TERPINDOR WIZARDING TOURNAMENT

Engaging with Students through Social Media Games

UNIVERSITY LIBRARIES

THE PROBLEM

How to let undergraduate students, especially incoming freshmen, know about the array of services and resources the University of Maryland Libraries provide to support their academic and recreational needs.

THE GOAL

Increase student participation in the Libraries' social media channels for future interactions and position the Libraries as helpful, supportive, fun, and friendly. Students are heavy users of social media, where they find and share much of the information they use in many aspects of their lives.

THE STRATEGY

Engage students in a game that would expose them to selected resources through a series of fun and simple challenges, for which they could earn points to win prizes.

The **Terpindor Wizarding Tournament** would build on student excitement about a new movie in the Harry Potter series scheduled for release during the Fall 2016 semester.

SPREADING THE WORD

The fall semester begins with several events where students can learn about clubs and activities on campus and pick up a lot of free goodies. Consulting with members of the Libraries' Student Outreach Team, we chose a relatively low-cost give-away: a vinyl decal for laptops and phones.

We created Terpindor t-shirts as the prizes for game winners.

1. VINYL DECALS

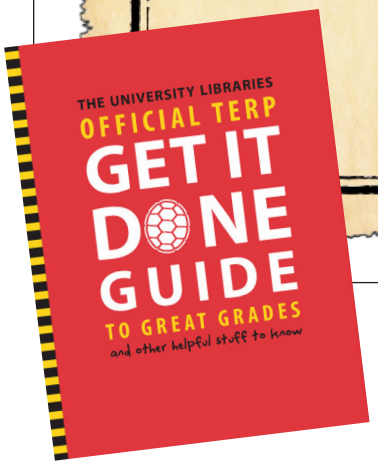
Using the Gryffindor house seal as inspiration, we developed a logo featuring the University's diamondback terrapin mascot, Testudo, using the University colors. Our students are familiarly known as Terps.

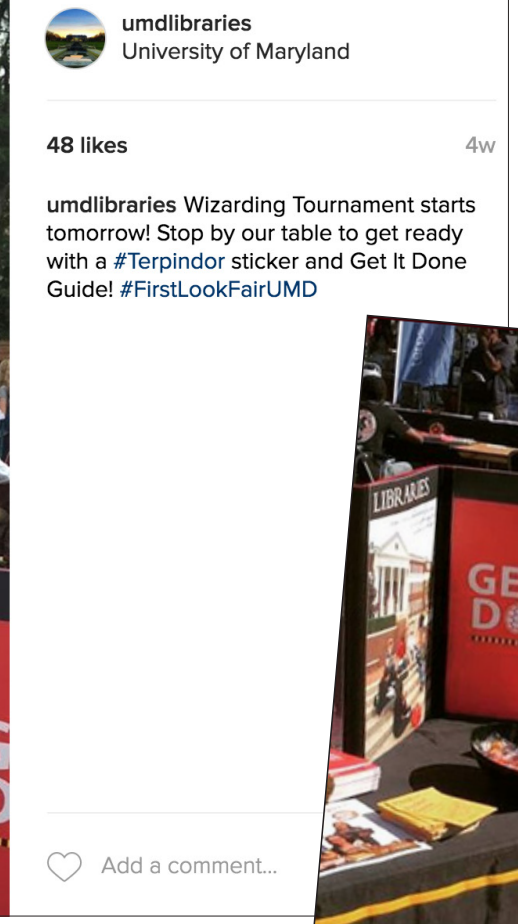
We distributed these as 3 x 3.5-inch vinyl decals that students could put on their laptops, phones, etc.

2. "GET IT DONE GUIDE" AND HAND-OUTS

We advertised the tournament in our popular "Get It Done" guide to library resources, and created a hand-out using those pages to promote the game at student events, attaching the decals to them. The map of branch library locations had a Potter theme and its page corners included a flip-book of a magical creature emerging from a magic wand.

The map was also distributed as a poster to residence hall assistants for display on their bulletin boards along with the decals.





3. SNAPCHAT GEOFILTER

We created a "geofilter" that would appear on the popular Snapchat app of students who attended the First Look Fair, a large 2-day festival early in the fall semester. The filter received 2,800 impressions.

THE LAUNCH

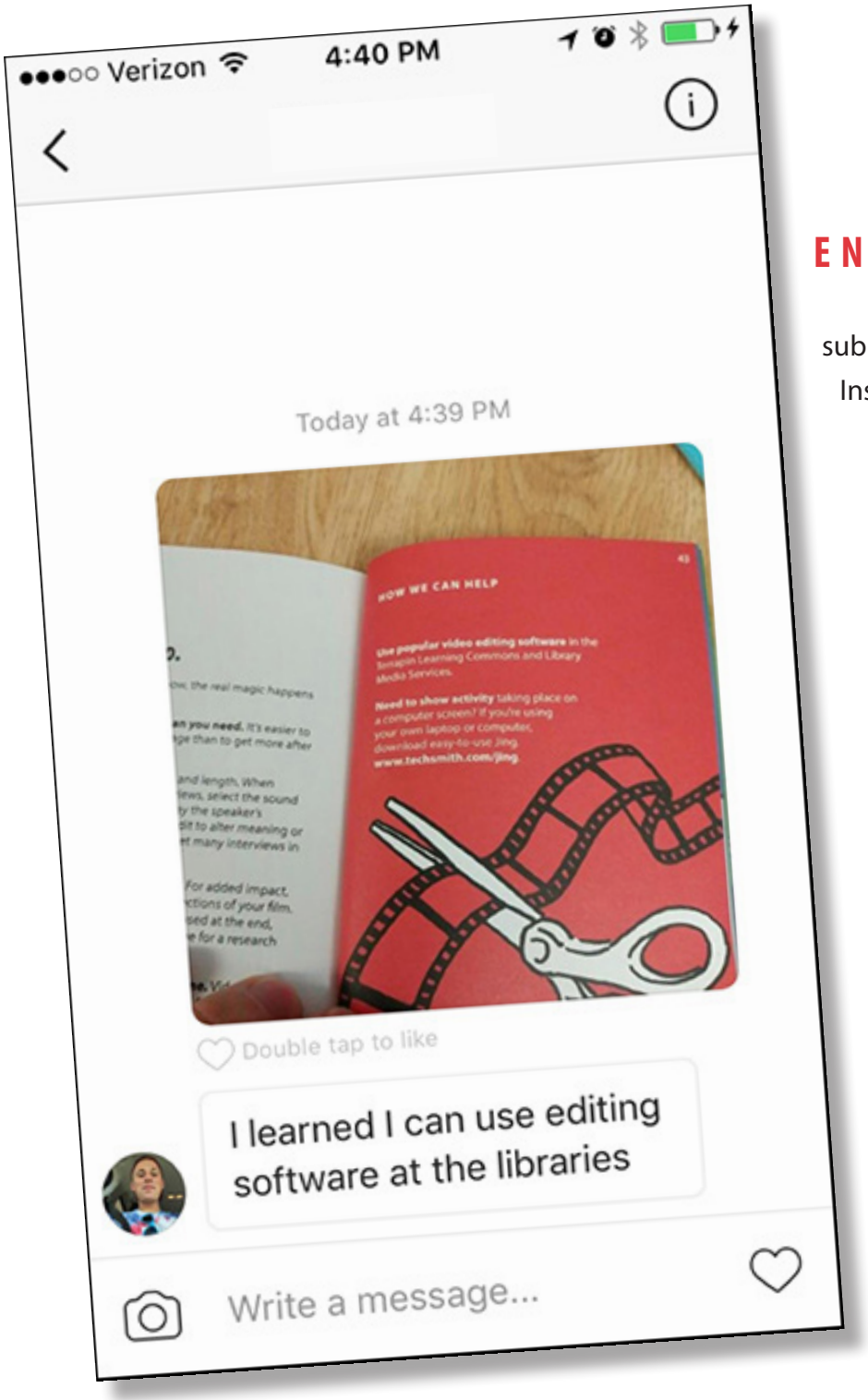
The tournament launched the day after the First Look Fair. Clues were released first to our Snapchat followers and then collected on Instagram, two of the apps most widely used by our students.

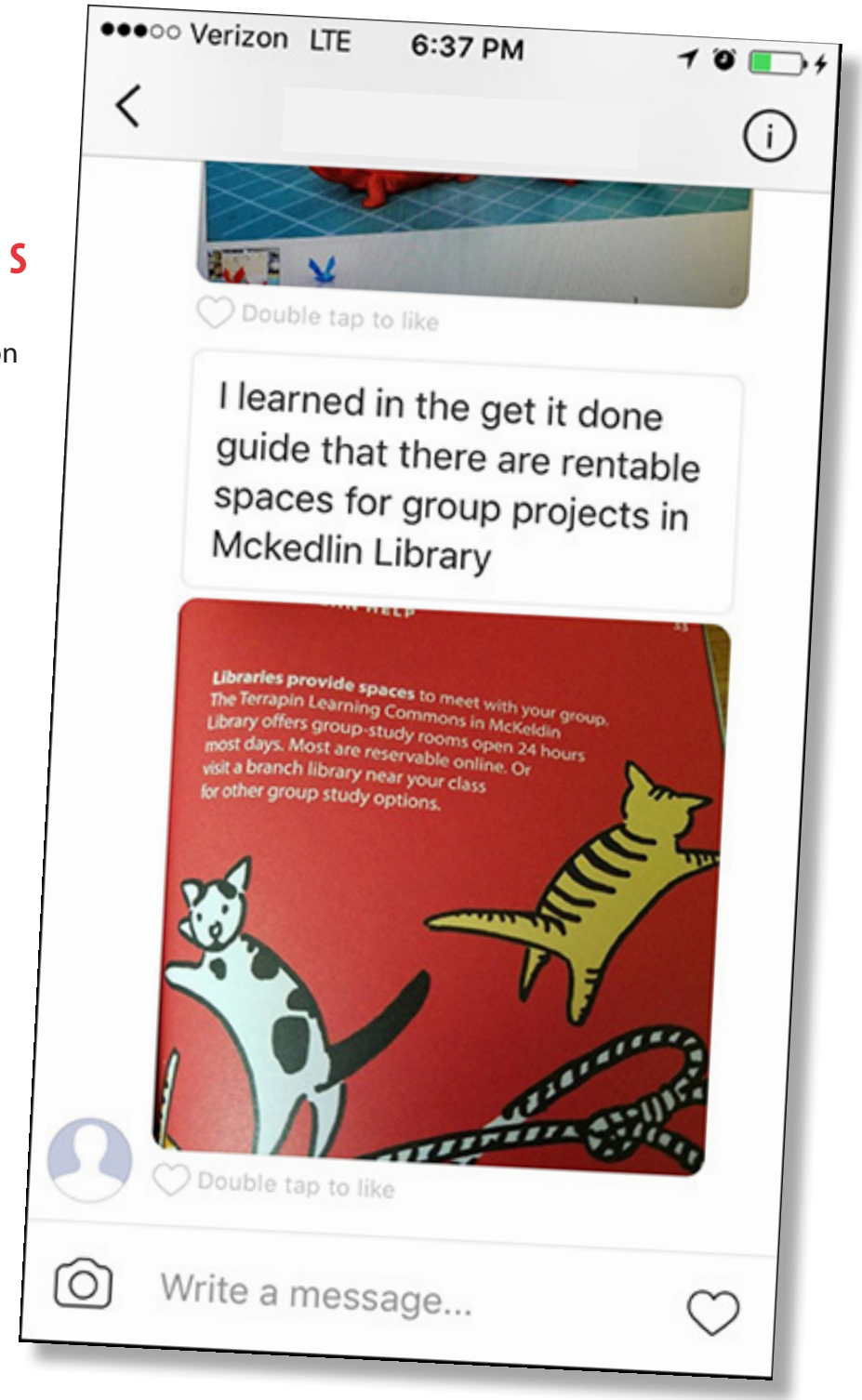
THE GAME

Challenges were simple, not too time-consuming, and often fun. Each challenge was assigned points based on the difficulty of the task, with bonus points awarded for being the first to complete a challenge or submitting an especially good entry.

ENTRIES

were submitted on Instagram.





PROCLAMATION.

WIZARDING CHALLENGE

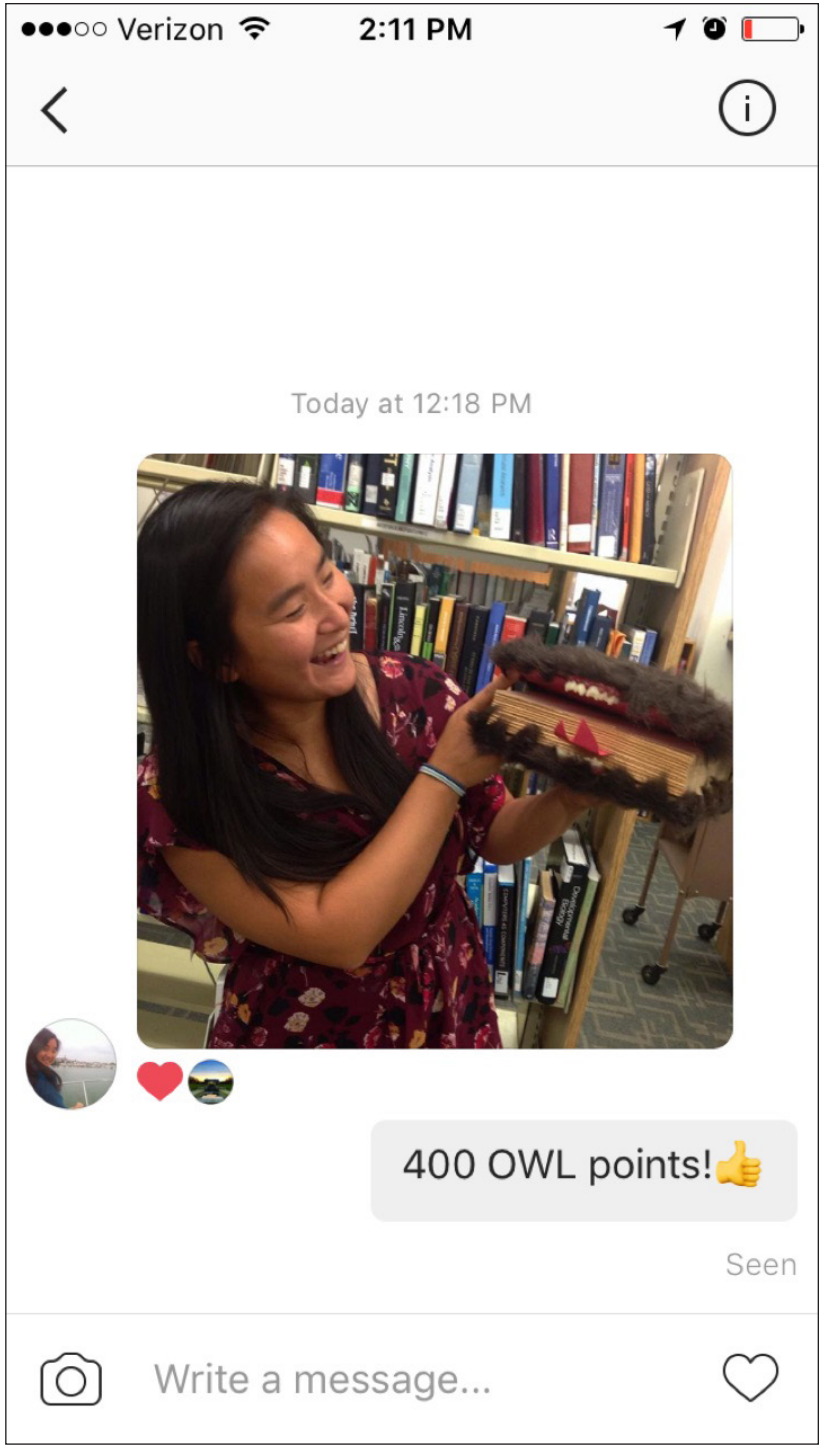
NO. 3

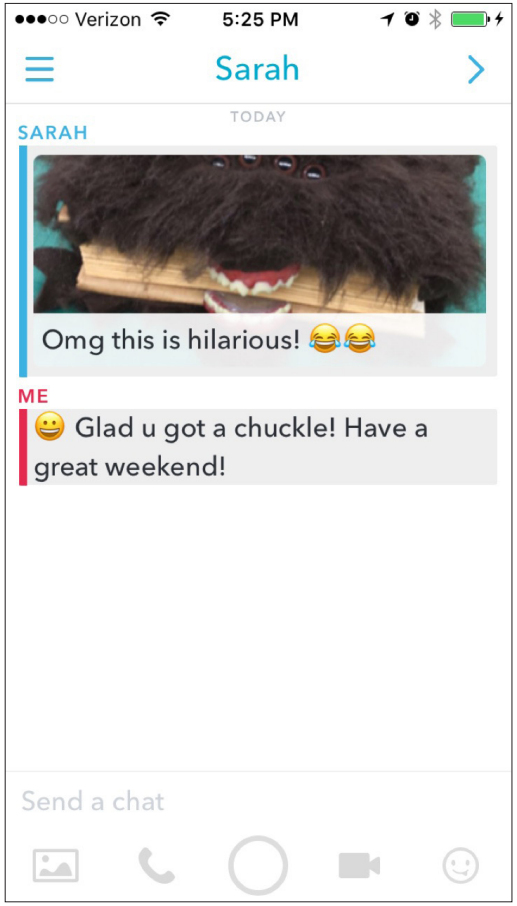
MCKELDIN LIBRARY HAS MANY TEXTBOOKS AVAILABLE FOR 4-HOUR CHECKOUT... VISIT THE SERVICE DESK TO CHECK OUT OUR LATEST MONSTER EDITION SEND YOUR PIC TO UMDLIBRARIES VIA INSTAGRAM DM TO WIN

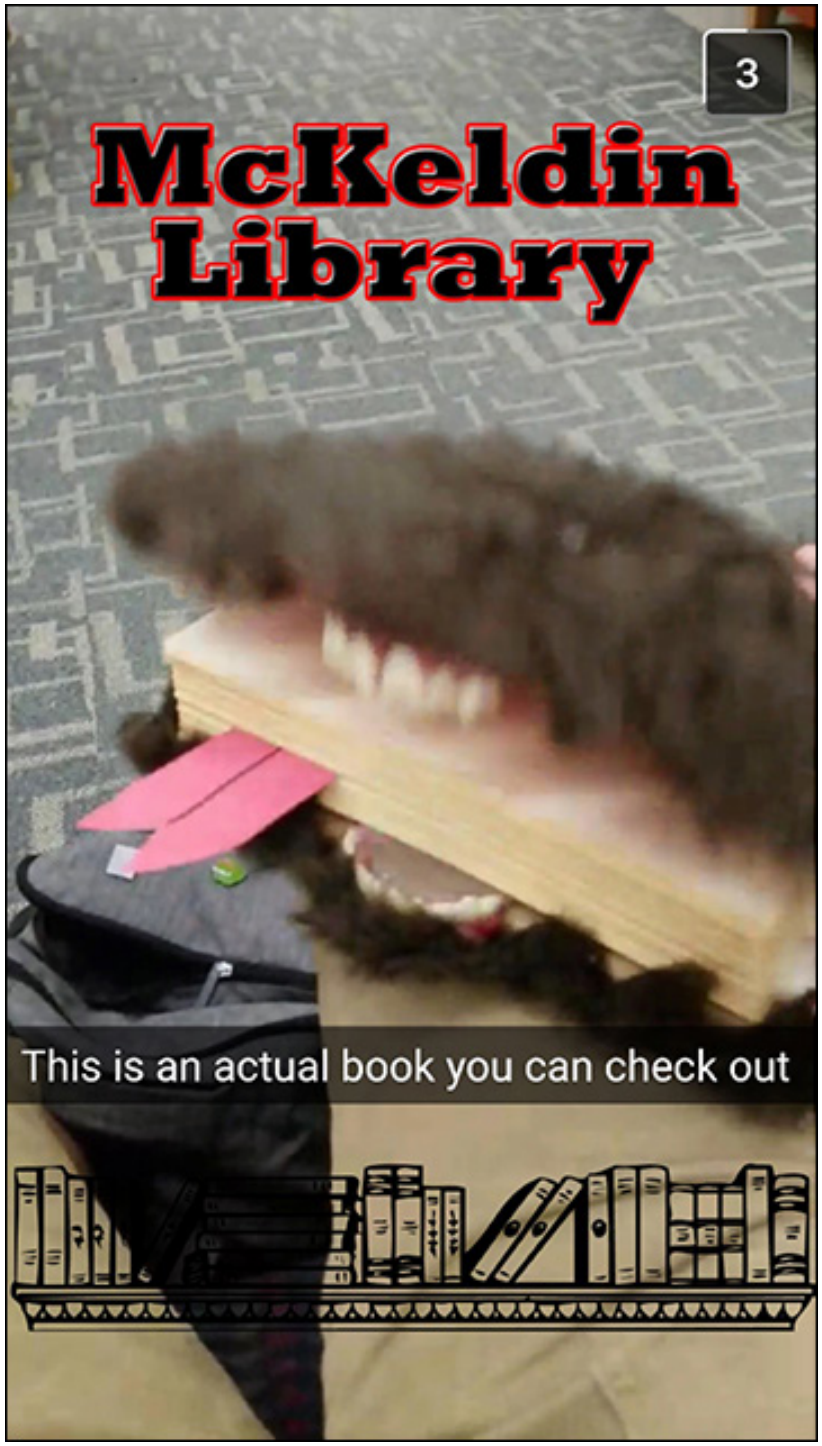
400 OWL POINTS

M Testudo

Decree No. 1 of Many
from the Ministry of Magical Information & Research







STUDENT RESPONSES

Above: We pushed out teasers on our social media channels in addition to the clues.

Right: A student shared this post using one of Snapchat's geofilters for McKeldin Library, the main library on campus.

PROCLAMATION.

WIZARDING CHALLENGE

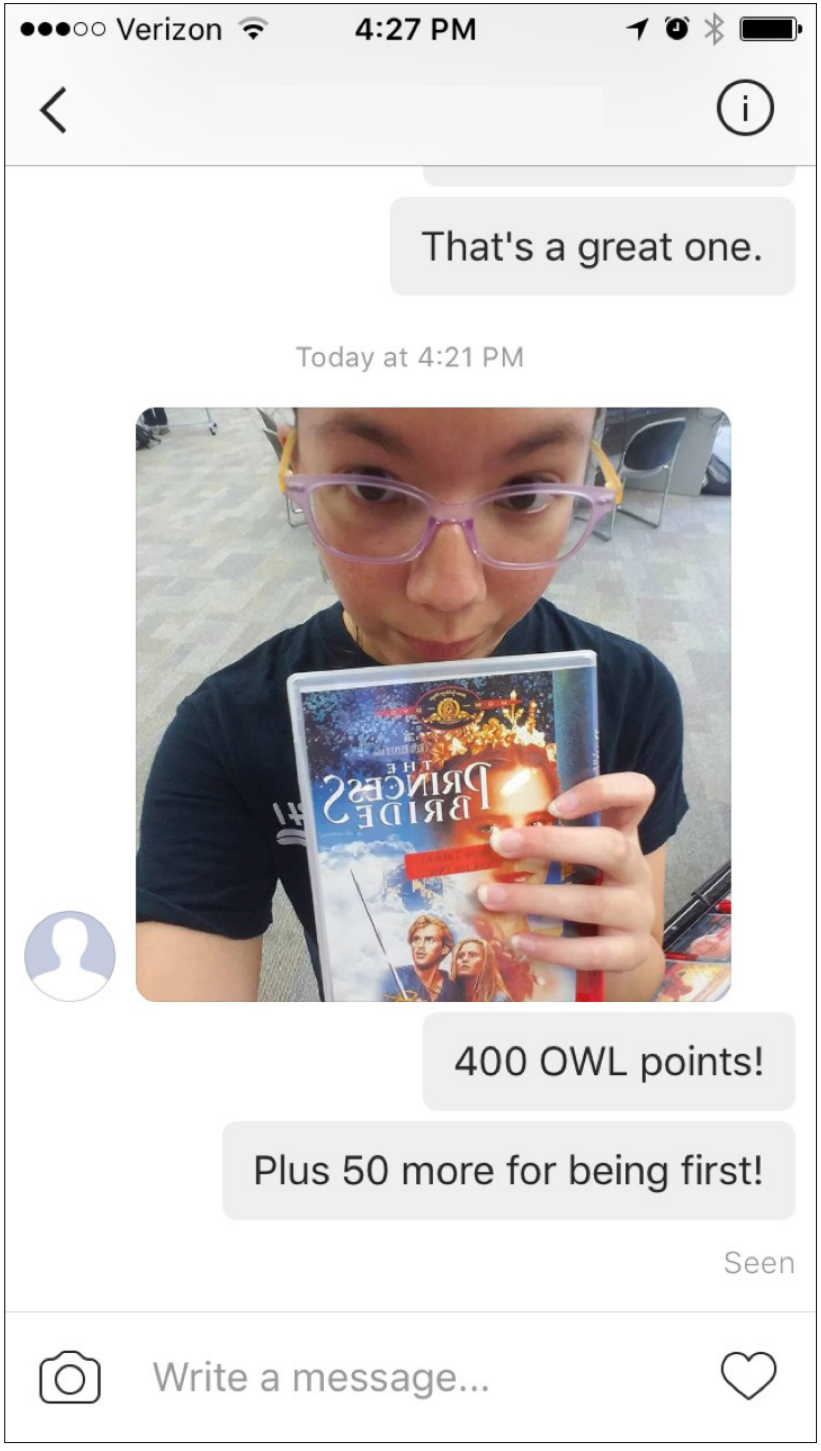
NO. 5

HEAD TO HORNBAKE LIBRARY'S GROUND FLOOR AND LOCATE LIBRARY MEDIA SERVICES' DVD COLLECTION. TAKE A SELFIE WITH YOUR FAVORITE DVD AND SEND IT TO UMDLIBRARIES VIA INSTAGRAM DM TO WIN

400 OWL POINTS

M Testudo

Decree No. 5 of Many
from the Ministry of Magical Information & Research



PROCLAMATION.

WIZARDING CHALLENGE

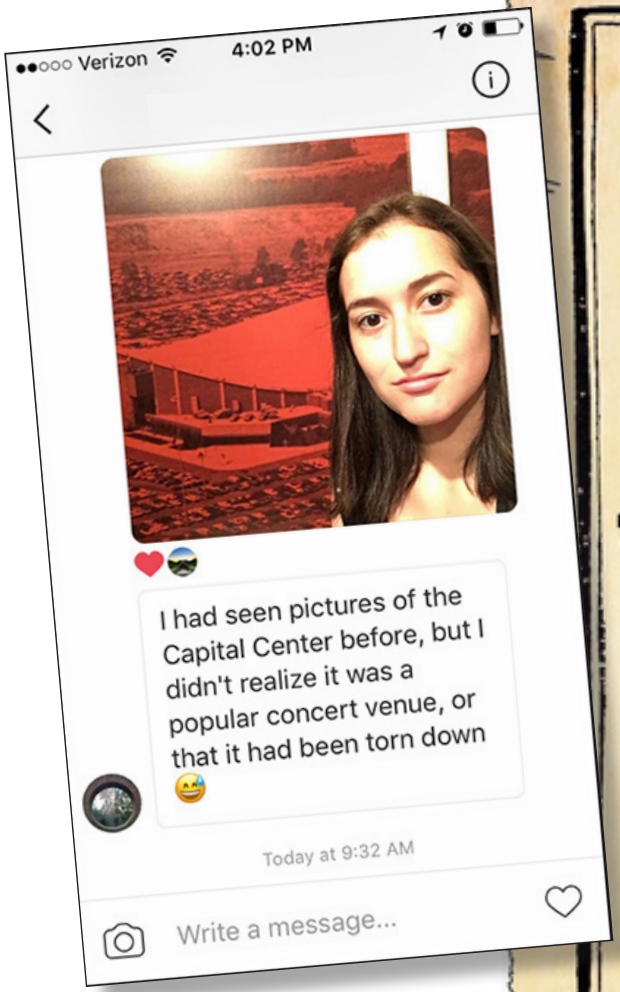
NO. 6

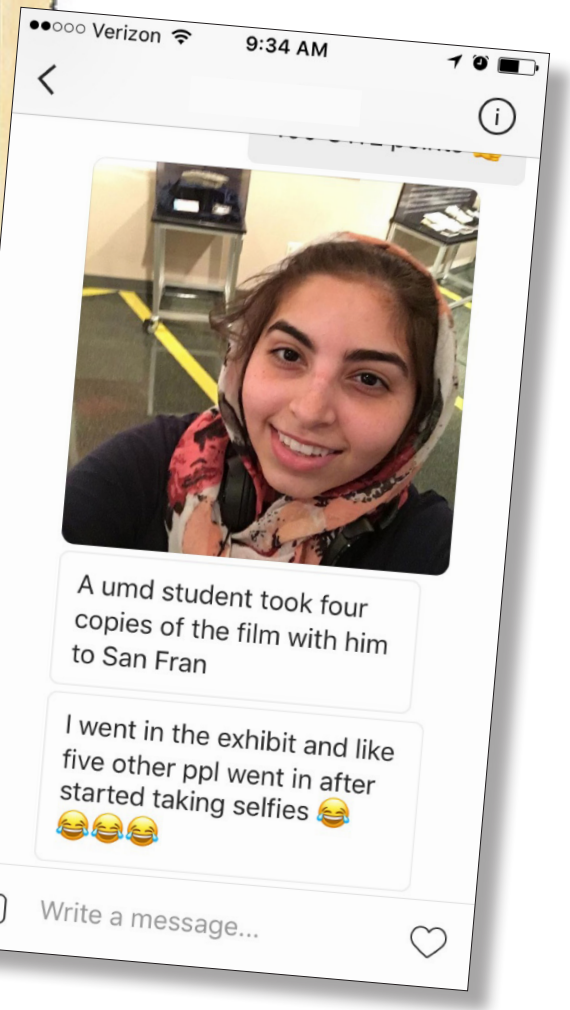
THE MICHELLE SMITH PERFORMING ARTS LIBRARY IS HOME TO MANY WONDERS. VISIT THEIR HEAVY METAL-THEMED EXHIBIT TO TAKE A SELFIE & LEARN JUST ONE THING. SEND US BOTH VIA INSTAGRAM DM TO WIN

450 OWL POINTS

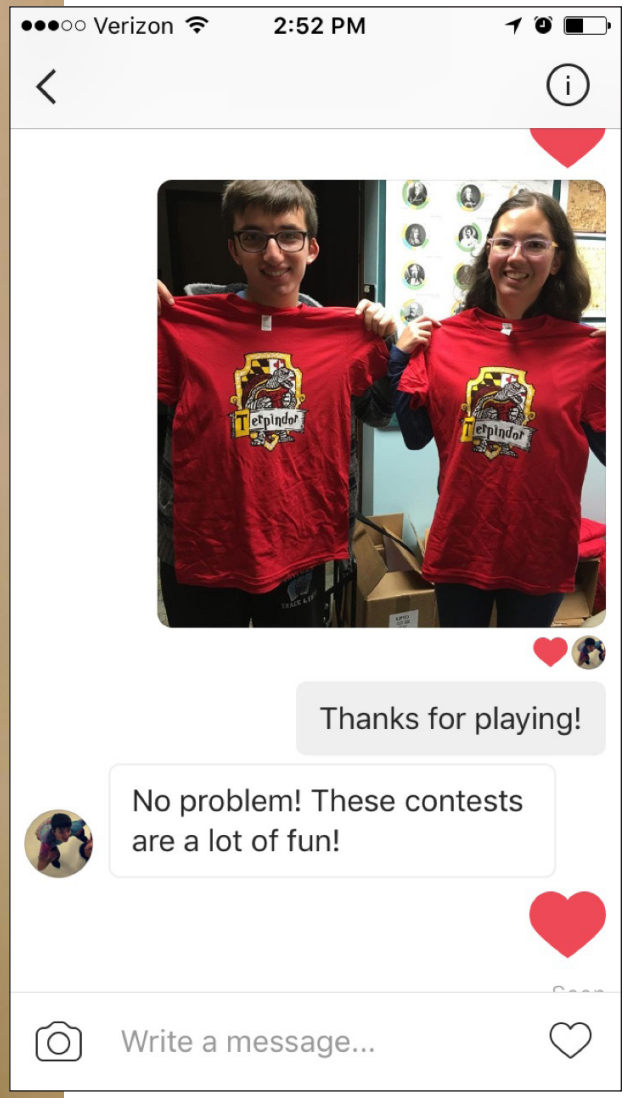
M Testudo

Decree No. 6 of Many
from the Ministry of Magical Information & Research





HAPPY WINNERS!



TOURNAMENT QUICK STATS

- 2800 Snapchat geofilter impressions
- 1108 Instagram likes (27 posts)
- 400+ Snapchat story views (25% increase)
- 299 Wizarding Challenges completed by UMD students
- 275 new Snapchat followers
- 180 new Instagram Followers
- 66 Instagram comments
- 57 Tournament participants
- 56 Snapchat geofilter uses