

TERPINDOR WIZARDING TOURNAMENT

Engaging with
Students through
Social Media
Games



UNIVERSITY
LIBRARIES

ENTER THE

TERPINDOR WIZARDING TOURNAMENT

**SEPTEMBER 16 -
OCTOBER 10**

**Complete Challenges
to win prizes!!!**



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.

ENTER THE
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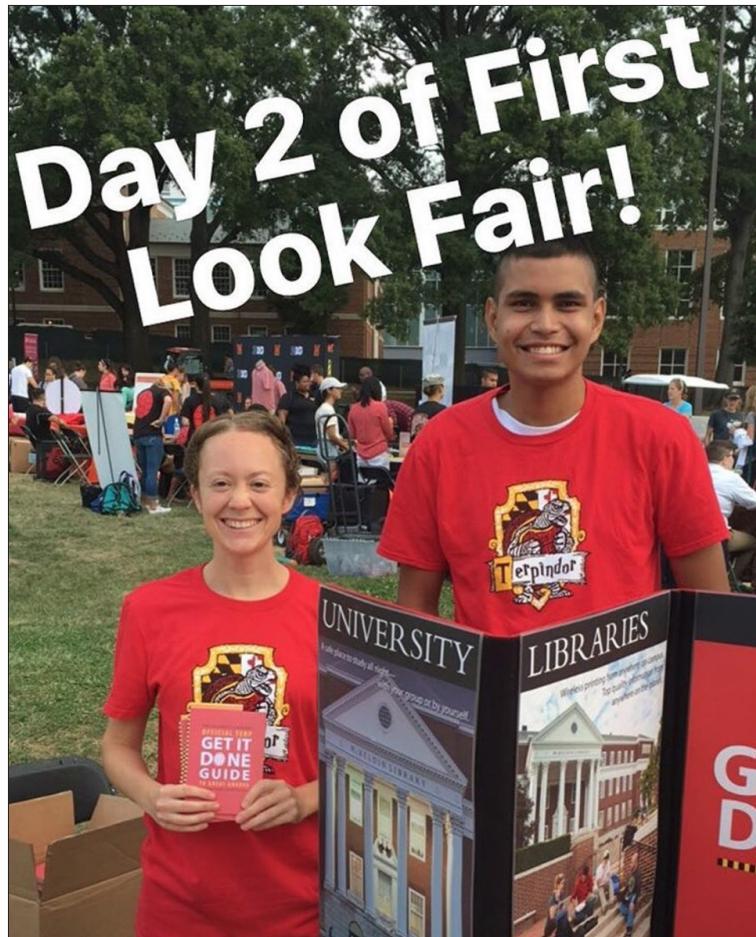
SEPTEMBER 16 - OCTOBER 10

Complete Challenges to win prizes!!!

go.umd.edu/terpindor

**THE UNIVERSITY LIBRARIES
OFFICIAL TERP
GET IT
DONE
GUIDE
TO GREAT GRADES**
and other helpful stuff to know





umdlibraries
University of Maryland

48 likes 4w

umdlibraries Wizarding Tournament starts tomorrow! Stop by our table to get ready with a #Terpindor sticker and Get It Done Guide! #FirstLookFairUMD

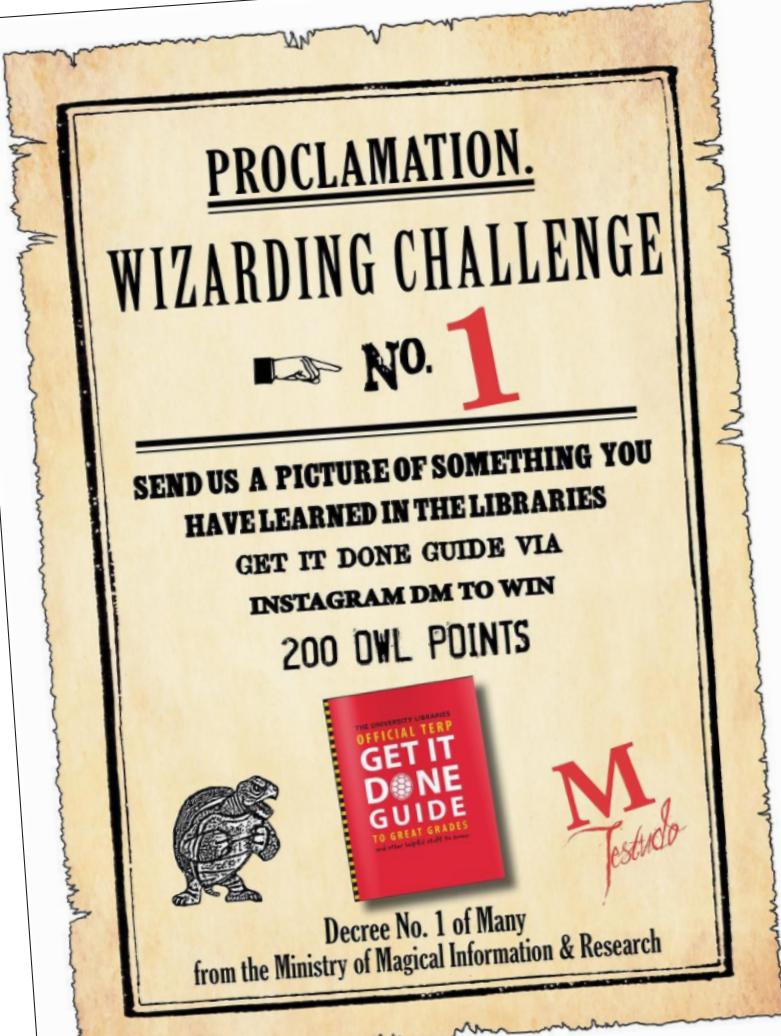


3. SNAPCHAT GEOFILTER

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.



PROCLAMATION.
WIZARDING CHALLENGE
No. 1
SEND US A PICTURE OF SOMETHING YOU
HAVE LEARNED IN THE LIBRARIES
GET IT DONE GUIDE VIA
INSTAGRAM DM TO WIN
200 OWL POINTS

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

The University Libraries
OFFICIAL FERP
**GET IT
DONE
GUIDE**
TO GREAT GRADES
and other magical things

M Testudo

A circular profile picture of a landscape with a lake and mountains is next to the handle "umdlibraries".

umdlibraries 4w
26 likes

umdlibraries Wizards of #UMD, our Tournament has begun! Good luck and head to McKeldin if you need a Get It Done Guide. FYI, we'll start notifying winners next Friday. #WizardsOfUMD

akivihs Does the get it done need to be the new one? Or one from last year works?

umdlibraries @akivihs Last year's guide works!

m_e_lees Do we DM it?

mina95here @umdlibraries how do you choose winners

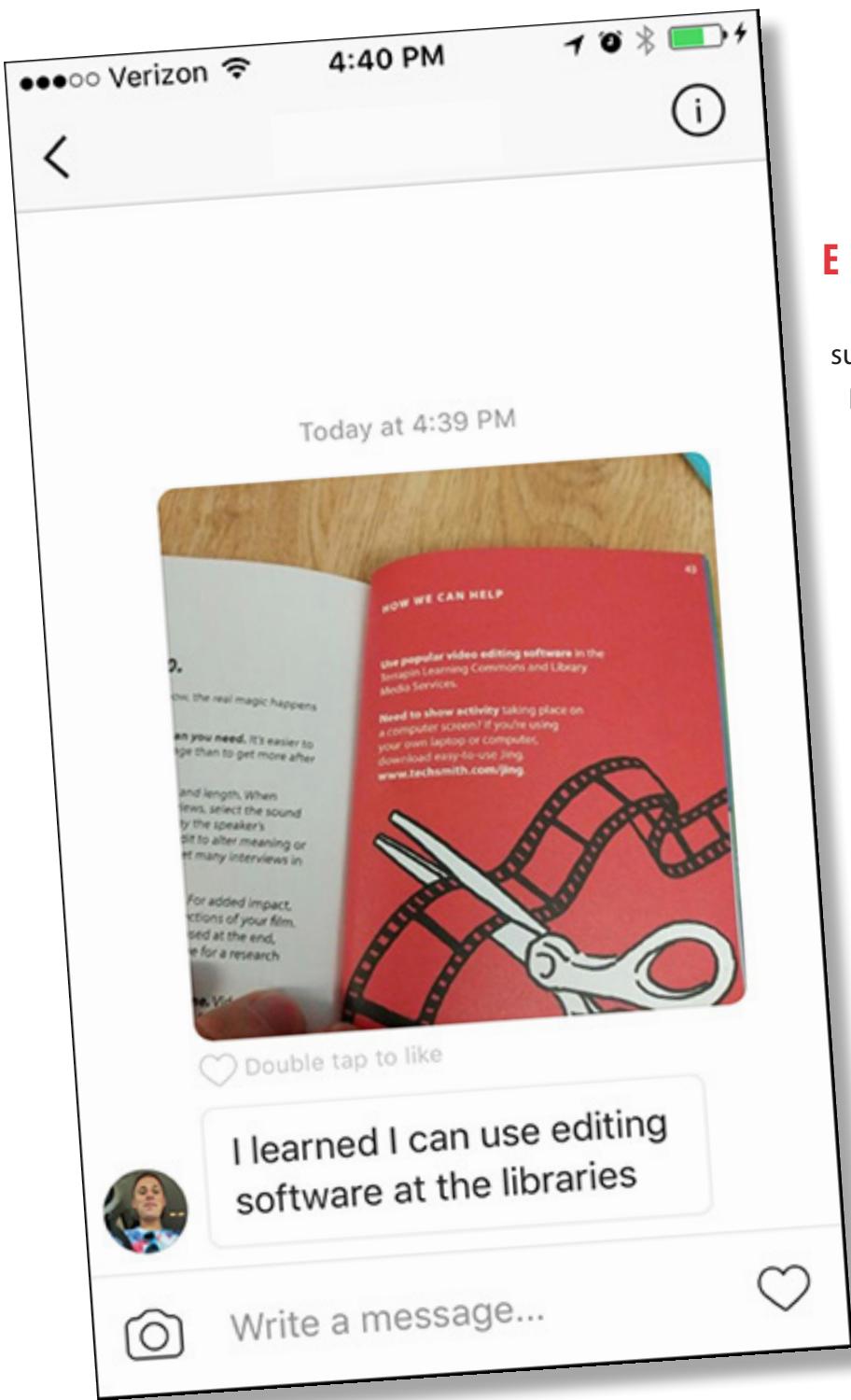
umdlibraries @m_e_lees Yup!

umdlibraries @mina95here Starting Friday, we'll start awarding some of the

Add a comment... ...

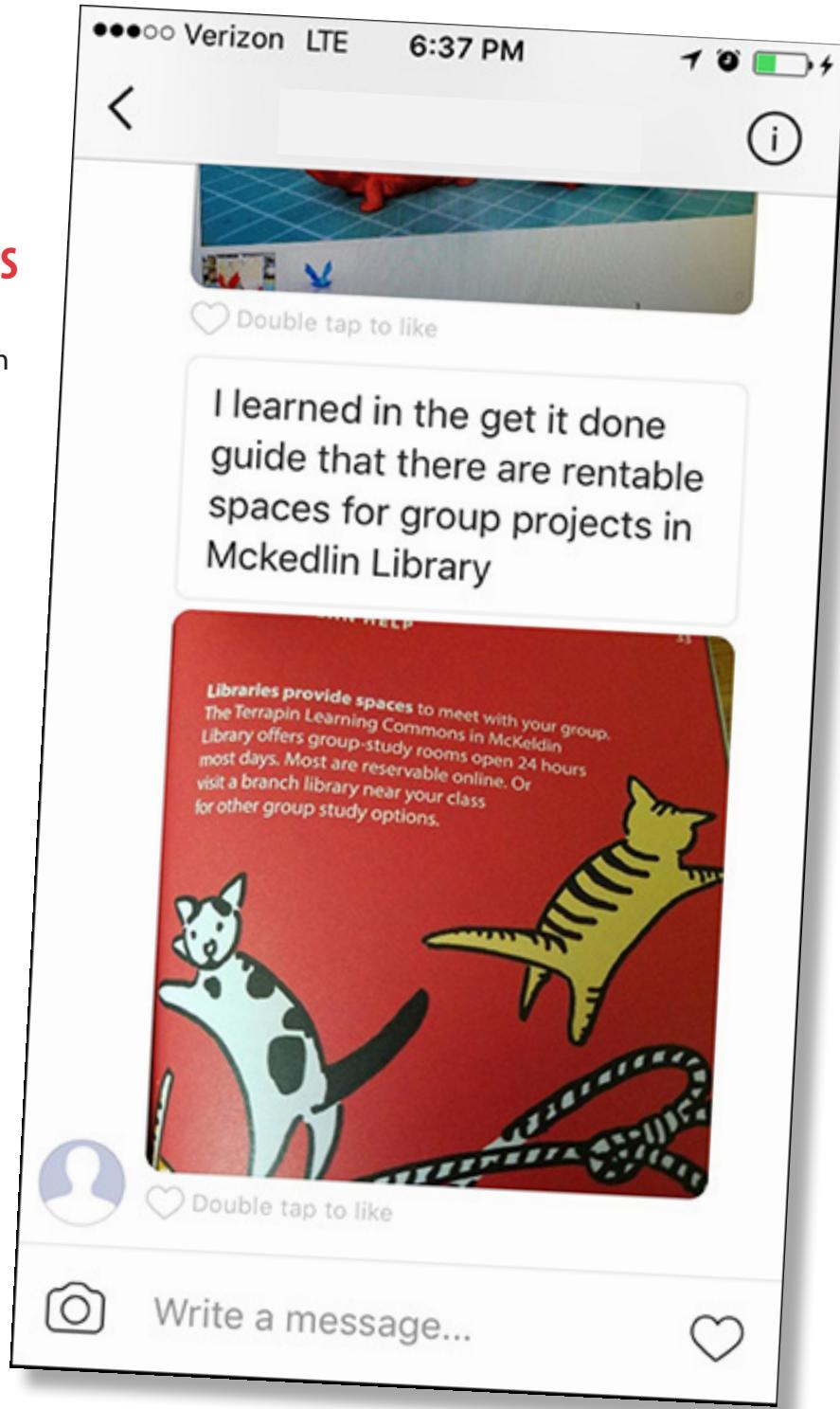
THE GAME

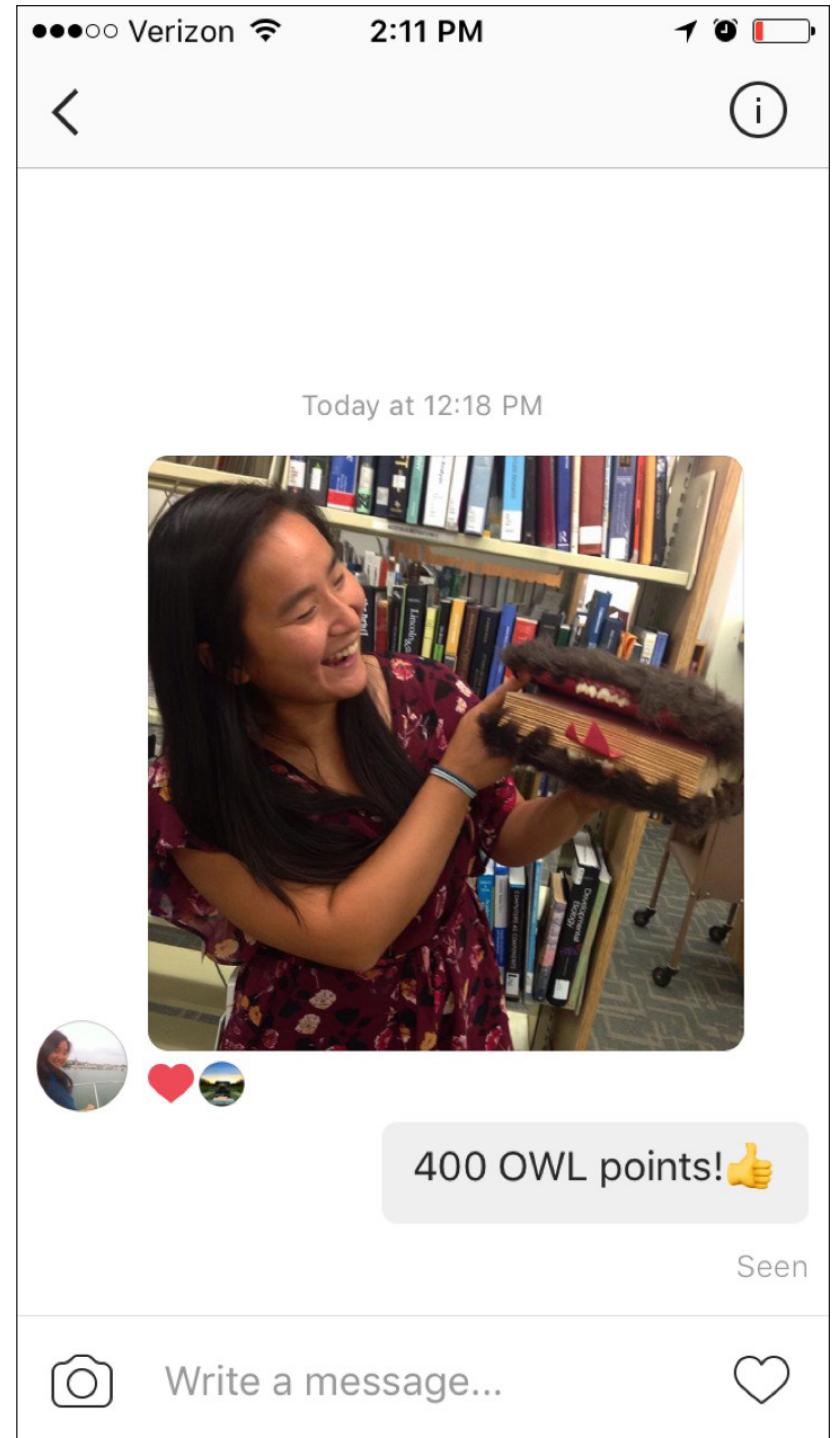
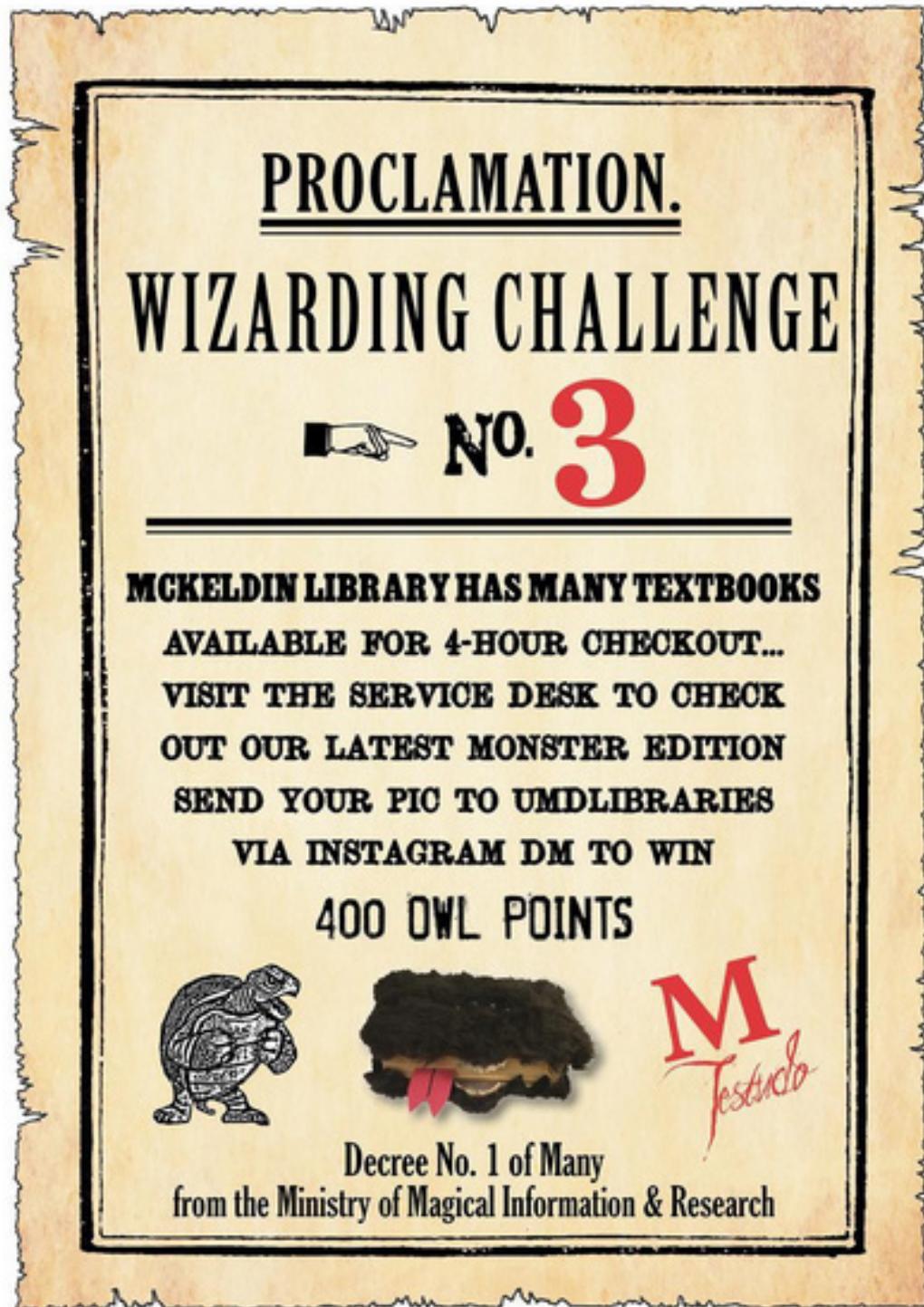
Challenges were simple, not too time-consuming, and often fun. Each challenge was assigned points based on the difficulty of the task, with bonus points awarded for being the first to complete a challenge or submitting an especially good entry.



ENTRIES

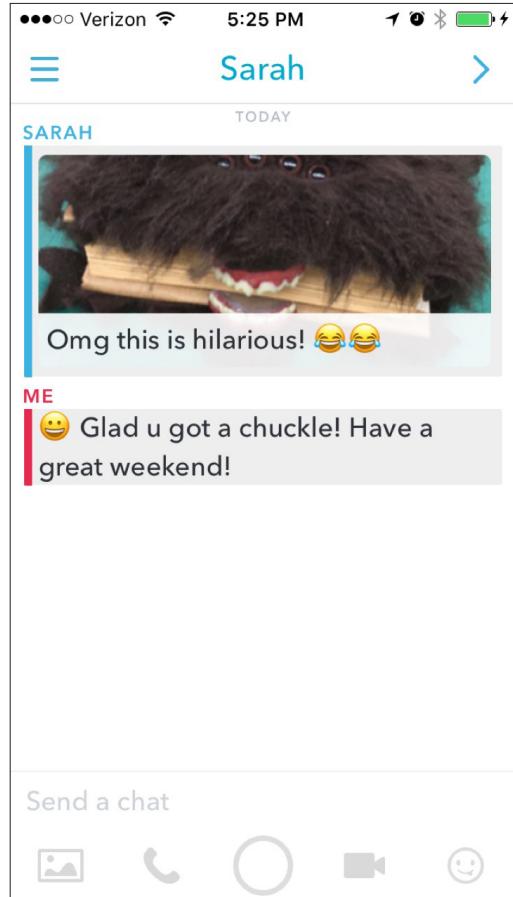
were submitted on Instagram.







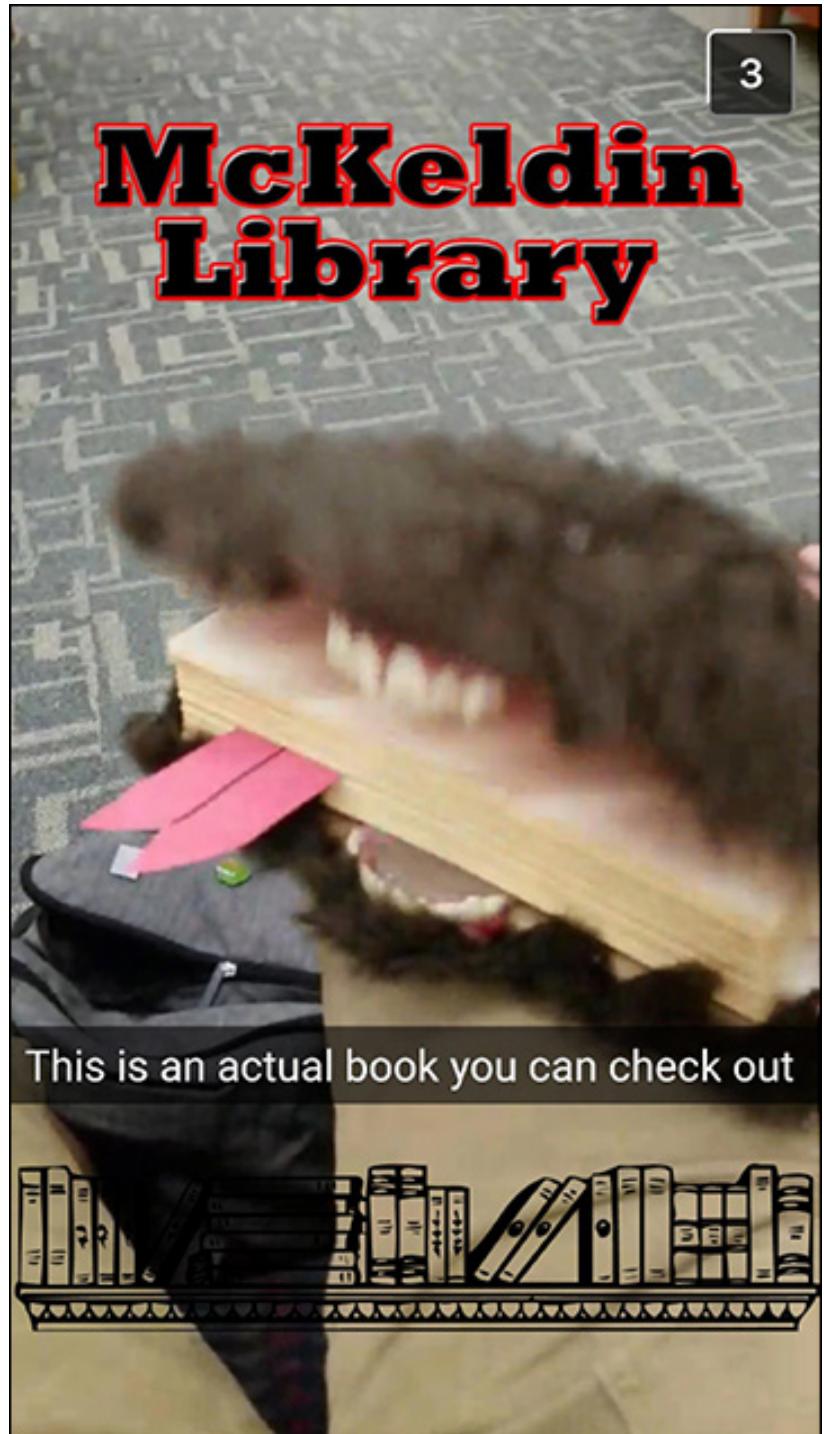
I woke up like this #nomakeup

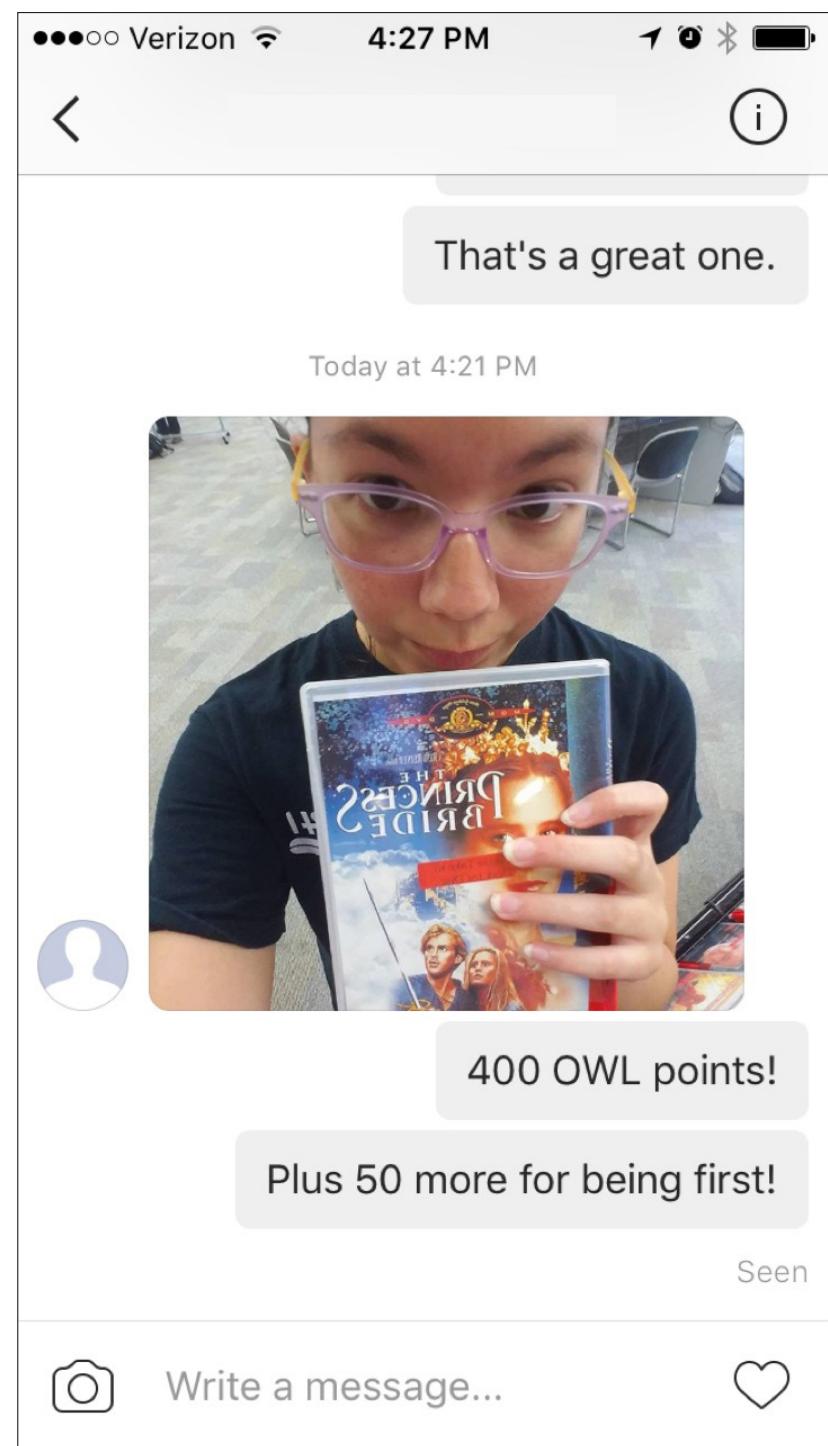
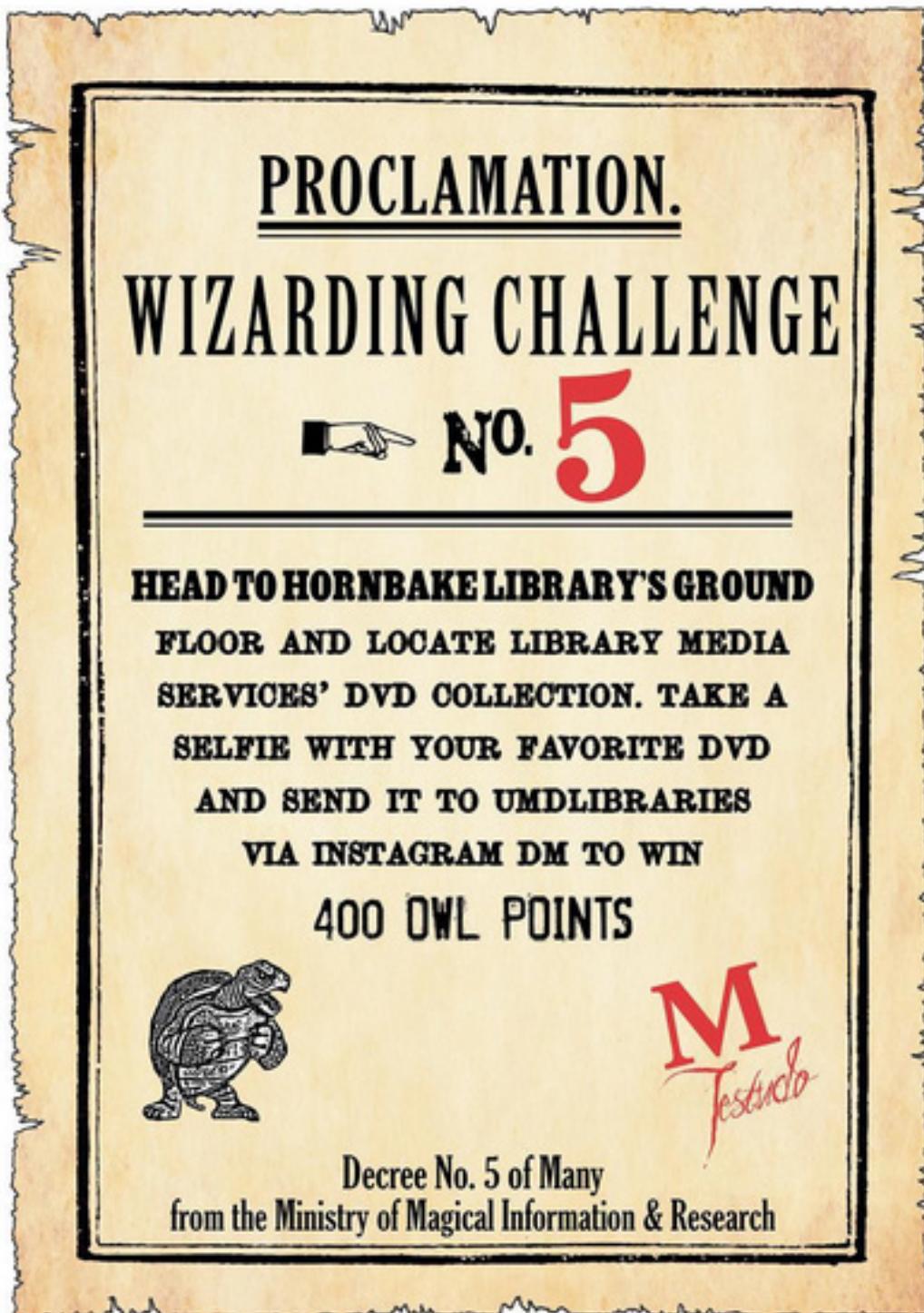


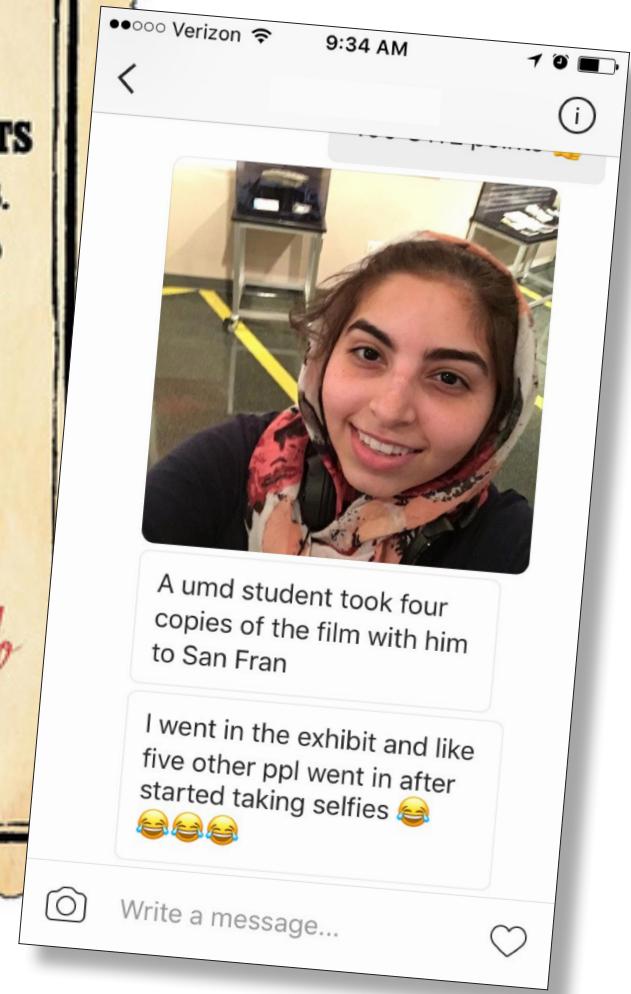
STUDENT RESPONSES

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.









HAPPY WINNERS!

●●●○ Verizon 2:52 PM

< i

Thanks for playing!

No problem! These contests are a lot of fun!

Write a message...

A screenshot of a mobile messaging application. At the top, there's a header with signal strength, network provider (Verizon), time (2:52 PM), and battery level. Below the header is a navigation bar with a back arrow and an information icon. The main area shows a photo of two people holding up red t-shirts. The t-shirts have a graphic of a lizard on a Maryland state flag background with the word "Terpindor" below it. To the right of the photo is a vertical column of small profile pictures. Below the photo are two message bubbles. The first bubble from the left says "Thanks for playing!" and the second bubble from the right says "No problem! These contests are a lot of fun!". At the bottom, there's a text input field with a camera icon and a heart icon, followed by a "Write a message..." placeholder and another heart icon.

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

