

#ROADTORYERSON

How to Run a Kick-Ass Campaign



Hello!

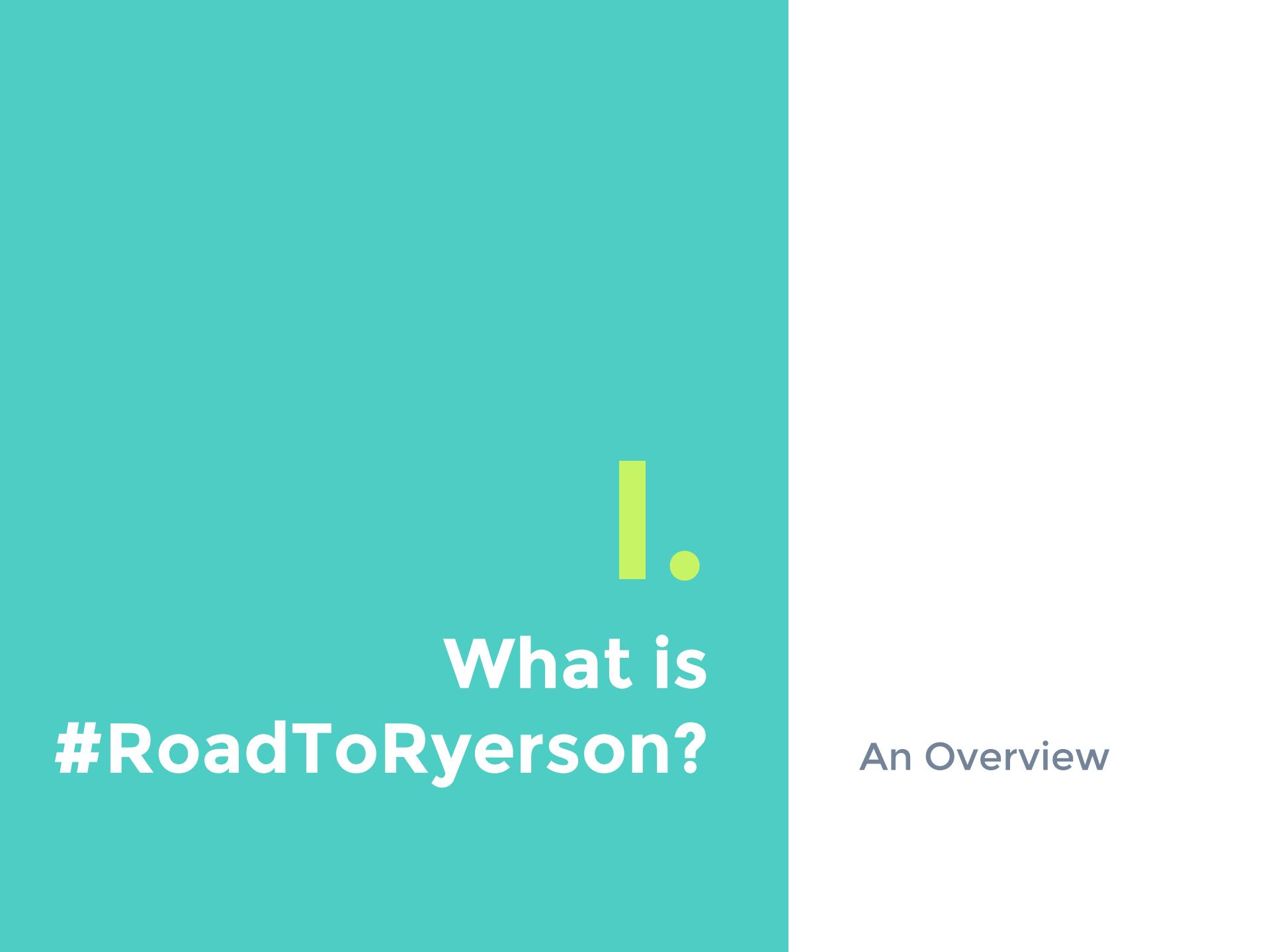
I am Bailey Parnell



@BaileyParnell

Learning Outcomes

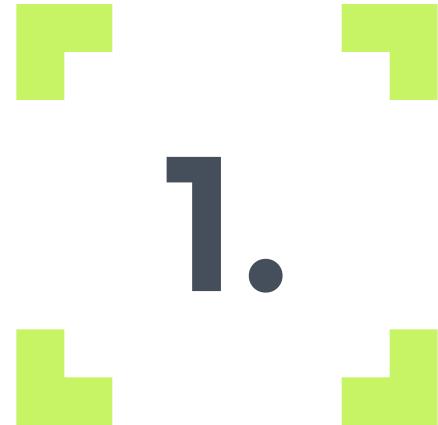
1. An overview of the successful #RoadToRyerson campaign
2. How to connect meaning to numbers in a campaign
3. How-to guide for campaign production



I.

What is #RoadToRyerson?

An Overview



Start with why

A need for the story of transition to be told.
By students, for students.

2. Audition the Students

- Visual
- Diverse
- Authentic



**Sunita Singh
Hans**



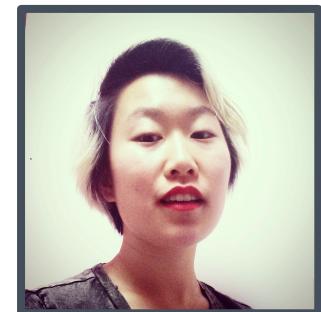
**Nolan
Blanchard**



Raven Lam



Mikael Melo



Enna Kim

3. Empower the Students

What to Pack for University/Collage? - mikaelmelo

Bedroom & Living

Kitchen & Bath

Electronics

School Supplies

0:24 / 5:23

You can also click [here](#) to find a written copy of my "What to Pack List"

STORIES SERIES #ROADTORYERSON RU LEADERSHIP PAN AM GAMES EVENTS

GET YOUR TICKETS

All Game Tickets RYA-Ryerson Athletic Centre Tickets and Event Dates

TRANSIT & TRAFFIC INFO

Temporary HOV Lanes and Travel Tips Learn about the temporary changes to the road network from June 29 – August 18 and how to get around during the 2015 Games. Avoid unplanned delays. Toronto and the Greater Golden Horseshoe region is expecting more than 10,000 athletes and officials. 250,000 visitors and 4,000 media during this time at over 30 venues located in a 5,300-square kilometre footprint.

Mikael Melo @mikaelmelo Follow

How I feel after course selection today... Glad it's done and over with. #RoadToRyerson

I SURVIVED THE HUNGER GAMES RAMSS

RETWEETS 3 FAVORITES 14 9:48 AM - 12 Aug 2014

Identity Crisis: Why Change is Scary

While browsing Instagram this past week I saw a comment that was attached to a @RUStudentLife post. That post was their announcement of this blog and the comment was: "Why is this guy so special?", I thought it was an interesting remark because it mirrored something that has been on my mind a lot.

When we make the transition from one institution to another, whether that be transferring schools or growing up and going to university, we are left with this period of time where we have to redefine ourselves. Everything that defined us previously has been fundamentally altered. No longer are we defined by our friends, our teachers, our (relative) successes or failures. It's a clean slate. This scares people. At the very least, it scares me.

There was a moment of panic this summer where I started to think: "Who even am I?". Admittedly, it came along with my attempt to introduce myself in my first blog post. I was suddenly tasked with sharing myself with an audience – something I was not quite used to. This meant being responsible for my social media on top of thinking of what really defines me. That put me in a conundrum because I believe maintaining a healthy and appropriate online presence is very important in the modern age however this comes with certain restraints. Sharing some things, however harmless they are, may reflect back on me. And part of that comes from my fear of not being accepted by my peers.

PAN AM GAMES 2015 RYERSON ATHLETIC CENTRE
CIBC
Canada Ontario

Nolan Blanchard @NxBlanchard Follow

My co-writers are crazy talented and beautiful people and I am so excited to follow their journey over the next month/year #RoadToRyerson

RETWEETS 3 FAVORITES 5 12:08 AM - 11 Aug 2014

R T
4.
L J

Share! Share! Share!

ryersonstudentaffairs.com/roadtoryerson

1100+ Tweets

2300+ for #RoadFromRyerson



565 Including #LGG3

Over 50%

54,000 Daily Impressions

Average

Top Words

CHECK GETTING
BLOG RYERSON MEET TODAY SCHOOL
FOLLOW RURISE2014 :) SELFIE LOVE
CAN'T I'M WEEK PHONE
IT'S AMAZING FROSH WIN EXCITED TORONTO
STUDENTS THEIR

Top Hashtags

#excited #cbatru
#lgselfiespot #creative #rtahype #ryersonu
#2days
#lol #selfie #nikonrise2014 #rurise2014
#ryerwhattt #ramily #ryersonsa #moveinday2014
#happy #ryeres #ramss #illc #ryerez #allurebeaver
#despicableme

630+

Instagram Posts



13,000+ Pageviews

17K+ for #RoadFromRyerson



350,000+ Ad Impressions

130,000+ During Orientation Week

the Eyeopener

The screenshot shows the homepage of the Eyeopener website. At the top, there's a navigation bar with links for About, Contact, Archives, and Downloads. Below the navigation is a banner with the number '15' and a dropdown menu for 'ARTICLES'. The main menu includes NEWS, ARTS & LIFE, FEATURES, SPORTS, BUSINESS, COMMUNITIES (which is highlighted in red), and FUN. There's also a 'MULTIMEDIA' dropdown. A search bar is located at the top right. The main content area features a headline 'Blogging the #RoadToRyerson' with a sub-headline 'Communities September 30, 2014'. Below the headline are two photographs of students: Mikael Melo and Sunita Singh Hans. A caption below the photos reads: 'Mikael Melo and Sunita Singh Hans are two of the Road To Ryerson bloggers'. Another caption below says: 'Photo: Natalia Balcerzak and Jess Tsang'. The text continues with: 'By Deven Knill and Natalia Balcerzak RU Student Life is trying to ease the university transition by featuring five first-year students and their journey at Ryerson with the creation of the Road To Ryerson blog. "Nobody tells student stories better than students," said Bailey Parnell, social media specialist for Student Affairs Creative.' It then describes how RU Student Life asked incoming students to send in a video on why they were excited to come to Ryerson, received more than 20 submissions, and selected five bloggers. The final part of the text discusses the bloggers' experiences publishing weekly posts about their first weeks at Ryerson.



Canadian Council for the
Advancement of Education | Le Conseil canadien pour
l'avancement de l'éducation

Category 15: Best PR/Marketing/Communications Initiative

GOLD

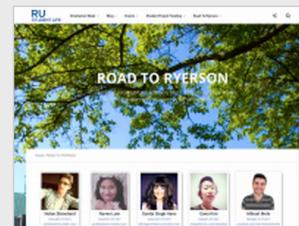
Ryerson University
#RoadToRyerson

- [Submission Summary Document](#)

eduStyle

BEST COMMUNITY DRIVEN SITE/USE OF SOCIAL MEDIA

Judged



Ryerson University - Road To Ryerson

<http://studentlife.ryerson.ca/roadtoryerson>
View Preview

People's Choice



Oregon State University - This is Beaver Nation

<http://sites.oregonstate.edu/beaver-nation/>
View Preview

A group of six young adults, three men and three women, are smiling and posing together indoors. They are standing in front of a wall with a mural featuring a landscape and some text. The group is arranged in two rows, with three people in the back row and three in the front row.

But did we have an impact?

III.

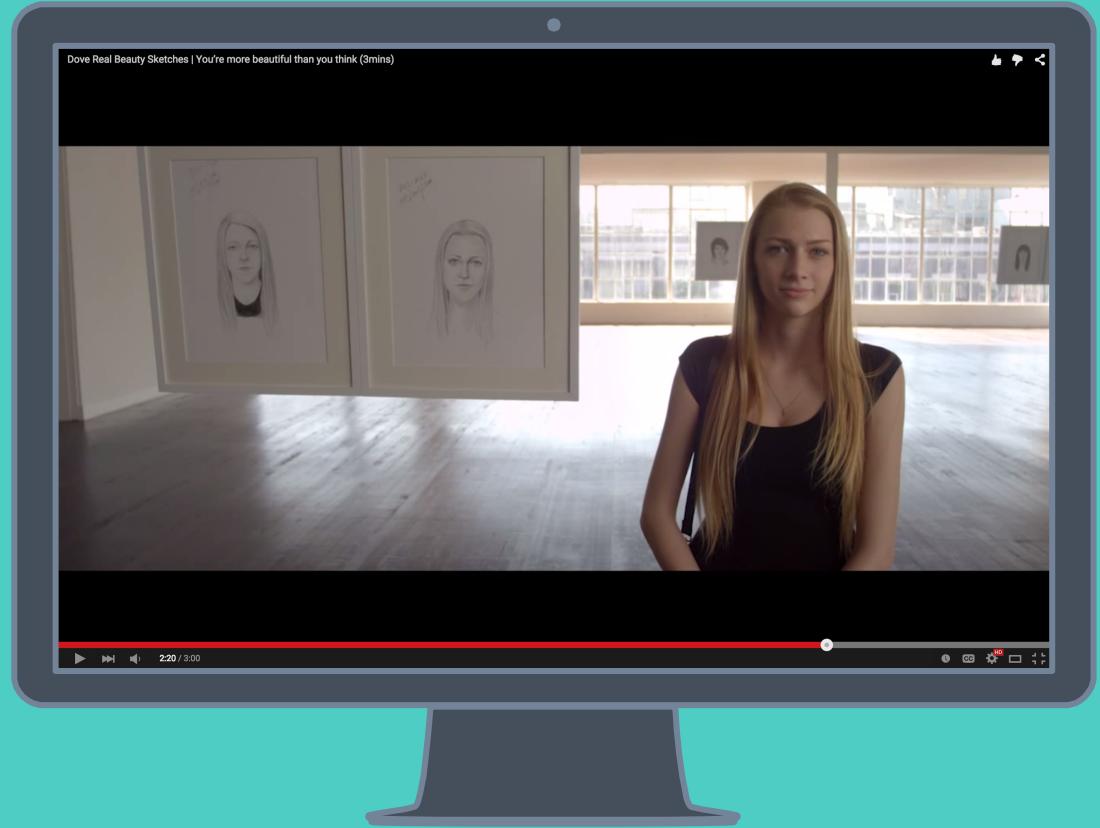
Connecting Meaning to Numbers

Value All Around



Old Spice's “Smell Like A Man”

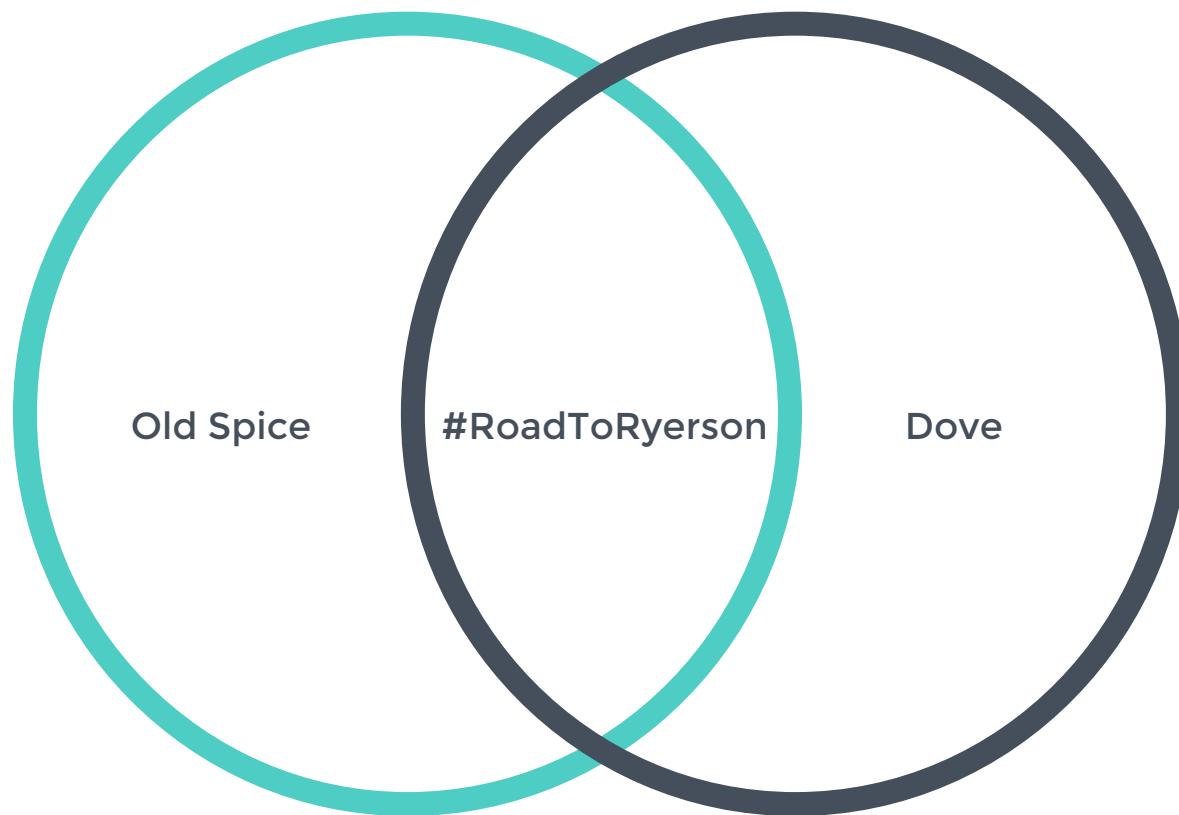
Funny. Different. Impactful.



Dove's “Body Image”

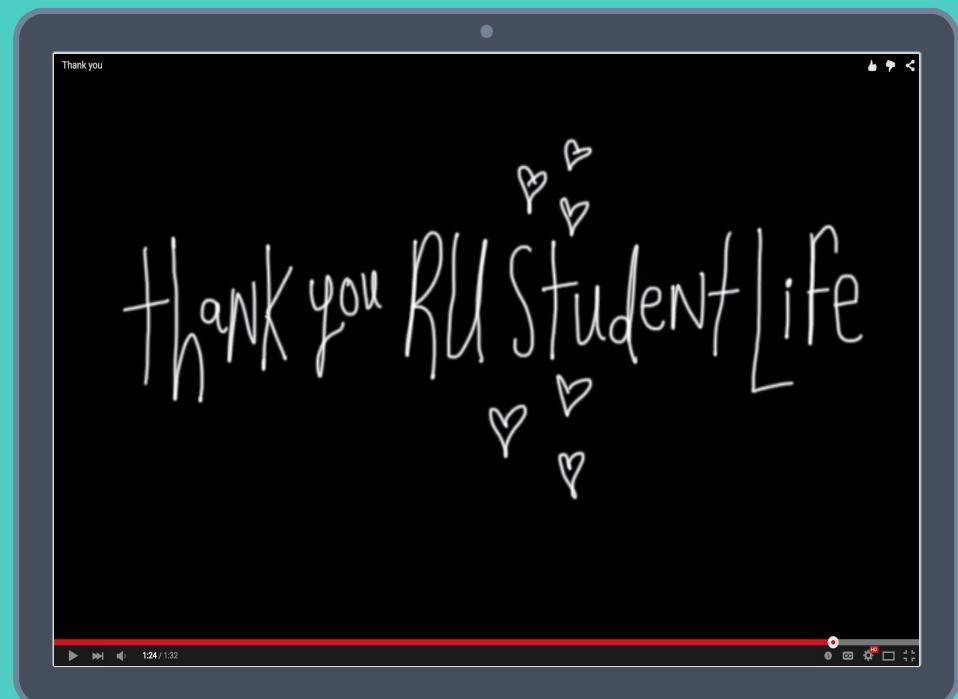
Serious. Meaningful. Impactful.

Happy Medium



Mikael

"It has truly been an extreme blessing to have been chosen to blog about my experience upon arrival to Ryerson. This experience has opened so many wonderful opportunities, helped me document my first year memories, and has allowed me to meet several of the incredibly diverse, loving, positive, and fantastic Ryerson community members... Can't express enough gratitude to RU Student Life and LG Canada for everything they've done for me. It's been a fantastic journey and an absolute pleasure meeting each and every one of you :)"



Raven

Reactions From 'The 5'

Reactions From Other Students

Love the #RoadtoRyerson blogs! They make my road seem less daunting. :3
@mikaelmmelo @bedroompunk @fongkikid @NxBlanchard @MSchwahnForever

RETWEETS 2 FAVORITES 4

7:52 PM - 18 Aug 2014

Ryerson Student Life @RUStrudentLife · Aug 18
@ErinGuerette Glad to hear it Erin! Welcome to the Ramily! ^_^ @mikaelmmelo @bedroompunk @fongkikid @NxBlanchard @MSchwahnForever

@MSchwahnForever I love your #RoadToRyerson blog, even though I'm from the GTA I can still relate to so much :)

Reply Retweet Favorite More

RETWEET 1 FAVORITES 2

9:08 AM - 29 Aug 2014

Reply to @minakshi_kareer @MSchwahnForever

SunitaSHans @MSchwahnForever · Aug 29
@minakshi_kareer This makes me so happy, thank you! What program are you in? I hope to see you around! :)

Reply Retweet Favorite More

Minakshi Kareer @minakshi_kareer · Aug 29
@MSchwahnForever I'm in Biology, looking forward to it!

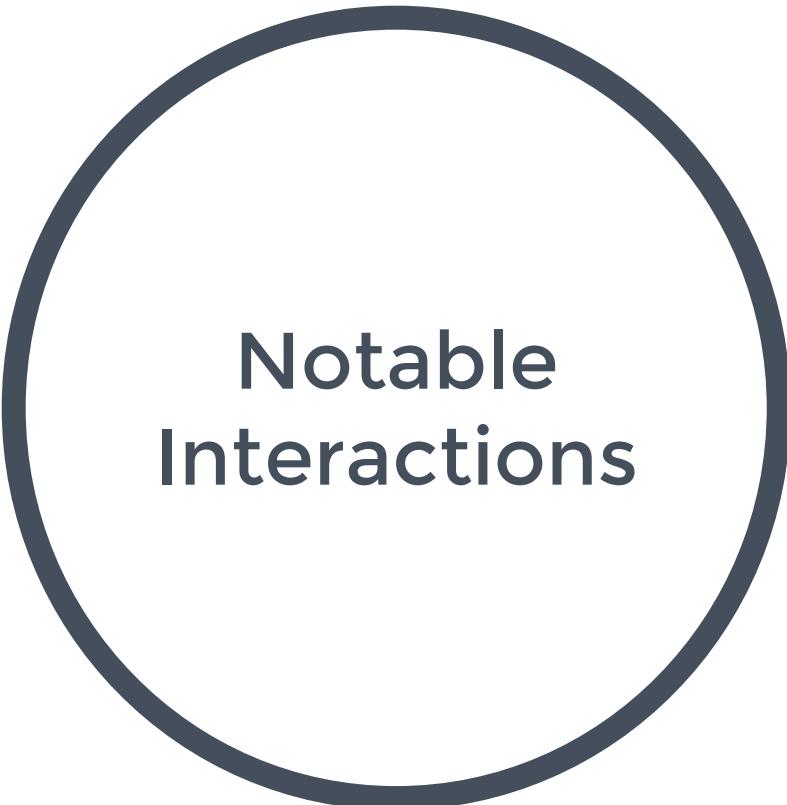
Reply Retweet Favorite More

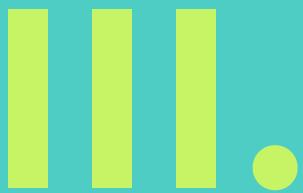
7:58am, the calm before the storm. Good luck to all tributes and may the odds be ever in your favour. #RoadToRyerson #RAMSS

RETWEETS 7 FAVORITES 17

7:58 AM - 12 Aug 2014

Calculating Campaign Success





Spreading the Love

A How-To Guide

Producing Campaigns

@BaileyParnell



1.



Start With Why

Know why you're running the campaign and what you hope to get out of it. Set goals.



2.



Plan

Identify collaborators, create schedules, develop marketing plan, etc.



3.



Build

Create the assets, webpages and scheduled posts. Prepare audience and start tracking.



4.



Launch

Only after all of the “pre-production” is done can you move into “Production.”



5.



Monitor & Pivot

Continuously monitor the success of your campaign. If something work, keep it. If it doesn't, ditch it.



6.



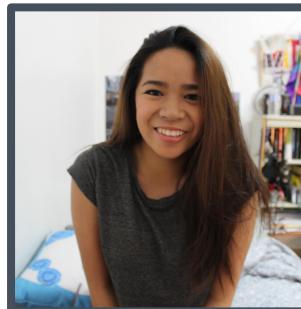
Reflect & Report

Complete Kolb's learning cycle and reflect on the campaign's success. Produce a post-report with numbers & notables.

Meet This Year's Team



Jamie Hills



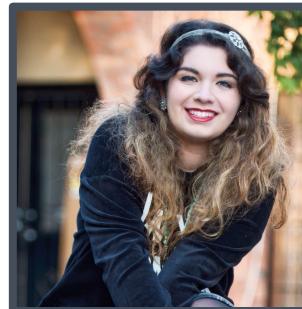
Jillian Maniquis



Jolyon Etaoghene



Nida Shaikh



Rebecca Williamson



Zach Tng

Increased diversity of program, faculty & background.

Thanks!

Any questions?

@BaileyParnell
bailey.parnell@ryerson.ca

Resources

[Click to see example!](#)

Post Report & Reflection



Marketing Plan

