

Our ACES Strategy: Friendly Facebook Competition

Regan Emkes, ACES Communications
and Marketing Intern



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I <3 Illinois Week Statistics

Top 5 Colleges Overall:

1. **ACES: 35% increase**
2. FAA: 11.9% increase
3. Medicine: 9.9% increase
4. LAS: 3.86% increase
5. Business: 1.66% increase



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A quick timeline

- Constructed initial campaign outline
 - When contest was announced Mid-Feb
- Executed the campaign
 - February 23-27
- Evaluated and revamped efforts
- Celebrated and reevaluated after



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Developing the Campaign

- Get the word out
 - In addition to Facebook, leverage as many venues as possible.
 - Twitter, Instagram, LinkedIn, ACES Website, Voices of ACES Blog, Email blasts, and word of mouth.
- Create great content
 - Questions, challenges, prizes to get people involved and advance our brand
 - Developed a daily theme
- Engage your resources

MONDAY

I ❤️ ACES DAY!

Share the love. Like us on Facebook. Win a prize!

TUESDAY

I ❤️ ACES

Alumni Day

Share the love. Like us on Facebook. Win a prize!

WEDNESDAY

I ❤️ ACES

Wear Orange Wednesday

Share the love. Like us on Facebook. Win a prize!

THURSDAY

I ❤️ ACES

Student Day (RSO)

Share the love. Like us on Facebook. Win a prize!

FRIDAY

I ❤️ ACES

Faculty Friday

Share the love. Like us on Facebook. Win a prize!



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Campaign Execution

- Scheduling messages
 - Helps keep the focus on the evaluation and revamping when necessary
- Rounding up the troops
 - One person is not enough, need to involve the whole team
- Get college administration on board



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Revamping

- Evaluate success in every channel once or twice daily
- Add or take away content based on success
- Keep track of current events in the community to alter the campaign as needed



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Celebration and Evaluation

- Acknowledge and celebrate successes in the campaign
- Evaluate and take note of improvements for the future
 - Start planning for next year



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Main Takeaways

- Teamwork
- Using resources wisely
- Flexibility
- Willingness to prioritize
- Promote your branding

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