

COVID-19 Update

The Office of Marketing, working through a public health emergency during this critical recruiting period, has facilitated rapid changes in advertising, communications, websites, social media, video, and campus branding initiatives. Collaboration with offices and departments across campus have helped increase brand exposure during this time. Marketing has seen a dramatic increase in demand for services and the staff has risen to the occasion, working long and irregular hours to meet the university's needs.

Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign focused on Raider Country continues. We keep adjusting our spend towards digital channels as in-person activities are still limited. We will continue to adjust accordingly.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 35 publications and advertising projects for our Wright State community partners since Nov 24, 2020. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

- Fairfield Commons Wall Graphic
- Fairfield Commons Digital Signage
- RSCOB Degree Completion Ads
- Graduate School Virtual Open House Ads
- Dayton Chamber Livability Ads
- Master of Public Health Ads
- Raider Open House Jan 2021 Ads
- High School Advertising
- Ring Digital Ads
- Ohlmann Digital Ads
- Facebook Ads
- Orientation Pilot Headers and Logo
- Spring Orientation 2021 Box Welcome Letter
- Spring Semester 2021 Enrollment Push Postcard 2
- Collegiate Esports Club Logo
- Dayton Campus President's Holiday Card/Message
- Lake Campus President's Holiday Card/Message
- Housing Holiday Card 2020
- CEHS Partnership and Field Experiences 2020 Holiday Cards

Breakdown

- 10 Print Projects
- 25 Advertising Projects

II. WEB

The Office of Marketing web team has completed 237 web support requests and projects since November 24, 2020. Highlights include the following completed projects:

Highlights

- Student Success Placement Testing Instructions Refresh
- CEHS Virtual Visit Form
- AFROTC New Student Orientation
- College Credit Plus Student Online Resource Guide
- Power-Based Violence Website
- Initial 4K Content for Union Lobby TV
- RSCOB Econometrics and Data Analysis Graduate Certificate Web Copy
- Alumni Website Refresh

Breakdown

- 8 web projects completed
- 229 web support requests completed

III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 49 photography requests, video projects, and internal/external digital imaging requests since November 24, 2020. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights

- Virtual Commencement Fall 2020
- December and January CTV/OTT/TV Videos
- 2021 Spring Semester Start CTV/OTT Videos
- Feb 1 Admission and Priority Scholarship and Deadline Videos
- Graduate School Virtual Open House YouTube Videos
- Academic Performance Scholarship Videos
- Raider Open House Jan 2021 Videos
- Wright State Magazine Cover, Profiles, and Archives
- Wright State Police Donation and Sgt. Powers
- Valerie Weber, M.D., Dean Boonshoft School of Medicine

Breakdown

- 7 location and studio photography sessions
- 14 Video production projects
- 18 internal digital imaging requests
- 10 external digital imaging requests

IV. WINGS ANNOUNCEMENTS

From November 20, 2020, through January 28, 2021, the Office of Marketing has posted 27 announcements on the university's WINGS portal, serving offices and departments such as the University Police Department, Environmental Health and Safety, Boonshoft School of Medicine, and the Bolinga Black Cultural Resources Center. There is no cost to the requester.

Notable examples include:

- Wright State Police offering new active shooter program called Run! Hide! Fight!
- Bolinga Center 50th Anniversary Online Celebration
- Volunteer Remotely During Service Week
- Water Use Advisory from the Department of Environmental Health and Safety
- Intercultural Specialist for the Latin and Hispanic Culture Center candidate forums
- Seeking plasma donors who have recovered from COVID or have COVID antibodies
- Apply for a Students First Fund Grant

V. SOCIAL MEDIA ANNUAL ANALYTICS REPORT

Report Limitations

This report can only capture data from the accounts that are currently connected to Sprout Social, our enterprise social media management platform available to all social media managers. Currently only about 20 percent of the university-related accounts and about 30 percent of the known social media managers make use of Sprout Social.

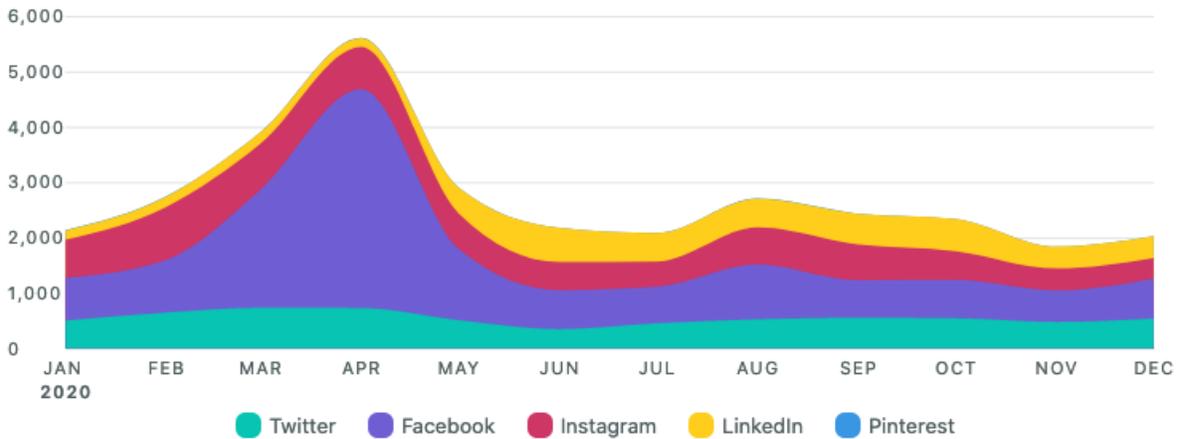
Observations

The social media managers group has begun to stabilize after years of dramatic declines. This stabilization was partly driven by necessity as the pandemic forced a greater reliance of digital communication. As you can see from these charts, the March conversion to remote learning played a significant role in the year's metrics:

Cross-Network Audience Growth

See how your audience grew during the reporting period.

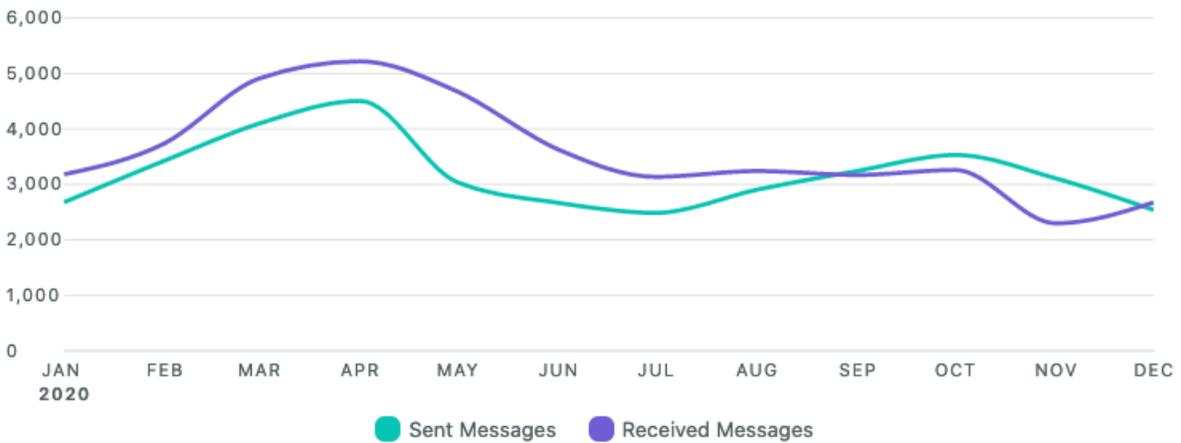
Audience Gained, by Month



Cross-Network Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month

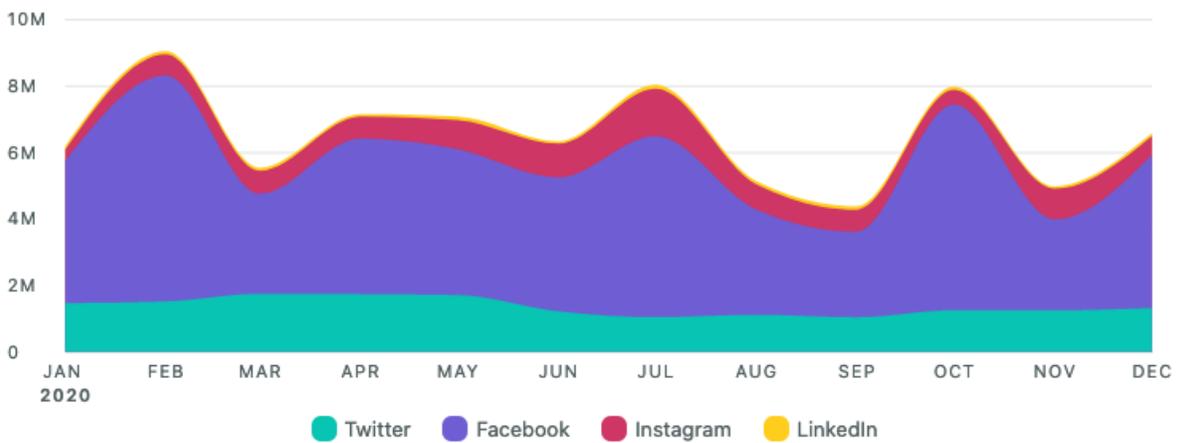


And while impressions and engagement continue to waiver due to platform algorithms, you can see that users have relied heavily on Facebook, Twitter, and Instagram to get updates and remain connected to the campus community.

Cross-Network Impressions

Review how your content was seen across networks during the reporting period.

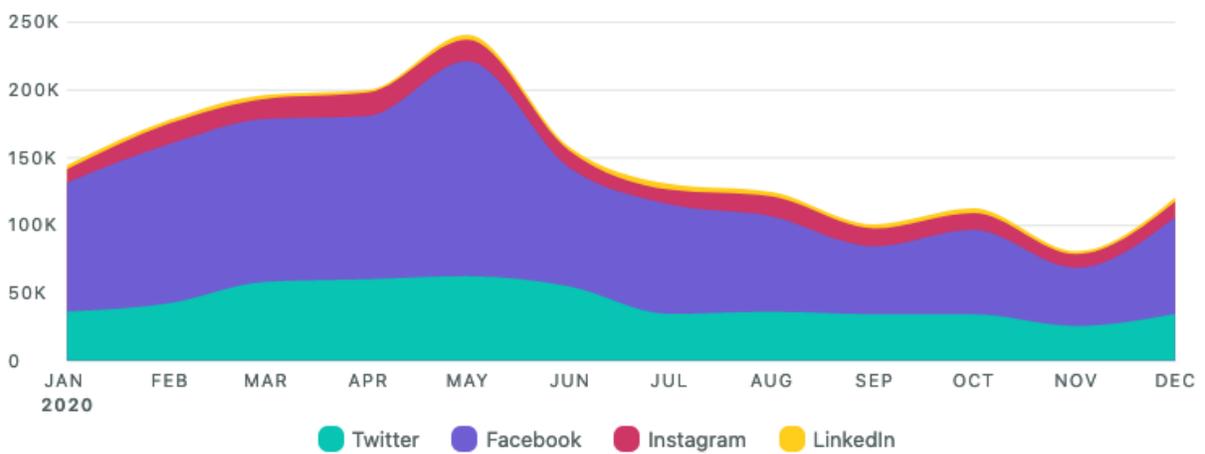
Impressions, by Month



Cross-Network Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



While account growth has slowed here and at our peer institutions, it is noteworthy that our total followers across the university's 13 main accounts have increased by 6,750 (more than 4 percent growth) in 2020.

Areas for Growth and Improvement

Personnel Needed: The substantial decline in staffing across all areas of both campuses has created a deficit in our ability to remain competitive in social media in many colleges and departments. Specific areas of need include:

- Social media video producers
- Full-time social media managers for each college and areas with high growth potential, including advancement, alumni, and admissions.

Consider these facts:

- In all, 58 percent of prospective college students research colleges in social media as part of their research, and two-thirds use social media to further get to know their choices once they've decided where to apply or what college to attend. ("Digital Admissions 2020" by mStoner and TargetX)
- More than 35 percent of prospective college students say that social media interactions influenced their decision ("Digital Admissions 2020" by mStoner and TargetX)
- Nearly three-quarters of surveyed college-bound students say videos are highly influential; 46 percent of respondents said they had watched a college video in the week prior to completing the survey. However, 82 percent have never participated in a livestream. ("Digital Admissions 2020" by mStoner and TargetX)
- Roughly two-thirds of high school students liked or followed higher education Instagram accounts, but they do not interact with them. ("Digital Admissions 2020" by mStoner and TargetX)
- Social media is especially important in the recruitment of first-generation students, Hispanic/Latino students, African American students, and students from households with incomes of \$60K or less. (EAB, Royall & Company study)
- In social customer service:
 - 64 percent of people would rather contact a company through social media than by phone (2020, <https://blog.hootsuite.com/social-media-customer-service/>)
 - Social media is the preferred customer support channel for users under the age of 25 (2020, <https://blog.hootsuite.com/social-media-customer-service>)
 - 31 percent of people who turn to social media with complaints and questions expect a response within one day; nearly 25 percent of consumers expect a response within one hour—and 20 percent expect an immediate response. (Statista 2021, <https://www.statista.com/statistics/808477/expected-response-time-for-social-media-questions-or-complaints/>)

- And 71 percent of consumers who have positive experiences with a brand on social media are likely to recommend it to others
(<https://www.getambassador.com/blog/social-customer-service-infographic>)

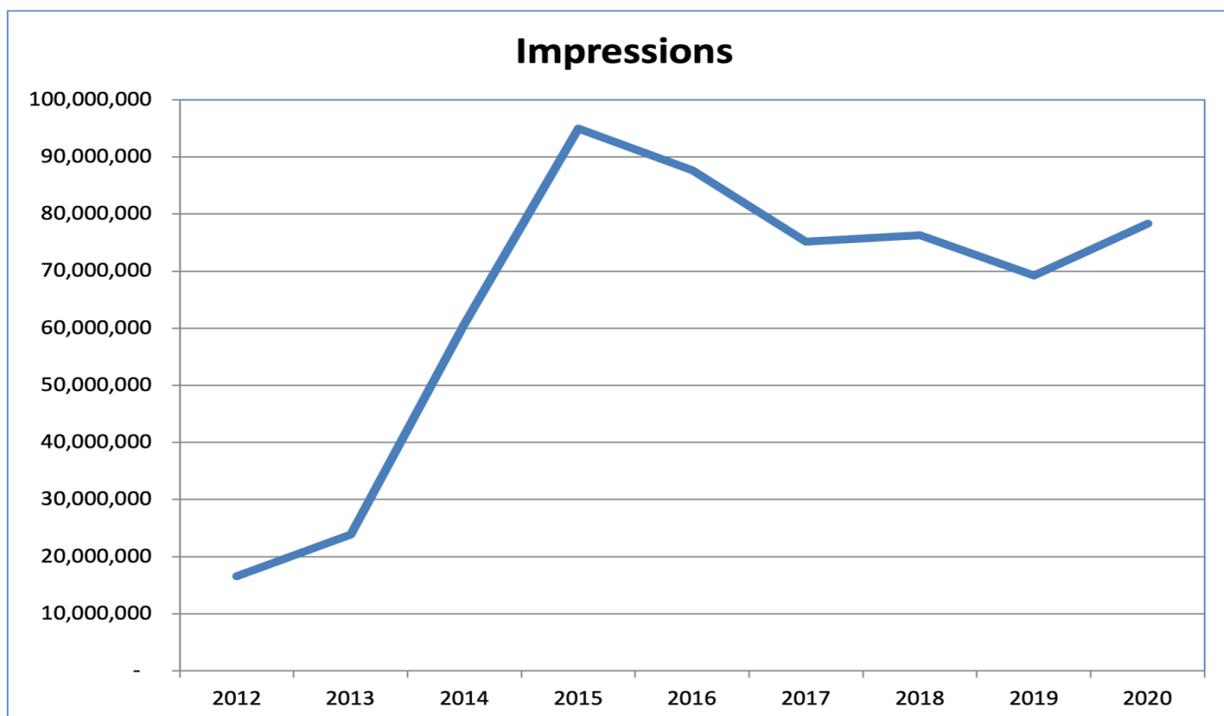
Optimize Capabilities: All university employees must be empowered to responsibly use social media to generate interest, enrollment, and engagement. This may require additional training as well as top-down reinforcement and rewarding.

Increase Adoption of Sprout Social: Since we can only track what is connected to the system, all university-related accounts should be incorporated into the platform. Top-down reinforcement would be needed. Social media managers should be aware that the university has no intention of interfering with or managing their accounts, but to simply connect these accounts so that we have a clearer picture of the reach of Wright State social media.

Impressions

Number of times our content was served to users across measurable social media

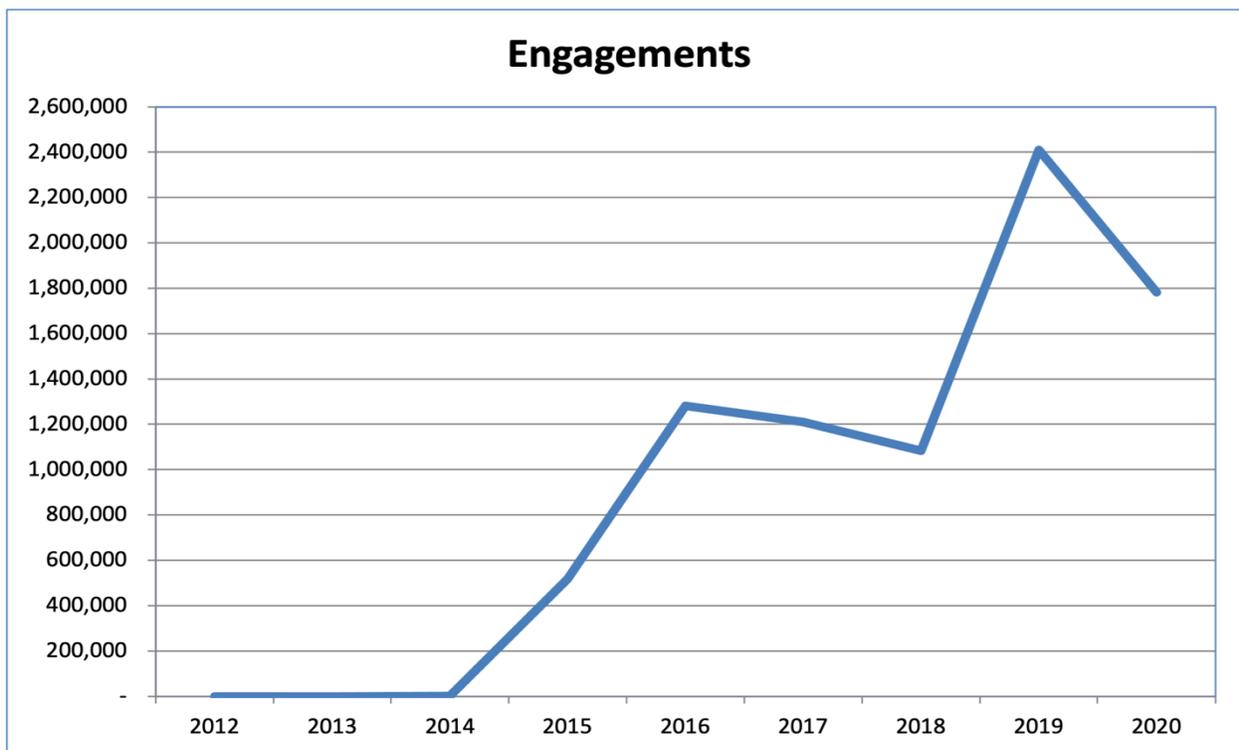
2012	16,539,878
2013	23,857,411
2014	60,678,178
2015	94,965,440
2016	87,619,864
2017	75,118,886
2018	76,272,951
2019	69,239,745
2020	78,312,895



Engagements

Number of times users interacted with our content

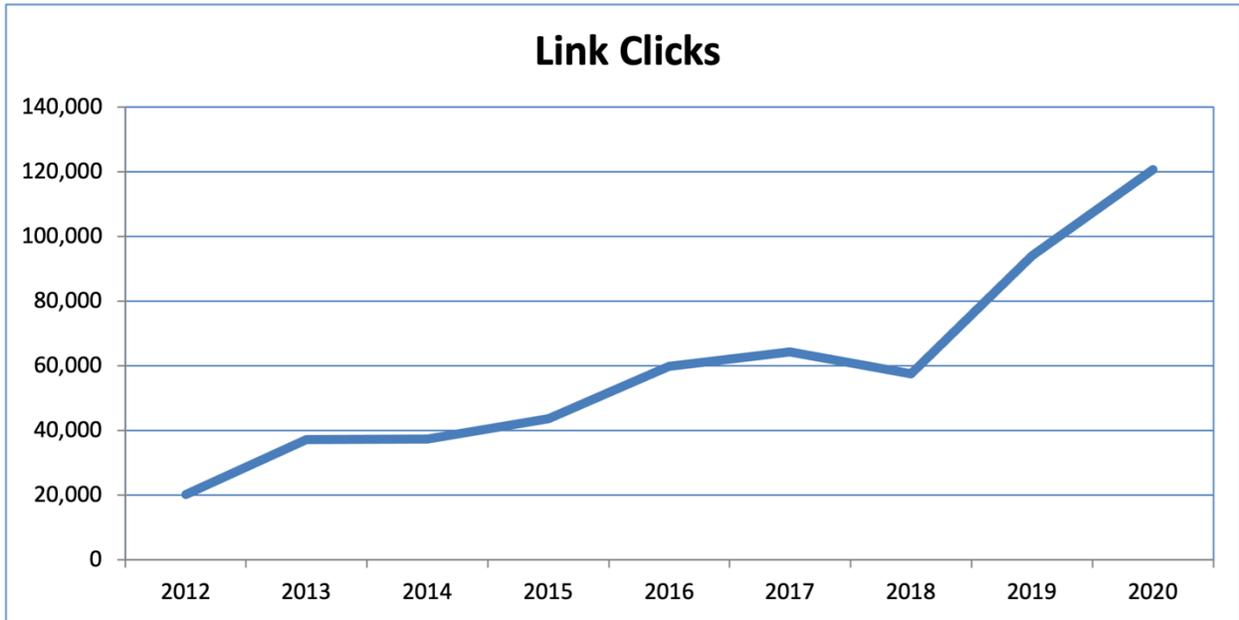
2012	-
2013	71
2014	1,059
2015	517,530
2016	1,281,573
2017	1,210,272
2018	1,083,958
2019	2,409,118
2020	1,782,420



Link Clicks

Number of times users clicked on a shortened web address that we track via bit.ly

2012	20,236
2013	37,263
2014	37,334
2015	43,577
2016	59,816
2017	64,295
2018	57,608
2019	94,039
2020	120,763



Total Followers

Number of users who have opted to follow our social

2010	6,154
2011	8,969
2012	11,918
2013	78,565
2014	101,182
2015	122,423
2016	137,705
2017	148,363
2018	161,794
2019	165,749
2020	171,589

Total Followers

