Louder Together
BRIDGING DEPARTMENTAL DIVIDES TO BUILD A UNIFIED SOCIAL MEDIA PRESENCE

A.T. Still University
First in Whole Person Healthcare

Anne Ackroyd | Public Relations Specialist
Public Relations & Social Media Specialist
A.T. Still University
anneackroyd@atsu.edu

@AnneAckroyd
Follow us on social media!

@ATSU_news
Follow for news about the University and Bucky's adventures

/ATStillUniversity
Like to see stories about students, faculty, staff, and alumni
Agenda

- The problem
- Identifying a solution
- Implementing the solution
- The results
- Takeaways
About ATSU

- Founding institution of osteopathic medicine
- Two osteopathic medical schools
- Two dental schools
- Allied health sciences
- Online programs
- Museum of Osteopathic Medicine
- United by principals of whole-person healthcare, commitment to osteopathic philosophy and traditions
- Social media presence did not reflect this unity
Cluttered social media presence

- 51 Facebook pages
- 164 Facebook groups
- Total of 81 university-affiliated pages across four platforms

More than a third of Facebook pages were completely inactive.

Of the "active" Facebook pages, most had posted only a few times in the past year.

Most accounts had no more than a couple hundred followers. Many had less than 50.

Low reach and engagement on the University’s main page.
It was difficult to search for and find ATSU’s main pages.
It was close to impossible to monitor and enforce brand compliance for this many accounts.
It divided ATSU’s audience on social media.
It distorted our analytics.
Identifying a Solution

- Tracking 200+ pages and groups
- One-on-one meetings with 30+ university page managers
  - What are your goals for using social media?
  - What value do you feel you get out of running your own page?
Siloed culture: two campuses, six schools, many programs and departments, lots of personalities

Misconceptions about the purpose of social media, how to use it effectively

- It’s not a substitute for email!

Programs/departments felt they were either not welcome or not able to share updates to the main social media pages
Streamline social media presence
Implement and model social media best practices on main page
Develop a single voice for the University inspired by the philosophy of whole person healthcare
Create shared goals and build investment
  - No top-down enforcement – people had to agree to the solution
  - Social media committee
  - Internal presentations
  - Sharing results, demonstrate success
  - Build network of brand champions
Representation & engagement
  - Give all programs and departments a voice on the main page
  - Opportunities to advocate for program/department
  - Opportunities for collaboration
  - Social media post request form

Improve search – consistent visual identity and page-naming system across platforms
Interdepartmental committee
Advocate for representation on social media channels
Professional development for page managers
Collaborate to develop content and engage
More than 70 members, 2 campuses, 6 schools
Inclusive – open to anyone with an interest
Meets monthly for 1 hour – AZ & MO use Zoom
Committee format

- Calendar discussion – plan content, program representation
  - Awareness observances
  - Special holidays
  - Upcoming university events
- Analytics – sharing results
- Best practices
  - How to use hashtags
  - How to take great photos on a mobile device
- Social at ATSU
- Case studies
- Opportunities to engage
  - Reaching the Ram Fam (monthly post shares raffle)
  - Ram Fam Recruitment
  - Photography contest
  - Social Media War Room
  - Google Group
Best Practices

- Consistent voice & adherence to brand standards
- Champion whole-person healthcare across platforms
- Streamlined social media presence
- Value for audience (Ask what do they want to see vs. what do I want to show?)
- Strategic use of Facebook ads and boosted posts
- Consistent posting schedule
- Use of visual element
- Assessing content for relevance (How does ATSU fit into this conversation?)
- Focus on excelling on fewer platforms
- Nurturing brand champions
- Leveraging internal influencers
<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>30</td>
<td>May 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lupus Awareness Month</td>
<td>Brother and Sister Day</td>
<td></td>
<td>Star Wars Day</td>
<td>Cinco de Mayo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>National Blood Pressure Month</td>
<td>National Physical Fitness and Sport</td>
<td>Older Americans Month</td>
<td></td>
<td>Free Comic Book Day</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Nurse's Week</td>
<td>National Nurses Day</td>
<td>National Teachers Day</td>
<td></td>
<td>Twilight Zone Day</td>
<td>International Nurses Day</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ramadan</td>
<td></td>
<td>International Museum Day</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Be a Millionaire Day</td>
<td></td>
<td></td>
<td>Scavenger Hunt Day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>Jun 1</td>
<td>2</td>
</tr>
<tr>
<td>Emergency Medical Services Week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Save Your Hearing Day</td>
<td>Flip a Coin Day</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Gay Pride Month</td>
<td>Say Something Nice Day</td>
</tr>
</tbody>
</table>
Social Media War Room

Take out your phones. Spend two minutes engaging with ATSU’s content on social media.

- Choose “See First” on ATSU’s Facebook page
- Invite five friends to like the page
- Like 10 posts
- Share three posts, and include a thoughtful personal comment
- Tag someone who might be interested in the content in a comment on one of ATSU’s posts
- Choose two posts that really resonate with you and post a long, thoughtful comment (one or two sentences)
When should the post be shared?
Where do you want to share it?
What is the post about?
Who was involved/who is in the picture?
Do you have images to attach? Links?
Results: Analytics
Facebook Growth

<table>
<thead>
<tr>
<th></th>
<th>June 2016</th>
<th>June 2017</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>New page likes</td>
<td>43</td>
<td>378</td>
<td>879%</td>
</tr>
<tr>
<td>Weekly total reach</td>
<td>3,349</td>
<td>192,923</td>
<td>5,760%</td>
</tr>
<tr>
<td>Weekly organic reach</td>
<td>3,349</td>
<td>28,818</td>
<td>860%</td>
</tr>
<tr>
<td>Weekly engaged users</td>
<td>257</td>
<td>3,277</td>
<td>1,278%</td>
</tr>
</tbody>
</table>

Facebook weekly engaged users

Facebook monthly new page likes

Facebook weekly organic reach
Twitter Growth

August 2016 | August 2017 | % Increase
---|---|---
Monthly impressions | 11,200 | 73,600 | 879%
Monthly engagements | 58 | 1,450 | 2,500%

Twitter monthly impressions

Twitter monthly engagements
Results: Collaboration
Anna Aragon, a doctor of health education student, studies at the Basilica Palladiana while enjoying breathtaking views of northeastern Italy. At ATSU’s College of Graduate Health Studies, learning happens anywhere.

#ThisIsATSU
Graduating this month? Don't let this happen to you! Update your name and address before graduation. Look for an email from the Registrar's Office with more information.
It's #MakeUpYourOwnHolidayDay, so naturally our social media team has decided to celebrate #FollowATSUDay! Some of our social media committee members stopped by to share their favorite things about following ATSU. Now we want to hear from you! Why do YOU follow ATSU?

Megan Bonham
I chose to follow ATSU on facebook
Welcome to the #RamFam, Irene! Looks like Einstein is excited, too! 🐶

Instagram post by Irene Kay • Sep 27, 2017 at 1:35am UTC

5,188 people reached

Like Comment Share

Gail Sundstrom Doss, Maria Cecilia Castaños and 57 others

I'M IN!

#ATSUACCEPTED
Results: Decluttering
New formula for ATSU page names

HELLO
my name is

(initiative name) at ATSU
Profile Pics

- Consistent
- Aligned to brand standards
- Easy to distinguish
Other Universities

- Georgetown University
- University of Washington
- University of British Columbia
ATSU Student Affairs - Arizona
5.0 stars (11) - Mental Health Service - 270 like this
Robyn Pinkston Siroky and Alexandra Reel like this
Our enthusiastic Student Affairs professionals are dedicated...

ATSU Student Health & Wellness
Medical School - 52 like this
Alexandra Reel like this
Our goals: Supporting mental wellness! Fighting stigma Pr...

ATSU University Student Association
Education - 457 like this
USA shall foster a sense of community among students ac...

ATSU Athletic Training Programs
5.0 stars (2) - School - 590 like this
Robyn Pinkston Siroky and Alexandra Reel like this
Located on the Mesa campus of AT Still University, the Atl...

ATSU Student Health 101
Health/Wellness Website - 114 like this
Where A.T. Still University students can connect, learn, an...

ATSU - Missouri School of Dental & Oral Health
4.0 stars (3) - College & University - 332 like this
Lynn Daniels and Alexandra Reel like this
First in Whole Person Healthcare...

ATSU National Center for American Indian Health Prof...
Doctor - 103 like this
Robyn Pinkston Siroky and Alexandra Reel like this
ATSU-ACAIHP inspires, supports, educates & retains Amer...

ATSU - College of Graduate Health Studies
4.0 stars (8) - College & University - 448 like this
Lynn Daniels, Alex Kent and Alexandra Reel like this
First in Whole Person Healthcare...

ATSU-SOMA
Medical School - 263 like this
Results: Brand Champions
Spring has sprung in the desert near our Arizona campus! 🌵 PC: Amanda Vigil

Misty Dawn: Meanwhile... on the other campus... it's spitting snow 😃

Annie Ackroyd: Snow can be beautiful, too 😊

Misty Dawn: Annie Ackroyd! Yeah yeah yeah... I'll listen to that in December, NOT in April!!!

Annie Ackroyd: 😄😄😄😄😄

Christine Gran: Beautiful. I miss the saguaro cacti.

A.T. Still University: They are pretty incredible!

Musa Moses: Is the LPN/LVN offered at your Phoenix campus?

A.T. Still University: Thanks for your interest in ATSU. Unfortunately neither of our campuses offer a nursing program.
Serenity Bohon shared A.T. Still University's video.

March 27 at 8:35am

I was in a montage! (I love montages.)
Also: video evidence of the last time I saw my umbrella.

but the social media pages remind us that we're all one.

1,774 Views

A.T. Still University added a new video: Happy #FollowATSUDay!

March 26 at 5:38pm

It's #MakeUpYourOwnHolidayDay, so naturally our social media team has decided to celebrate #FollowATSUDay! Some of our social media committee members stopped by to share their favorite things about following ATSU. Now we want to hear from you! Why do YOU follow ATSU?
Every teacher in America gets one chance in a lifetime to have that one kid... I got the whole family but meet greatness one to one.

We love you Alexandra Contreras. Cougar Pride

History Makers - Alexandra Contreras
01:42

2,147 Views

A.T. Still University
February 27 · •

Get to know ATSU's #HistoryMakers!

Like · Comment · Share

Adrian Amanda Dominguez

Paul Eric Gold Well done, Stuart,
Like · Reply · 6w
Che'Vonne Barksdale-Bryan: Cool beans! I'm gonna be a new student there soon!

A.T. Still University: Congrats! We can't wait to meet you!

Che'Vonne Barksdale-Bryan: This is one of the reasons why I chose you all! Thanks for responding...it means a lot. 😊
Are you tracking all accounts affiliated with your university?

What avenues exist for university stakeholders to provide feedback on the primary accounts?

How do you ensure all programs are represented on your social media channels?

How are you building and engaging brand champions?

How are you measuring and communicating success?
Anne Ackroyd
Public Relations & Social Media Specialist
A.T. Still University
anneackroyd@atsu.edu
@AnneAckroyd
Louder Together
BRIDGING DEPARTMENTAL DIVIDES TO BUILD A UNIFIED SOCIAL MEDIA PRESENCE

A.T. Still University
First in Whole Person Healthcare

Anne Ackroyd | Public Relations Specialist