming on-campus students moving into their dorms this weekend, we throw it back to a dorm get together at Post decades ago! [#PostU2019](#) [#tbt](#) 8/21

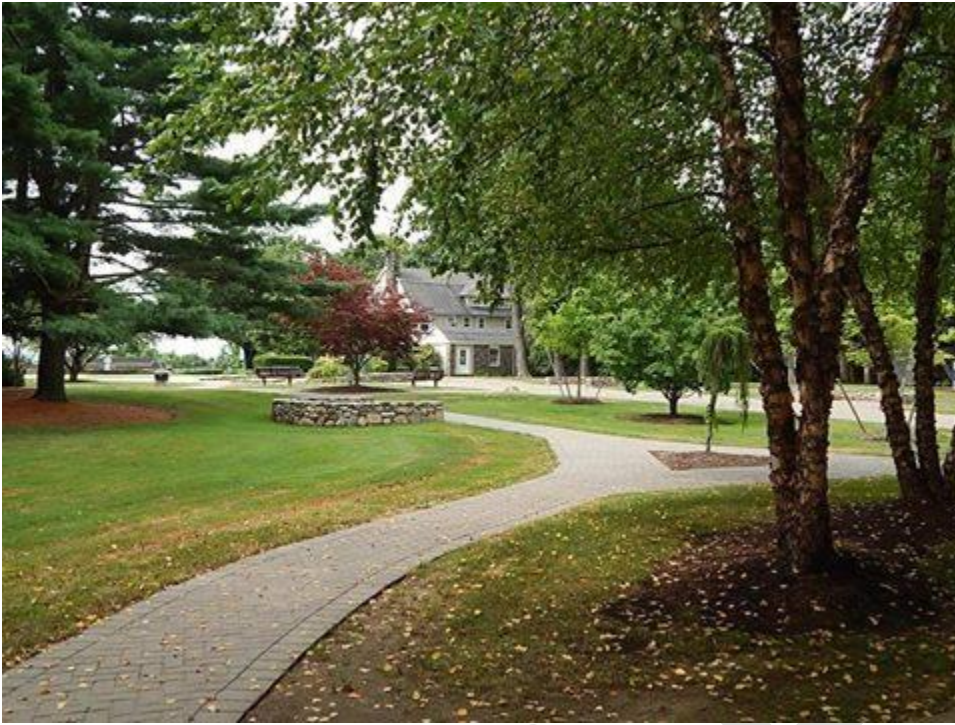
Student Government Association President Nick Gambacini sends his welcome to incoming students <http://youtu.be/ZKlhLZOLjpE?list=UUdni3icTPioLZv9fV9bHr6g> 8/21

Tomorrow's the big day! We're looking forward to seeing all of you on campus tomorrow for Post University Orientation 2014!!! [#PostU2019](#) 8/21

Welcome to campus incoming students!! Come out to the Leever Lawn to take a photo with our mascot Swoop!! [#PostU2019](#) 8/22

Enjoy Day 2 of Orientation 2014 incoming students! [#PostU2019](#) 8/23

Members of the Main Campus Class of 2018 take a break from Orientation activities to pose in front of the Post tree! [#PostU2019](#) 8/23



DRAFT