

Disclaimer



This is intended for sharing purposes only and do not replace independent professional judgment.

Statements of fact and opinions expressed are not the opinion or position of Singapore Management University.

Due to the short project time frame, statements & opinions are made based on certain assumptions.

Any resemblance to real persons, living or dead, is purely coincidental.



An SAA Inspired Project -



[Fb.com/SmURVIVE](https://www.facebook.com/SmURVIVE)



SmURVIVE.sg

Objectives



- 1. A VOICE**
- 2. EFFECT CHANGE**
- 3. CONTRIBUTE AND RECEIVE**



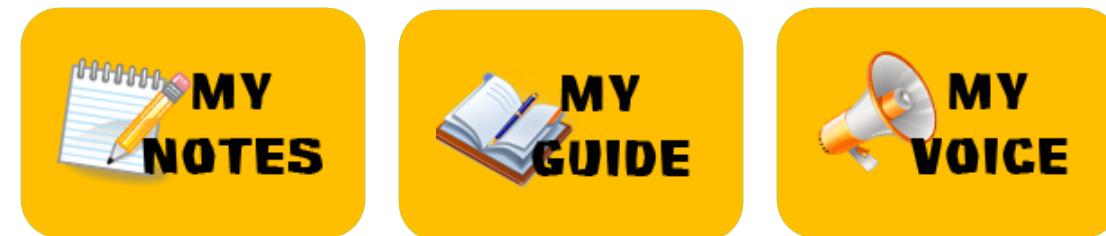
Overview



Campaigns

Stress Campaign

Core Services



Platform



Target Audience

SMU Community



Overview



Campaigns

Stress Campaign

Core Services



Platform



Gateway
to
Smurvive.sg



source
of
content

**Target
Audience**

SMU Community

SMU Community



- 8,300 Students
- Almost ALL student organizations have a Facebook Page
- Range of “Services” from Confessions to Lobangs hunting



Gift from god



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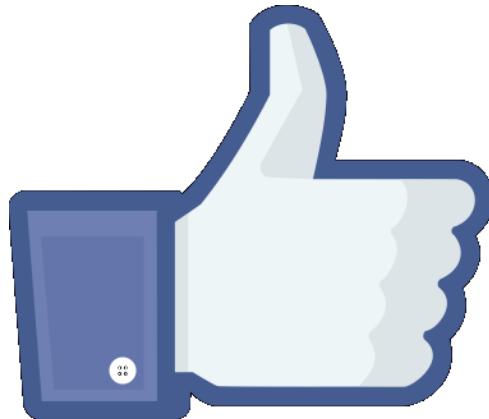


source
of
content

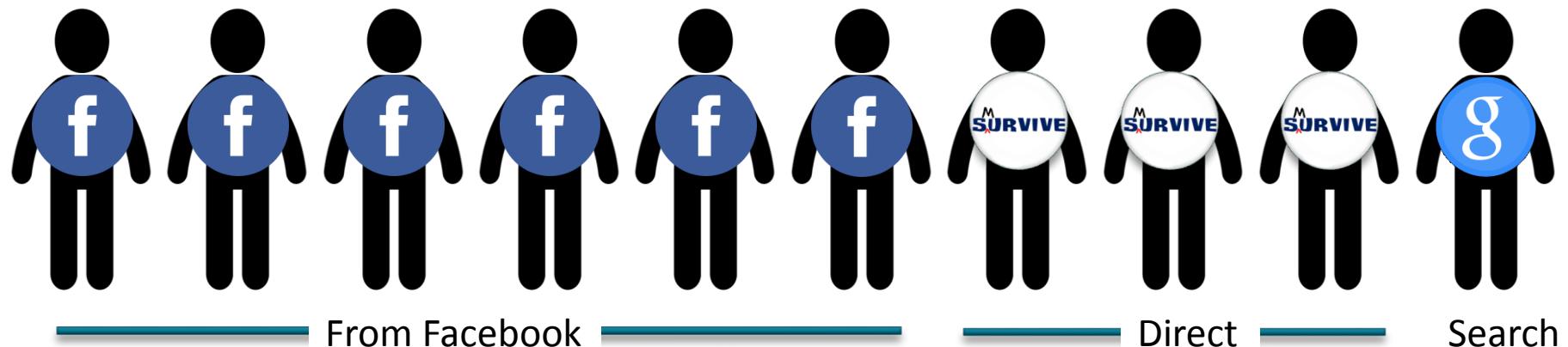
Target
Audience

SMU Community

Effectiveness of Facebook



**113 Organic Likes
950+ Visits from FB**



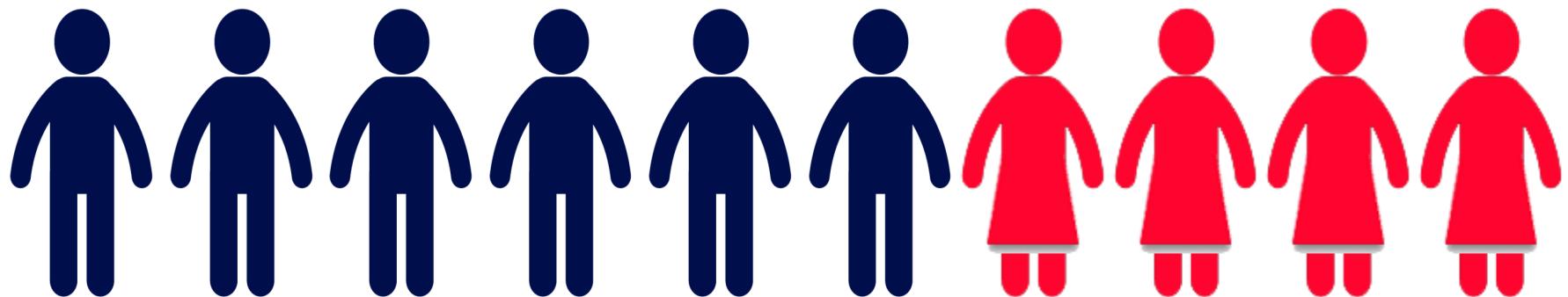


DEMOGRAPHICS

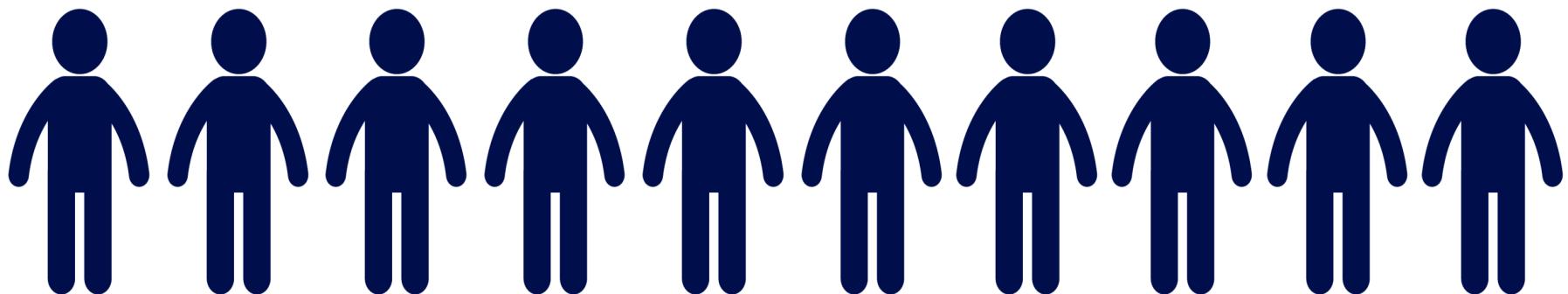
M
SURVIVE.



Gender

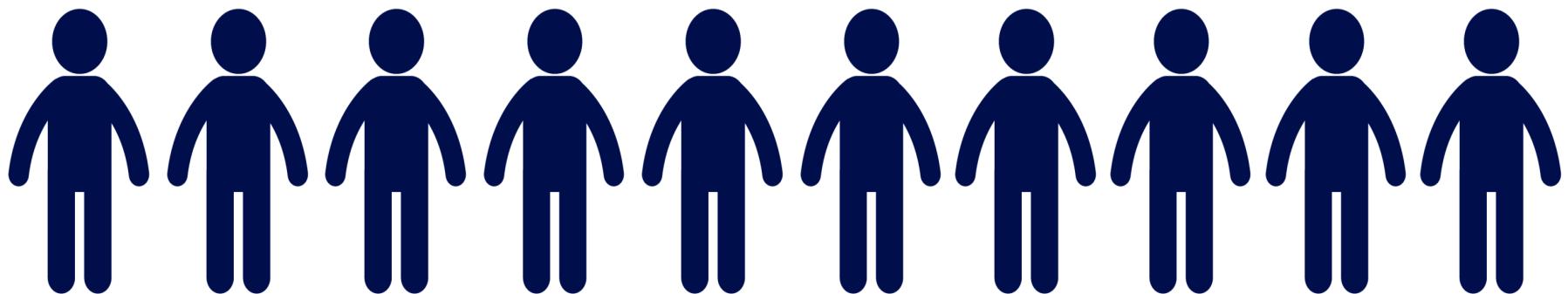


Network Provider



Others

Age Group

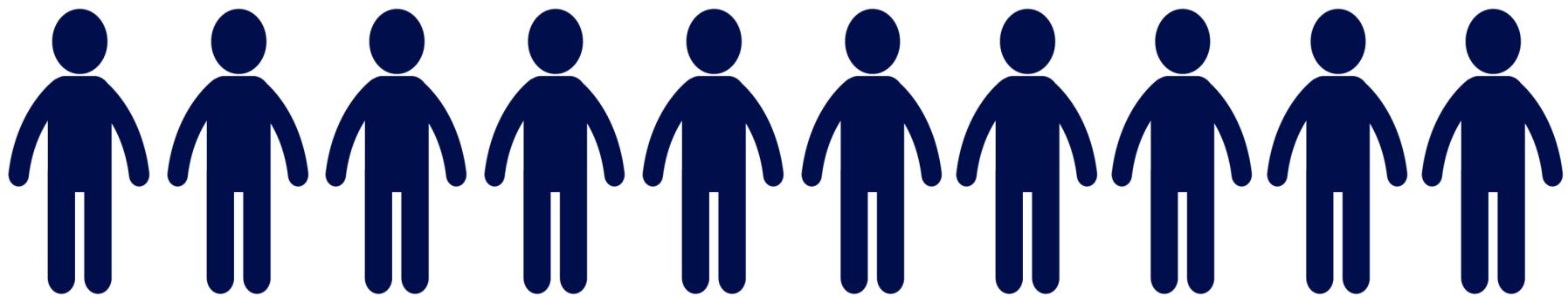


18-24

25-34

>35

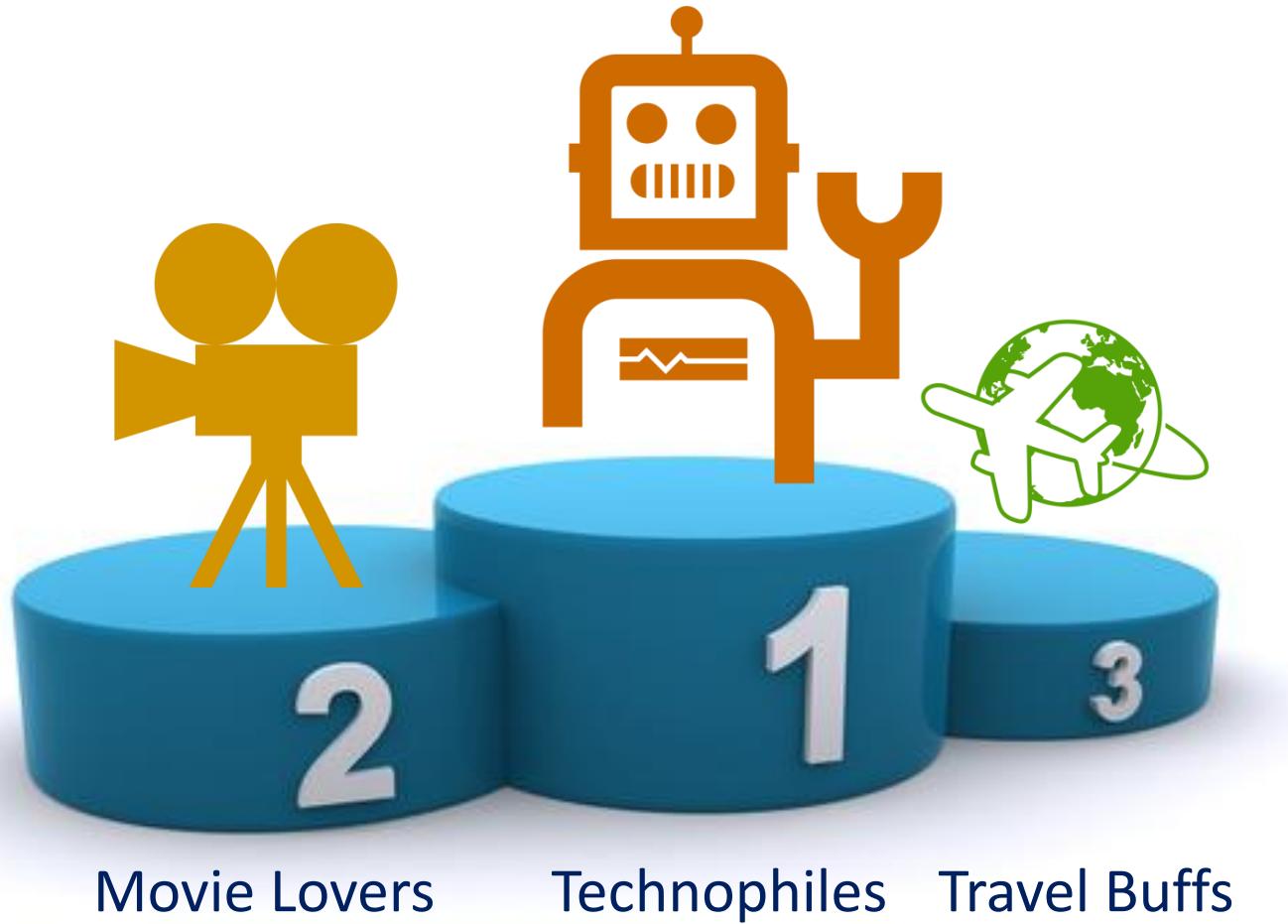
Number of Visits (1440)



LOYALTY

— New —

Interests



Highlights



Overview



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Smurvive.sg



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of
content

Target
Audience

SMU Community

Takeaways



NOT POPULAR
AMONG SMU
COMMUNITY

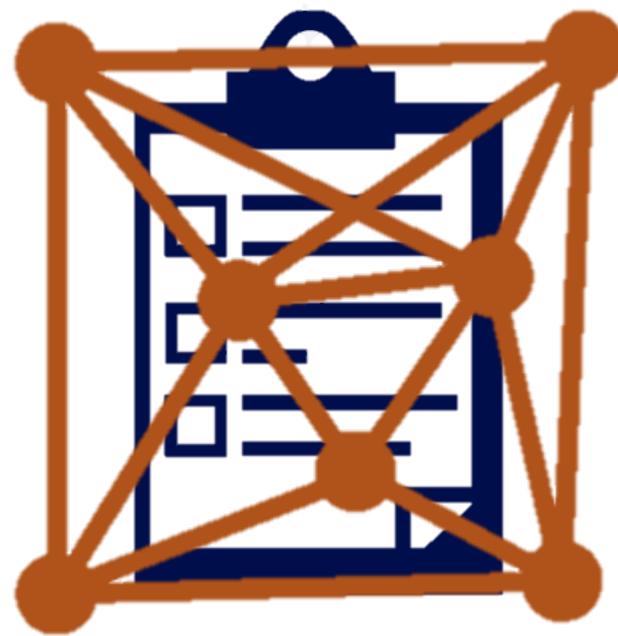


GAMIFICATION != CONTRIBUTION

Takeaways



LACK OF TRUST



COMPLEX RULES

Takeaways



FOOD = LOVE



NOT BAD
MEMES → ADVERTISING



TIME CRITICAL



CATEGORY SPECIFIC

Overview



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SMU Community

STRESS Campaign!



How **STRESSED** are you?



INFORMATION SYSTEMS LAW
BUSINESS SOCIAL SCIENCES
ACCOUNTANCY ECONOMICS

**TELL US WHAT YOU ARE STRESSED ABOUT THIS WEEK
TO STAND A CHANCE TO WIN A**

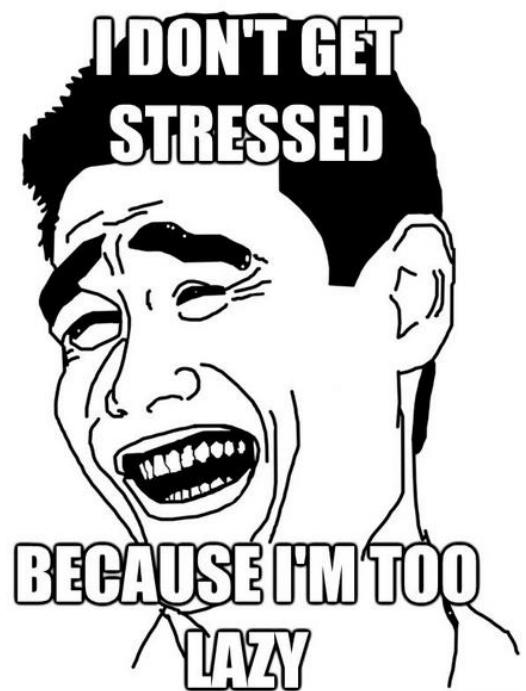
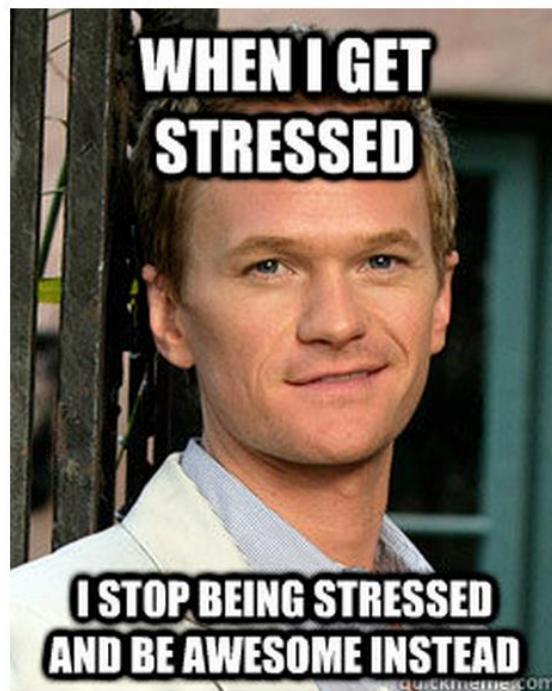
\$10 CAPITA VOUCHER

1 WINNER EACH WEEK TILL WEEK 13

**UPDATE US ON WHAT YOU ARE STRESSED ABOUT
FOR ALL 3 WEEKS AND STAND A CHANCE
AT THE BIGGER PRIZE OF**

\$30 CAPITA VOUCHER!

Facebook Artifacts



EDM via Peer Helpers



THE STRESS TIMES

Week II Edition

SMU Stress Index

On a scale of 1 (no sweat) to 10 (Xtra Stress), based on a quick poll on SmURVIVE.sg/stress

7.7 / 10

SMU Stress Area

Generated from the inputs of what SMU students are stressed about



Stress Management

Ways to Manage **STRESS**

Everyone
little love,

Everyone needs a little love, but not too much stress. As SURVIVORS, we are no exception.



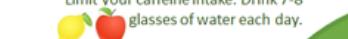
7 out of 10 teens say they are stressed



Make a "To Do" list before each study session. It will keep your priorities in check and give you a sense of satisfaction when you cross out completed items.



When creating your timetable, make time for breaks. Get up from your study position, have a snack and move about. Make breaks longer as the day goes by.



 Eat foods high in protein, potassium, calcium, Vitamins B & C. Limit your caffeine intake. Drink 7-8 glasses of water each day.



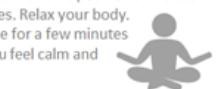
Get help from people at your school, such as guidance counsellors (i.e. Peer Helpers), or from family and friends.



pro
se
cre



Scheduled
Breaks



Share with us on how stressed you are to win
CapitaMalls Vouchers weekly!!!
Log on to SmURVIVE.sg now

Presented to you by

Supported by



Posters Around School



FREE ANTI-STRESS KIT

Use at your own risk.



Instructions:

1. Follow direction in circle
2. Repeat until you are no longer stressed or unconscious



Credits: Prof K

GO TO
M SURVIVE.sg/stress
TO STAND A CHANCE TO WIN A
\$10 CAPITAVOUCHER !!!

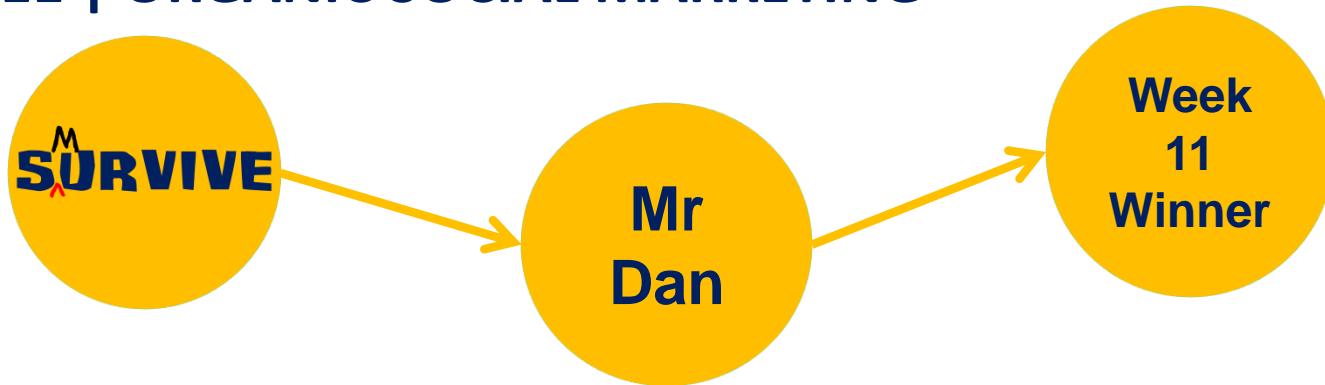


Findings from Stress Campaign



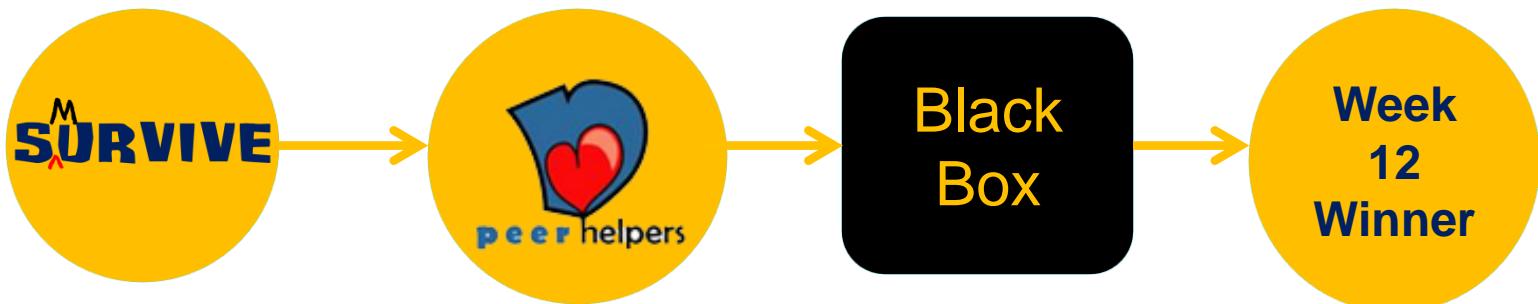
Social vs Traditional Marketing

Week 11 | ORGANIC SOCIAL MARKETING



Limited reach, within same cluster

Week 12 | TRADITIONAL MARKETING



Jumps between different clusters

Seeing is Believing



Awareness != Conversion



Objectives



- 1. A VOICE** 
- 2. EFFECT CHANGE**
- 3. CONTRIBUTE AND RECEIVE** 

M SURVIVE
OUTSMART, OUTPLAY, OUTSTAND



Going back in time...

Time Machine



Stress Campaign



Gateway
to
Smurive.sg



source
of
content

SMU Community

TARGET AUDIENCE

SMU Community

- Talk about us offline
- Appreciates Guide Posts

we love
SMU

Time Machine



Stress Campaign



Gateway
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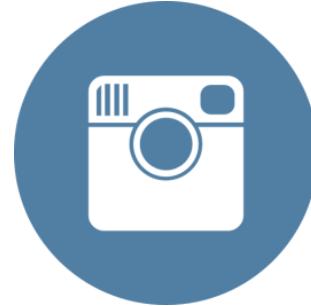
source
of
content

SMU Community

PLATFORM Properties

VS

Demographics



Time Machine



Stress Campaign



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of
content

SMU Community

CORE SERVICE

My Notes

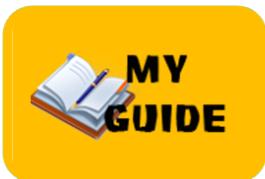
WHAT GOES BACK AROUND... COMES BACK AROUND.. POINTS



Time Machine



Stress Campaign



Gateway
to
Smurive.sg



source
of
content

SMU Community

CORE SERVICE **My Guide**

- People who bought this, also bought...
- You might also like ...



Time Machine



Stress Campaign



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Smurive.sg



source
of
content

SMU Community

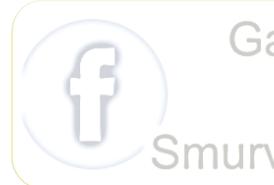
CORE SERVICE **My Voice**

I Love
SMU

Time Machine



Stress Campaign



SMU Community

CAMPAIGNS

Intensify Collaboration





INDIVIDUAL LEARNING POINTS

MR. V



- Time for SIS students to be aware that not everyone is IT Savvy.
- Ideas for content just comes from everywhere (as simple as people asking you how to do it)



MR. T



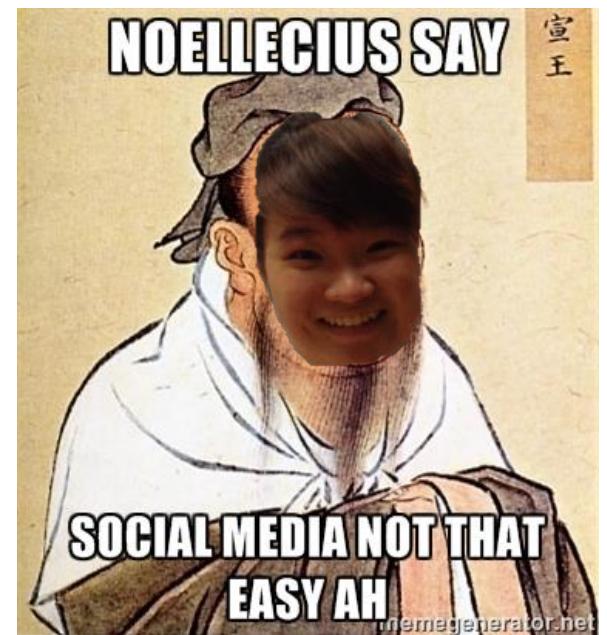
- Good relationship with people help to get things done
- It takes more than good content to get things viral
- Easy to get people to like, difficult to get people to start posting



MR. L



- Garnering attention on social media is a difficult feat.
- People only see what they want to see and not what others want them to see.
- Random content works better than structured content.



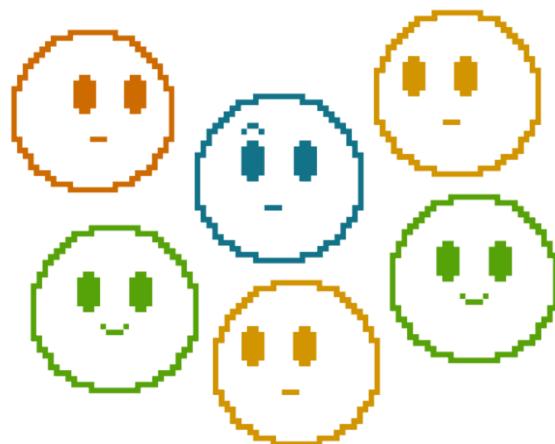
MS. N



①

M
SUBJ~~IVE~~

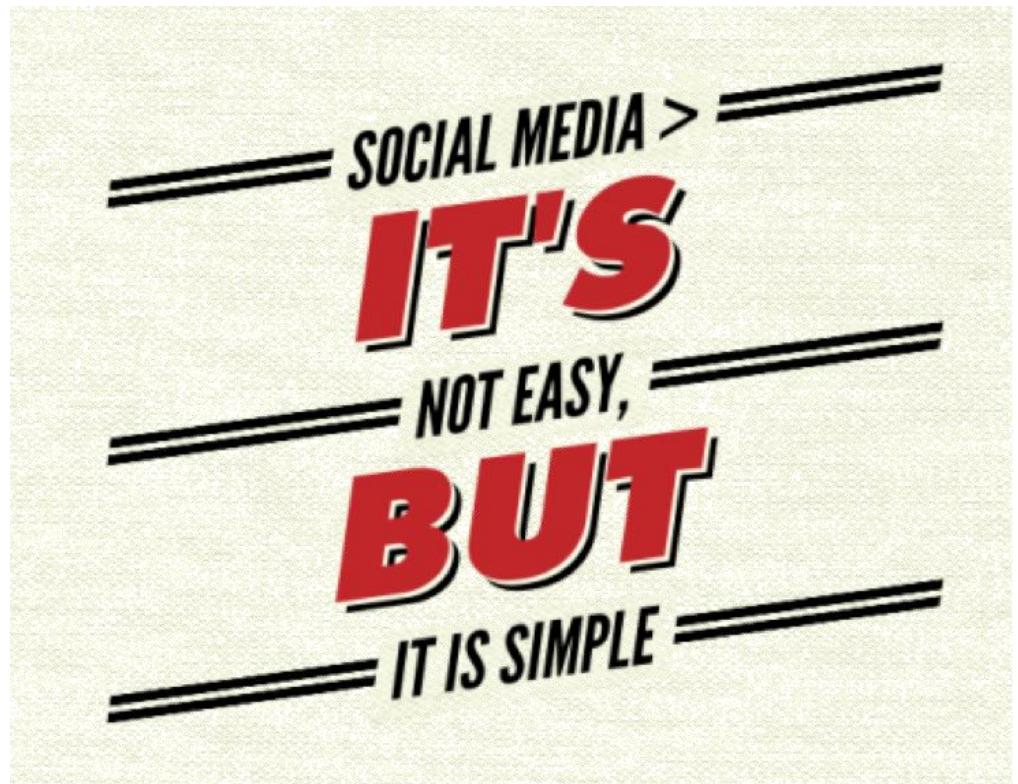
②



MR. MOOSE



- Social Media
is not that
easy



Long-Term Sustainability



Marathoner



Sprinter



With Gratitude...



“We must find time to stop and thank the people who make a difference in our lives.”

John F. Kennedy

SPECIAL THANKS TO

Prof Kyong

SIS General Office

SISS- Kaiwen

Peer Helpers

Zhanwen (VPN Mac Version)

and many others who helped us along the way...





An SAA Inspired Project -



[Fb.com/SmURVIVE](https://www.facebook.com/SmURVIVE)



SmURVIVE.sg

Measurables: SmURVIVE.sg

Metric	Rationale	Goal	Achievement
Number of Visits	Website's popularity	500	1440
Visits by Service providers (SMU)	Engagement level of SMU community within Campus	40 %	43.69
Average Visit duration	Is the content interesting enough to keep them within the site?	15:00	03:08

Measurables: SmURVIVE.sg

Platform	Metric	Rationale	Goal	Achievement
 The Facebook Insights logo, featuring the word "facebook" in white on a blue background with a small profile icon, followed by "INSIGHTS" in white and a line graph icon.	Number of Likes	The popularity of site content	100	31
	Number of Shares	The virality of site content	100	73
	Number of Comments	Whether the site content interesting enough to generate comment	50	5
	Referral Traffic to Site	Effectiveness of FB as a gateway to SmURVIVE.sg	400	988