What’s Happening on Campus?!

The Story of UAlbanyGO

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What is UAlbanyGO?

UAlbany GO provides students with an easy way to get involved and stay active at the University at Albany. Our UAlbany GO interns are your source for information on events, activities and all that is happening on campus. Interns attend various events and create social media posts to encourage students to get involved. In addition, our interns promote school pride by engaging with UAlbany students through various initiatives.
Overview

History
Organizational Structure
Creating an Events List
Managing Social Media
Capturing the Data
Spirit Initiatives
Challenges
Discussion
Beginnings

History

Organizational Structure

Our first post: 11 likes

Nov. 2016 Post: 111 likes
VOID – no central space for student focused event advertisement
History

• Need – A central hub for student focused events
• Need – A “home” for spirit initiatives

Biggest Need – Student buy-in and awareness
LaunchPadUA Albany Business Plan Competition:

@UAAlbanyGo · Apr 14
LaunchPadUA Albany Business Plan Competition. Join us on April 15, 2014, at 1:15 pm in BB 151. Check out the teams showcasing their plans. 

@UAAlbanyGo · Apr 14
Join us at LC24 on April 15, 2014, at 8:45 pm to learn more about UA's "Blurred Lines" program.
Organizational Structure

Office of Student Involvement (Associate Director)

Fellow (me)

- Student Coordinator (1)
- Interns (around 10 per semester)
- Student Graphics Assistant (1)
Structure – Associate Director

• Weekly meetings with fellow
• Coordinate GO initiatives with larger division initiatives
• Manage GO budget
Structure – Fellow

- Entry/mid-level full-time Student Affairs professional
- 5 – 7 hours per week
- Supervise all student staff
- Manage Events Calendar
- Coordinate for special events
- Implement new initiatives
- Main contact
Structure – Student Coordinator

• 10 hours per week
• Input events on calendar
• Prepare giveaway items for the week
• Point of contact for logistical issues with interns
• Manage mascot appearances
• Various tasks for larger Student Experience Committee
Structure – Interns

• Hours vary (40 – 160 hours per semester)
• Table for upcoming events and spirit events
• Find event marketing material
• Promote events before they occur
• Sign up for an attend events
• Use social media during events
• Create post-event posts
• Enhance GO through brainstorming and other tasks
Structure – Student Graphics Assistant

• Create flyers for large-scale events and general GO initiatives
  • Weekly events guide
  • Internship advertisement

• Create various GO marketing materials (badges, etc.)
Getting it Done

Creating an Events List
Managing Social Media
Spirit Initiatives
Capturing the Data
Creating an Events List

• Excel works well
• Tap into your institution Events Calendar
• Give as many people access as you can (this is scary)
• Update weekly
• Trello for flyers
Managing Social Media

• Universal passwords to all social media (this is keep me up at night scary!)
• Hootsuite

• TRAINING
  • Media/Marketing
  • Social media best practices
  • Use for different social media platforms
  • Using a student voice

• Trial and Error – mistakes WILL happen
• GroupMe
Spirit Initiatives

• Promoting Purple Fridays

• Co-sponsorships:
  • Great Dane Game Days
  • Large scale events
  • New Events

• Mascot program

• Tabling
  • Giveaways
  • Swiping
  • Partnerships

• Student focused and student led
Capturing the Data

- Assessment is key!
- Facebook – creating a business page
- Twitter – Twitter page analytics
- Instagram – simple counting
- Snapchat – recording
September STATISTICS

Facebook:
- 38 posts
- 142 Engaged Users, Reach of 9,407
- Top reaches:
  - UAlbany vs. St. Francis (Reach: 1,145, 2 Post Clicks, 2 likes or comments)
  - Joseph LeDoux (Reach: 1,039, 1 Post Click and 1 like)
  - Group exercise (Reach 844, 88 post clicks, 10 likes)
- Total Page Likes: 1,509

Snapchat:
- 87 events attended out of 214 events
- 158 Followers
- Average 100 views per video
- 121 event advertisements out of 214

Twitter:
- 118 Tweets
- 44.6K Impressions & 2,927 Profile Visits
- 43 Link Clicks
- 59 Retweets
- 131 Likes (5 per day)
- Top Tweets:
  - SA Block Party (4,141 Impressions, 215 Engagements & 5 Retweets)
  - Clash of the Quad Winner Announcement (1,148 Impressions, 67 Engagements)
- Top mention: Tagged by UAlbany's Women's Soccer
- Total Followers: 1,084 (71 New Followers)

Instagram:
- 77 Posts
- 1,229 followers
- Top Videos:
  - Great Dane Pizza Giveaway (545 views)
  - Podium Pandemonium (477 views)
  - Welcome Back Video (456 views)
  - Friday Mini Golf (397 views)
### Facebook

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<th>April</th>
<th>May</th>
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*Semester total does not include January, and only includes figures depicted in chart. Some data points were not collected throughout the semester.

### Instagram

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Reflections

Challenges

Discussion

Future