Title: Social Media Advertising Campaign for URM Student Recruitment

Responsible Unit: Communications & Marketing

The launch of a pilot social media advertising campaign across multiple channels that targets and engages potential URM graduate students. This campaign would include A/B testing to refine messaging and tactics with the goals of a) encouraging prospective URM graduate students to consider applying to UAlbany and b) better understanding the messaging and advertising platforms potential URM graduate students respond to most strongly. This would be a first-of-its-kind marketing effort for UAlbany and provide a valuable knowledge base on how to encourage URM graduate students to join our community.

The specific tactics considered will include:
- Partnering with both IR and graduate enrollment to determine demographic targets
- Utilizing Twitter advertising to target prospective URM students
- Utilizing Facebook/Instagram advertising and video stories to target prospective URM students, including slightly older/non-traditional students
- Utilizing LinkedIn to reach prospective URM students seeking to upskill
- Integrating A/B testing of content to refine messaging and optimize spending as we go
- Initiate a retargeting campaign on each platform to follow anyone who clicks on an ad

Each social media tool and our already set up Google Analytics on our website will provide us real-time metrics on the effectiveness of each part of the campaign. Some key metrics we will utilize to determine the success of the campaign include:
- Viewers to our website from ads
- Post engagement (views, likes, clicks, shares, comments)
- Ultimately, we hope this “top-of-the funnel” campaign will result in an increase in URM graduate applications over time

The goal would be to use this initial funding to learn what messaging and platforms are most successful and scale up our investment in those most impactful channels and messages over time.