

CSU Social Homecoming 2021



Charging Forward in the COVID-19 world

The Problem

Create original, engaging social media content to "move forward in tradition."

The Goals

01

Content Development

Develop and plan 4 different types of original content for three social media platforms.

02

Project Management

Create high-level timeline for content creation planning.

03

Determine Metrics

Research and determine metrics for successful engagement.

04

Create Content

Create video content and copy for social media that reach target audience.



Facebook

Women, alumni, parents/families;
Women are more likely to like, share,
comment on content than men



Twitter

Dedicated sports fans, media, current and
prospective students, young alumni



Instagram

Current students, prospective students,
young alumni (25-34), women 62% of
audience

Target Audience

CSU's challenge is to reengage students, alumni, and the general public back to in-person events, and to ease them into accepting new Homecoming traditions.

PUSH RIM
PUSH ASSIST

**CSU 2021
HOMECOMING
5K**

IN-PERSON
VIRTUAL
KIDS' RUN

HEALTH AND EXERCISE SCIENCE
COLORADO STATE UNIVERSITY

Oct. 9, 8 a.m.
CSU Oval

Register Online
chhs.colostate.edu/hes/5k

SCAN ME



HOMECOMING



RACE 2021

COLORADO STATE UNIVERSITY

Schedule of Events

Wednesday, Oct. 6
Homecoming & Family Weekend Kickoff - CSU Trivia Night

Thursday, Oct. 7
Distinguished Alumni Awards

Friday, Oct. 8
50 Year Club Luncheon
Get Your Green On the Plaza
Alumni Association Member BBQ
Friday Night Lights (Bonfire, Fireworks, Lighting of the A)
Light the A supported by Rhythm EFX

Saturday, Oct. 9
Homecoming 5K Race
CSU Leadership Meet & Greet for Parents and Families
Coors Light Ram Walk Tailgate & Homecoming BBQ
Colorado State vs. San Jose State Football Game

HOMECOMING
& Family Weekend
2021

October 6-9

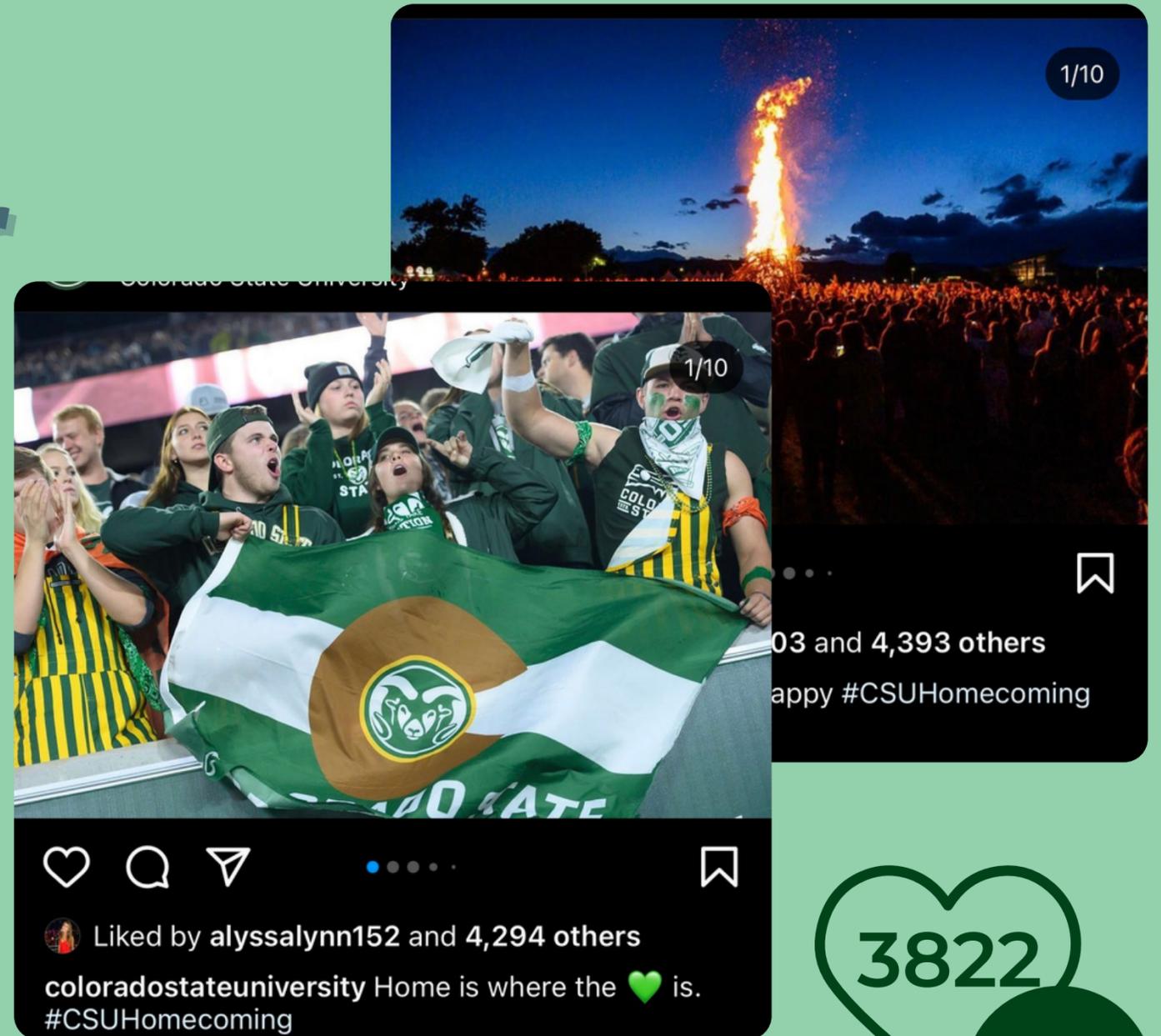
#CSUHomecoming



SHORT VIDEOS * PREVIEW TRAILER * INSTAGRAM TAKEOVER

Instagram Student Takeover

- Hosted by Marcomm student employees
- Friday tour of *Get Your Green On* and *Friday Night lights*
- “Nothing like Homecoming weekend with our Ramily 🇺🇸 🇺🇸 #CSUHomecoming ”



Successful Instagram Takeover

- Posts 5+ Stories
- Enables Swipe Ups
- Reposts Replies
- Encourages #s
- Creates Polls/Interactive ?s
- High Energy



#MyCSUHomecoming
#ColoradoState
#CSUHomecoming”

Video Topics



Facebook

Mom/Alumni

*

CSU memories, COVID challenges, new traditions

Twitter

Community, Athletes, Cheerleaders, Cam the Ram, Students

*

CSU sports/events experiences, COVID challenges, new traditions

Instagram

Students - Groups of Friends, Cam the Ram

*

CSU social life, COVID challenges, new traditions

CHARGING FORWARD

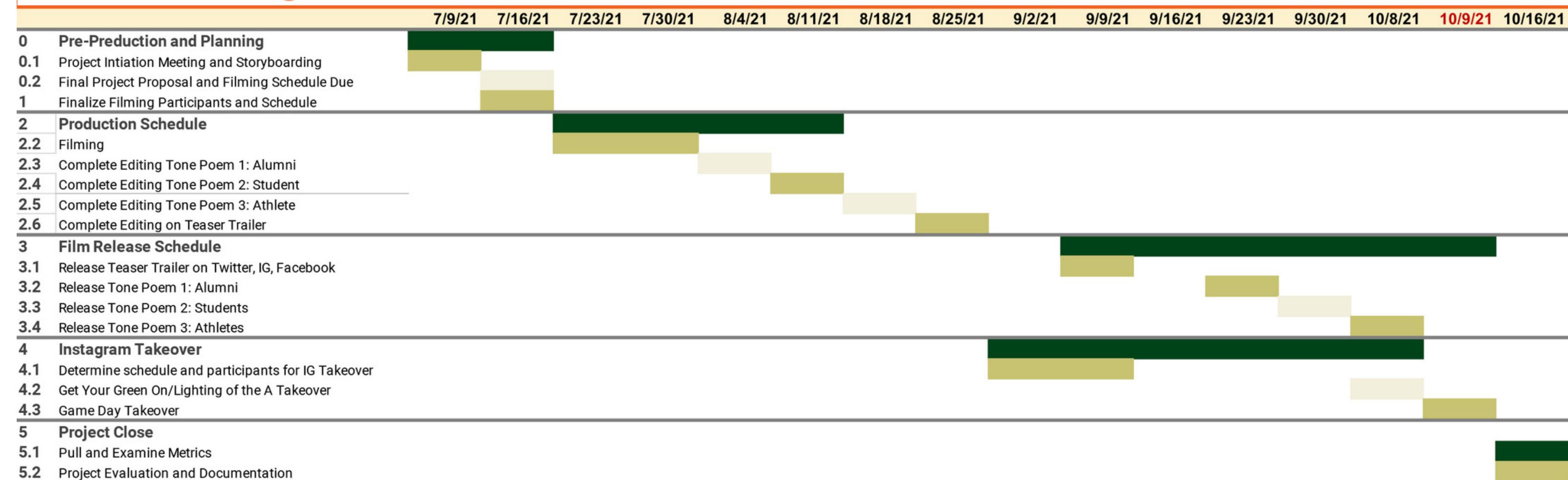
**Emotion +
Connection +
Nostalgia +
New Traditions**

Video Analytics

Platform	Video						
	Football 100 Years Ago: 1919 Aggies Homecoming Game and Parade 11/8/19	Happy (Stay) Homecoming 10/1/20	Lighting of the A 10/2/20	Averages	Facebook: Alumni	Twitter: Athletes	Instagram: Current Students
Facebook							
Views	6900	5600	8300	6933	~7626		
Likes	356	222	441	340	~374		
Comments	18	5	19	14	~15		
Shares	68	30	37	45	50		
Twitter							
Views	1400	456	1300	1052		~1157	
Likes	53	20	43	39		~43	
Retweets	7	6	7	7		~8	
Comments	2	0	0	0		0	
Instagram							
Views			-				~12656
Likes			4665				~1845
Comments			16				~15

Instagram Videos						
	Welcome Back 8/23/21	Joyce/Sweet Sinsations 8/26/21	Piece of Home 8/19/21	Average	Success	
Views	11764	11682	11070	11505	12656	
Likes	2322	1346	1362	1677	1845	
Comments	16	13	12	14	15	

The Timeline





Shelby * Sam * Denise