



Western
UNIVERSITY · CANADA

One Tool to Rule Them All

Sprout Social at #WesternU

Social Media at #WesternU

- 600+ Western social media profiles engaging our audiences & sharing the Western experience
- Managed by 125+ community managers
- Social Media Advisory Group



Getting Started

- Listen with department & campus interviews
- Pilot with Communications, Faculties & Departments
- Negotiate internally & externally
- Triple check (it didn't help)



The Pitch

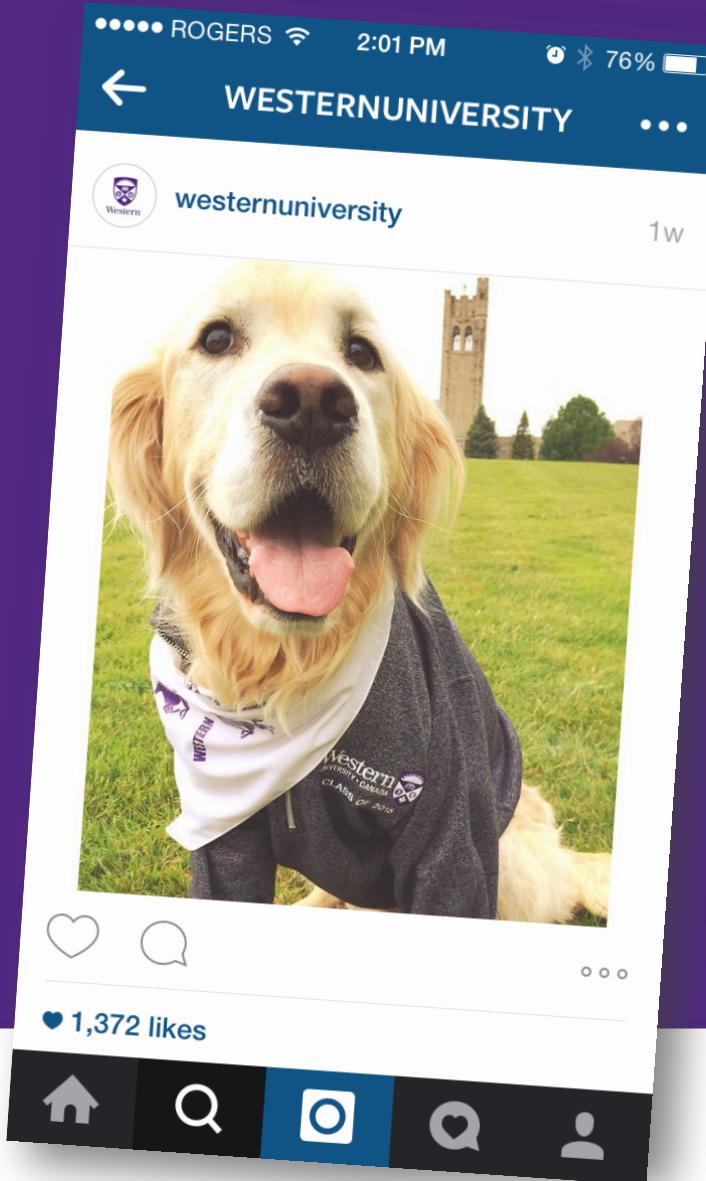
School-wide adoption of a common social media monitoring, content & analytic tool

- Save time & money
- Share & access content
- Comprehensive monitoring
- Improved response times
- Common metrics, shared results
- Software Hivemind
- Group pricing



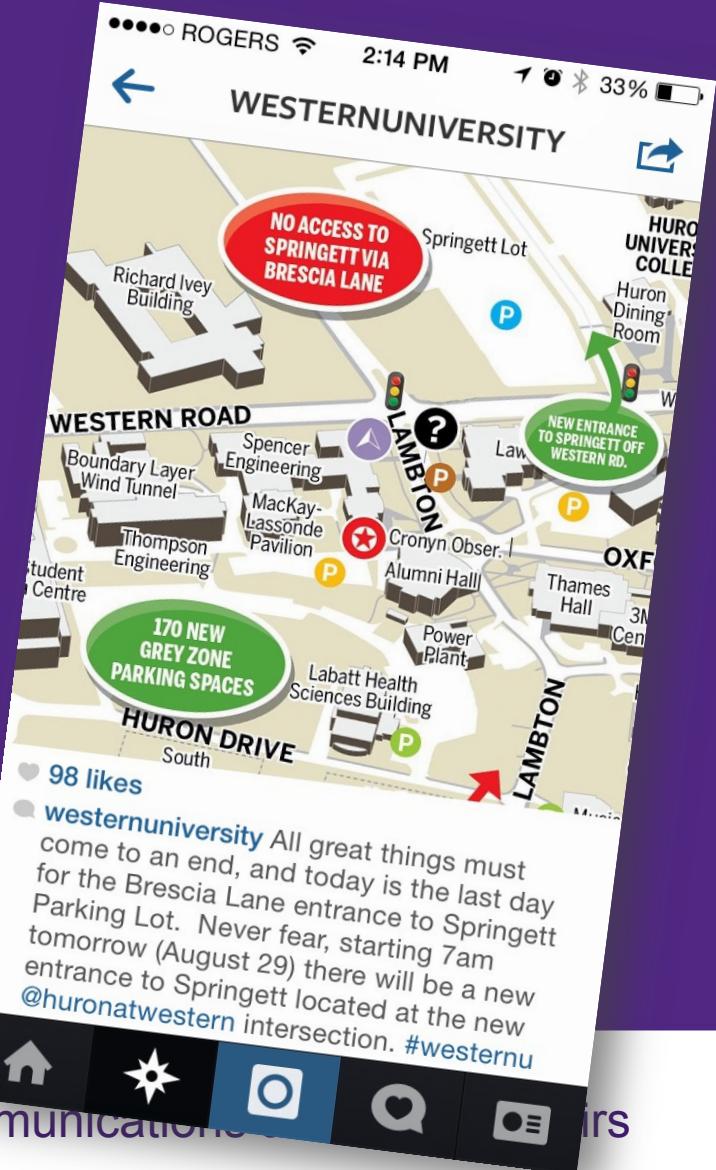
Over the last year ...

- 30 teams onboarded to Sprout Social
- 400,000+ subscribers
- Sent 40,000 messages
- Liked & retweeted 250,000+ times
- **60,000+ questions, comments & replies**
- **#westernu retweeted 1.23 million times!**



Resources & Standards

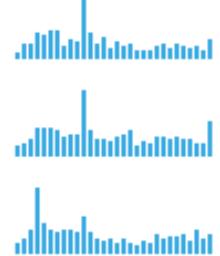
- Social Media Style Guide
- Campus Social Media Tool & Training
- Daily Social Media Process
- One Business Day Response Goal



“Western University” & @westernu

Incoming Messages	58.4k	
Sent Messages	2.4k	
New Twitter Followers	4.9k	
New Facebook Fans	5.0k	

61.7K INTERACTIONS
BY 35.6K UNIQUE USERS
31.8M IMPRESSIONS



#WesternU

Incoming Messages	105.3k	 2x
Sent Messages	10.1k	 5x
New Twitter Followers	10.9k	
New Facebook Fans	9.1k	

116.4K INTERACTIONS
BY 69.6K UNIQUE USERS
71.9M IMPRESSIONS

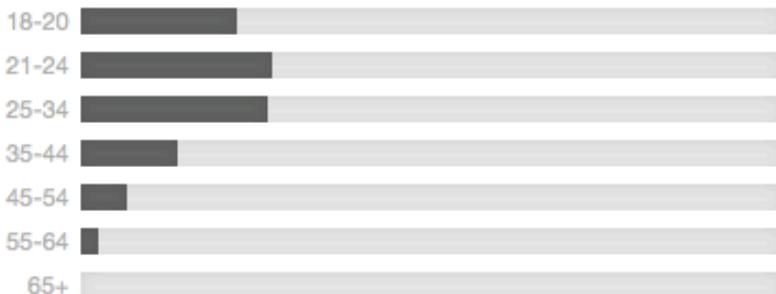


#WesternU

FOLLOWER DEMOGRAPHICS

 **48%**
MALE FOLLOWERS

 **52%**
FEMALE FOLLOWERS



TWITTER STATS

 **10,906**
New followers in this time period.

2x

 **27,383**
Link Clicks

 **14,087**
Mentions

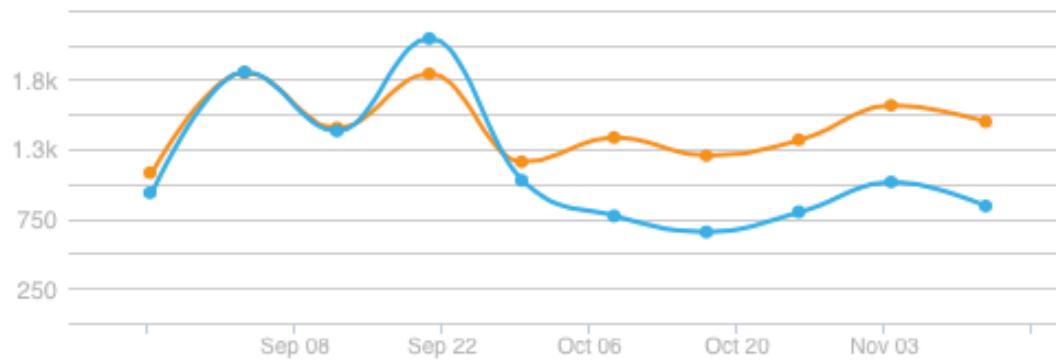
2.5x

 **11,258**
Retweets

4x

DAILY ENGAGEMENT

— @MENTIONS 14,087 — RETWEETS 11,258



OUTBOUND TWEET CONTENT

 **4,842** Plain Text

 **1,575** Links to Pages

 **801** Photo Links

Campus Clicks

- Tell your story in the newsfeed, not behind a link.
- Support a smaller number of great items over time.



Student Central

@westernuReg



Following

Our final exam schedule for Dec is now posted bit.ly/Westernuexams We will email students with direct final exam conflicts this week.



RETWEETS

6

FAVORITES

2



8:05 AM - 11 Nov 2014

2500



Western University

@westernu

See how #WesternU & #LdnOnt connect on
a new Western Revealed episode
@RTVLondon 8pm tonight featuring
@SmartAPPetite bit.ly/YAf7xx



...

RETWEETS

4

FAVORITES

2



4:57 PM - 4 Nov 2014

1600



Western University

@westernu

Learn about the cool new #WesternU mobile app developed here in #LdnOnt on Western Revealed tonight 8 pm @RTVLondon
bit.ly/YAf7xx



RETWEETS

4

FAVORITES

2



6:11 PM - 2 Sep 2014

1600



Western University
@westernu

The 101 (or so) things you need to know
about studying and living at #WesternU!
bit.ly/1tV77at



RETWEETS
7

FAVORITES
12



9:25 AM - 1 Sep 2014

480

Reaching Tweets

- Tag @usernames of people involved
- Think like the Weight Room
- Be in the Moment

500,200



Western University

@westernnu

Move in is underway at Perth, Essex,
Saugeen & MedSyd! #westernsowek
#sopharmy #whocheersloudest?
#offtowesternu



RETWEETS

13

FAVORITES

34



9:46 AM - 31 Aug 2014

c Affairs

148,900



Western University

@westernu

That @westernuCPSX #CSAMars mission recently at @westernu bit.ly/1mnkbpM via @ScottWx_TWN #westernu @csa_asc



RETWEETS

6

FAVORITES

11



8:26 PM - 24 Sep 2014

Public Affairs

88,300



Western University

@westernnu

Great game, boys! Final score: 63-15 for your
@westernmustangs at #westernhoco! via
@VuongKevin #purplereign



RETWEETS
124

FAVORITES
69



and Public Affairs

Thank You.

Melissa Cheater
Digital Content Manager

#westernu
#offtowesternu
#purpleandproud

twitter.com/westernu
facebook.com/westernuniversity
instagram.com/westernuniversity





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