

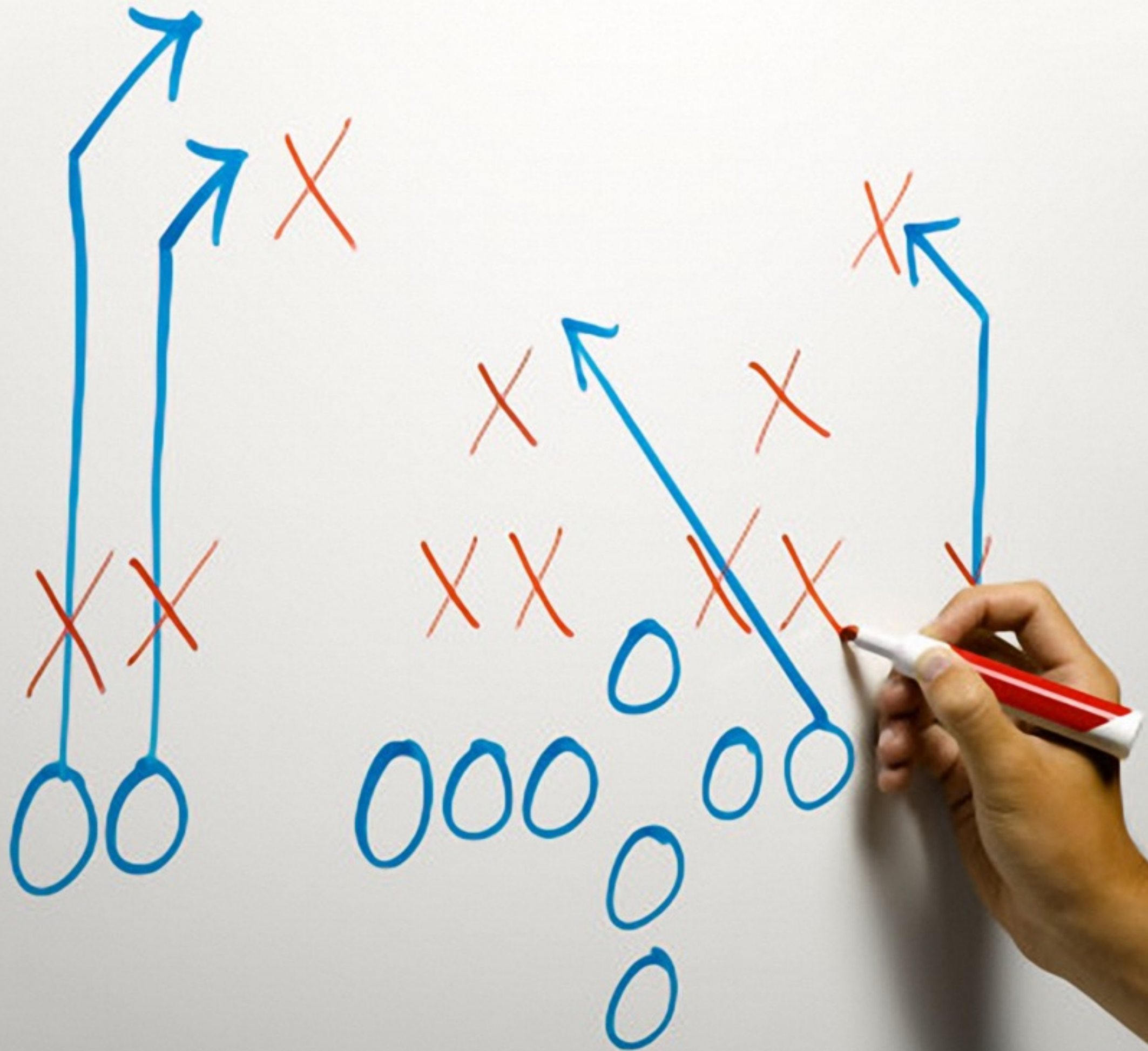
ENGAGING WITH FUTURE ILLINI

OFFICE OF COMMUNICATIONS FOR ENROLLMENT MANAGEMENT

KALEE ACKERMAN - PROJECT MANAGER

LAURA PODESCHI - CONTENT MANAGER

IT STARTS
WITH A PLAN



SOCIAL MEDIA COMMITTEE





The people who like your Page

Women

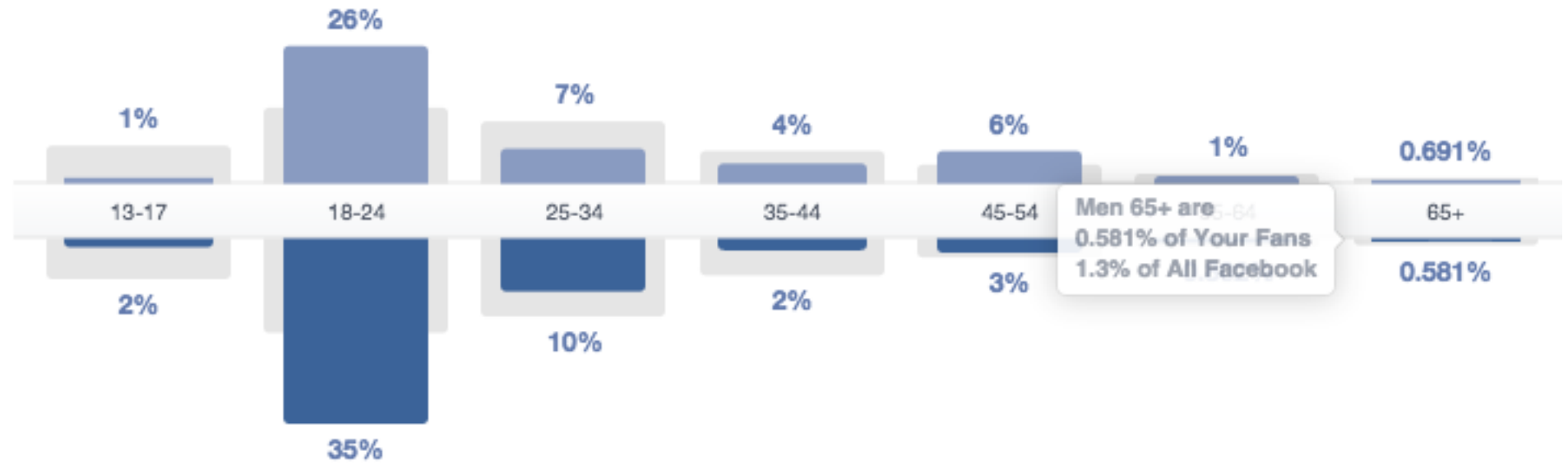
46% Your Fans

46% All Facebook

Men

53% Your Fans

54% All Facebook



Engagements

Showing 28 days with daily frequency

ENGAGEMENT RATE

6.5%



LINK CLICKS

1.9K



On average, you earned 66 link clicks per day

RETWEETS

302



On average, you earned 11 Retweets per day

FAVORITES

599



On average, you earned 21 favorites per day

REPLIES

76

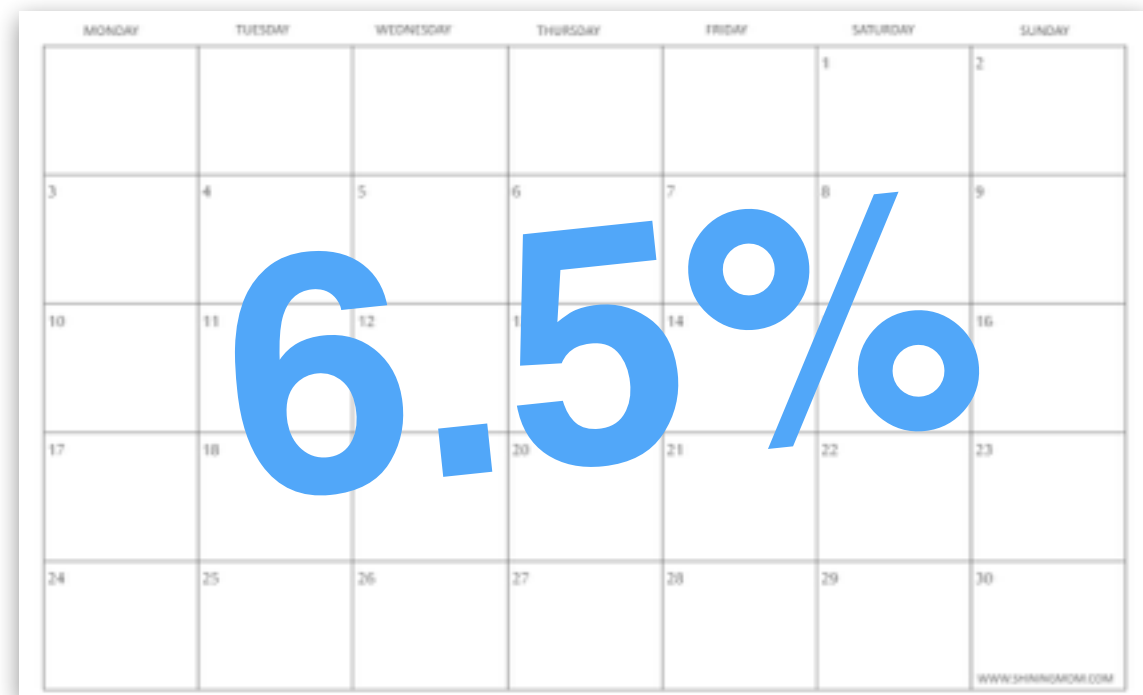


On average, you earned 3 replies per day

November 2014



February 2015



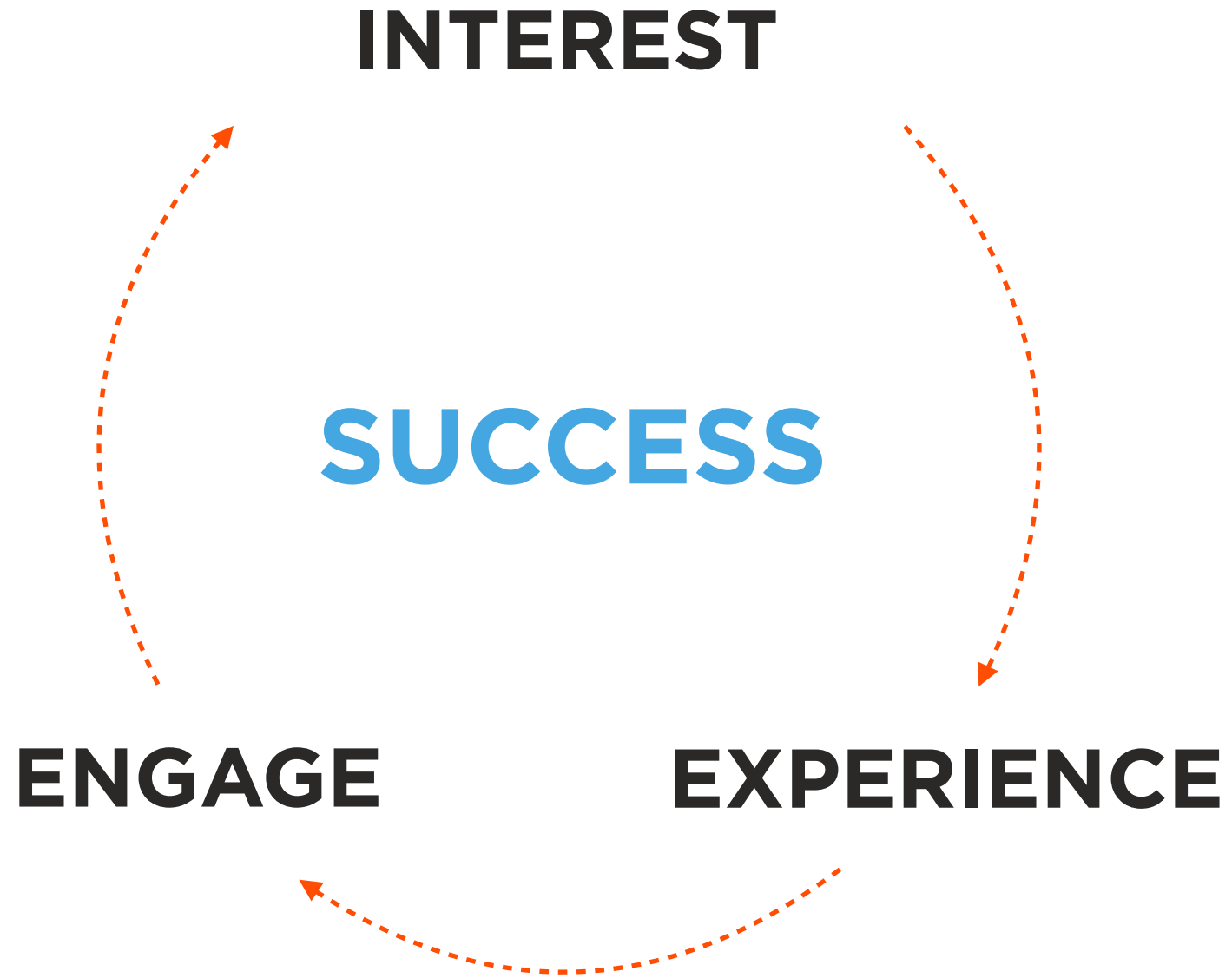
SETTING GOALS

INTEREST

SUCCESS

ENGAGE

EXPERIENCE



POSTING ISN'T
EVERYTHING

GEN Z

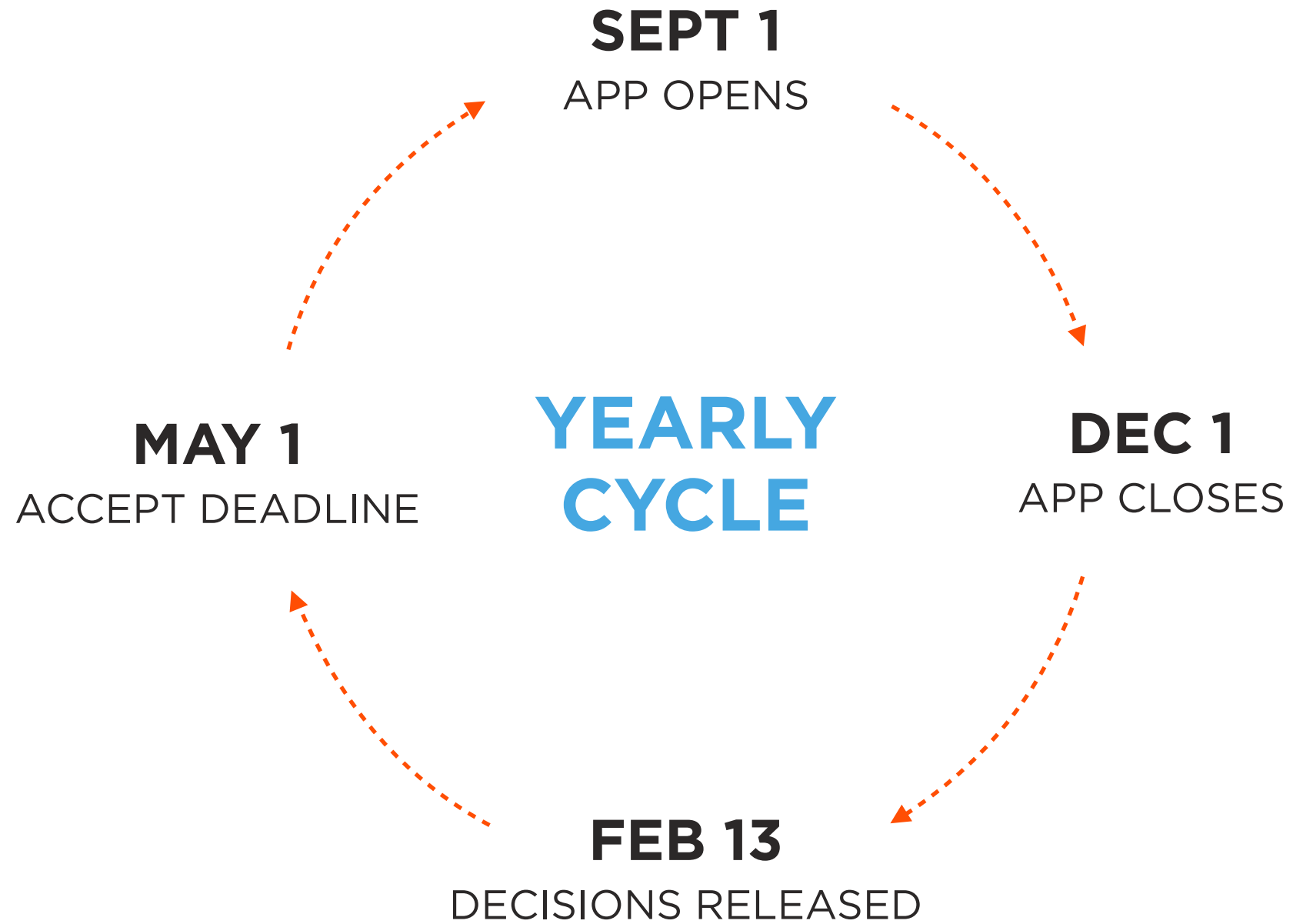


They have an 8-second filter.

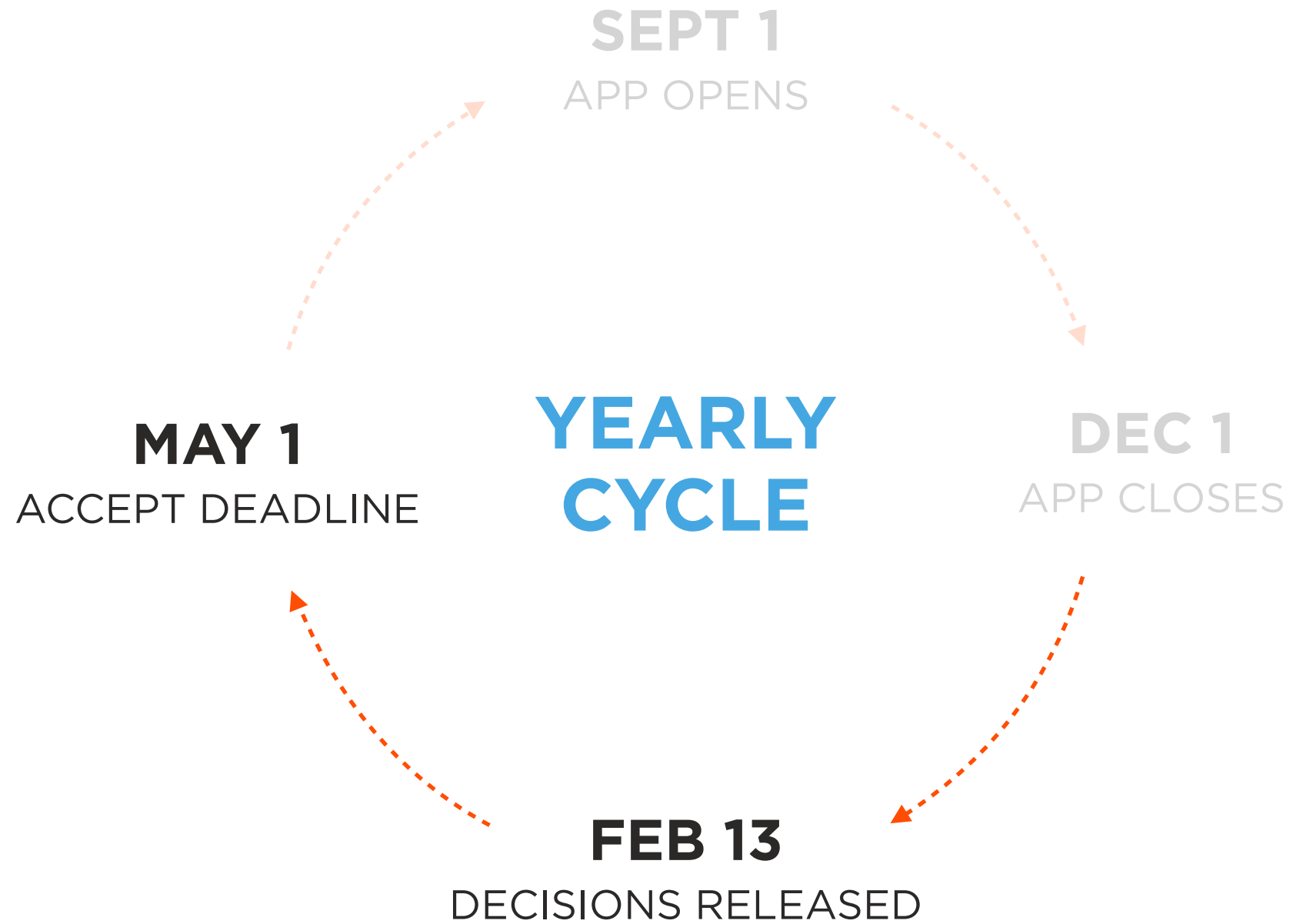
**They've never known a world
without the Internet.**

They communicate through images.

ADMISSIONS TIMING



ADMISSIONS TIMING



LEAD-UP



Illinois Admissions @uofiadmissions · Feb 2

It's 11:11 am & 11 days away from revealing whether you got into the 11th best public university in the US! [#GetExcited](#)
[#WorththeWait](#)

RETWEETS

5

FAVORITES

17



Illinois Admissions @uofiadmissions · Jan 19

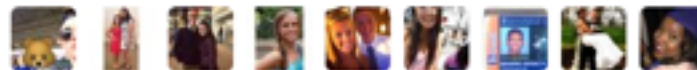
25 days until you find out if you've been admitted to the 25th best university in the world (always #1 in our eyes though!)
[#WorththeWait](#)

RETWEETS

6

FAVORITES

18





COUNTDOWN TO DECISION DAY, FEB. 13:

21 DAYS

Trust us, we're worth the wait.

Enter Champaign-Urbana, and you're in Fighting Illini territory. Our **21** Big Ten, Division I sports teams make it easy for you to cheer on the Orange and Blue all year long. Get ready to sing "Victory, Illinois, Varsity!"

See [other reasons](#) why Illinois is worth waiting for.



[Social Networking for Future Illinois Students](#)



illiniview

Following

4 months ago

ONE. WEEK. #FlashForwardFriday #GetPumped
#WorththeWait

amb0295, indrajit31_official, sanyana5 and 166 others like this.



jenuinelygen

@groovygiraffes



groovygiraffes

@jenuinelygen how do I get this shirt??????????????????



groovygiraffes

I NEED IT @jenuinelygen



illiniview

@ggreene54 glad you're excited! Go Illini!



illiniview

@groovygiraffes these limited edition shirts are not for sale, but newly admitted students may have the chance to win one soon!



groovygiraffes

But I'm not a newly admitted student.... 😭😭😭



bserious2

@_tylaaaa_ one more week



tylaana



Leave a comment...



Tweet details



Illinois Admissions
@uofiadmissions

Follow

Hey Future Illini! Can you tell what we're sending out in the mail this week? #GoodNews #ILLINOIS2019

2:03 PM - 17 Feb 2015

36 RETWEETS 87 FAVORITES

Get this Tweet in front of more people

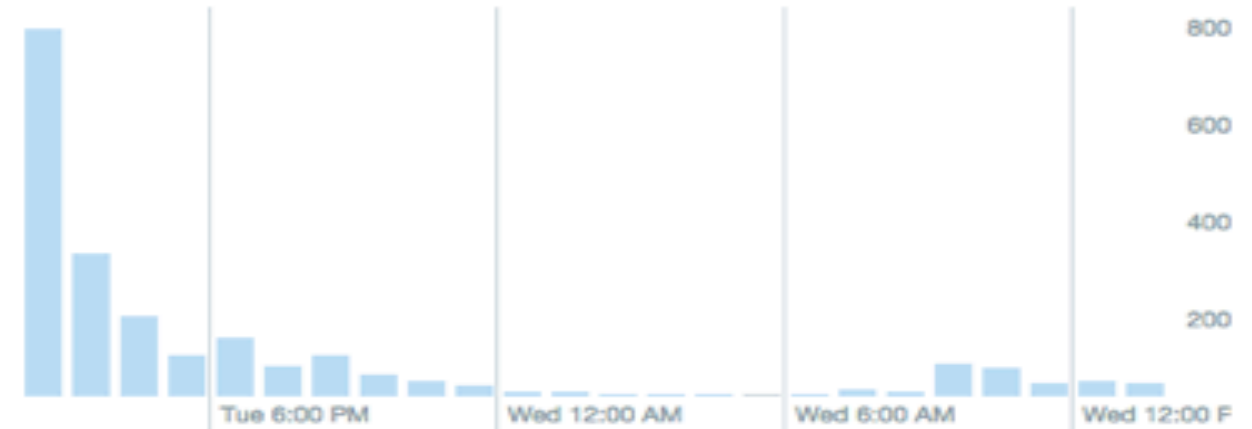
Your tweet has 2053 engagements so far. Get it in front of more people like your followers.

Sign up for Twitter Ads

Impressions overview

First 24 Hours

Last 24 Hours



Key metrics

Impressions

Number of times users saw the Tweet on Twitter

Quantity

14,749

Embedded media clicks

Clicks to view a photo or video in the Tweet

1,413

Detail expands

Number of times users clicked on the Tweet to view more details

247

Link clicks

Clicks on a URL or Card in the Tweet

133

User profile clicks

Clicks on the name, @handle, or profile photo of the Tweet author

106

Favorites

Number of times users favorited the Tweet

87

Retweets

Number of times users retweeted the Tweet to their followers

36

Hashtag clicks

Clicks on hashtag(s) in the Tweet

24

Follows

Number of times users followed you directly from the Tweet

5

Replies

Number of replies to the Tweet

4

Permalink clicks

Clicks on the Tweet permalink (desktop only)

3



University of Illinois Admissions

Posted by Ronnie Bogden [?] · February 11 · 🌐

Hey #futureillini! We've been getting lots of questions lately about how to check your admissions decision. Our admissions counselor Veronica put together a post with a step-by-step process of how things will work. Check it out and make sure you're ready for Friday! 😊



U of I Admissions: Blog » Blog Archive » Get Ready for your Admission Decision!

Great news, the wait is almost over. One week from today, our admissions decisions for Fall 2015...

BLOG.ADMISSIONS.ILLINOIS.EDU

627 people reached

Boost Post



Illinois Admissions retweeted



natalka @nutuliah · Feb 20

omg thank you @Illinois_Alma



RETWEETS

3

FAVORITES

15



3:28 PM - 20 Feb 2015 · Details



Hide photo

Reply to @nutuliah @Illinois_Alma



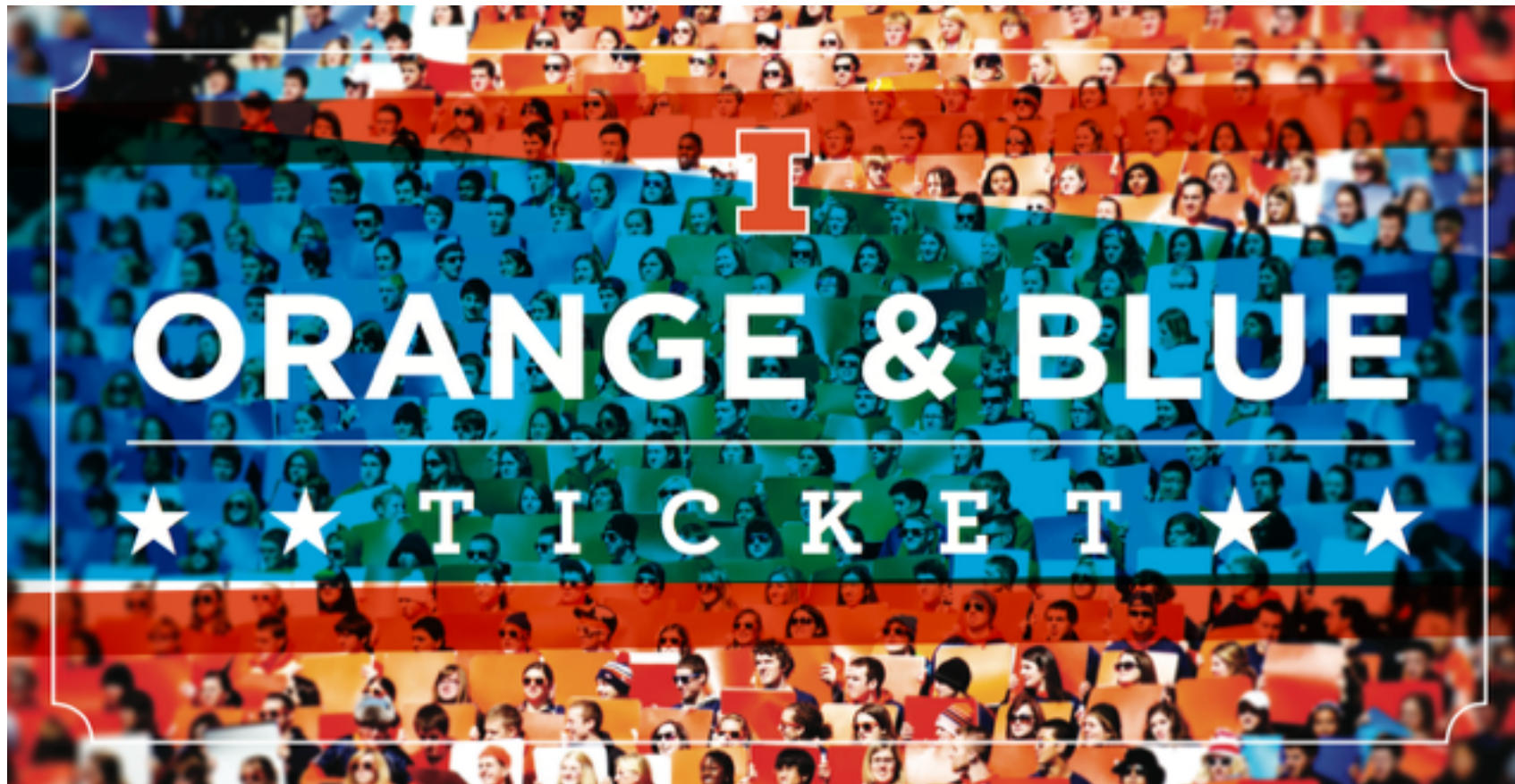
Illinois Admissions @uofiadmissions · Feb 20

@nutuliah @Illinois_Alma We hope our other randomly chosen recipients are as excited as you! Welcome to the #ILLINOIS2019 family.



1





DOUBLE WOOT!

You're one of five random winners of an Illinois Prize Pack.

To claim it, come visit us!

visit.illinois.edu



Redeem your ticket by September 1, 2015 at:

*Office of Undergraduate Admissions, First Floor Reception Desk
901 West Illinois Street, Urbana, IL 61801*

DECISION DAY

POSTS



University of Illinois Admissions



Published by Ronnie Bogden [?] · February 13 · Edited [?] · 

Guess what? Today is the day you find out if you're an #illini. #WorththeWait

1,256 people reached

Boost Post

Like · Comment · Share



 Shannon Lee, Shawn A. McElduff, Mark Rosenstein and 36 others like this.



Jake Stewart good luck everyone! you're gonna love it!!

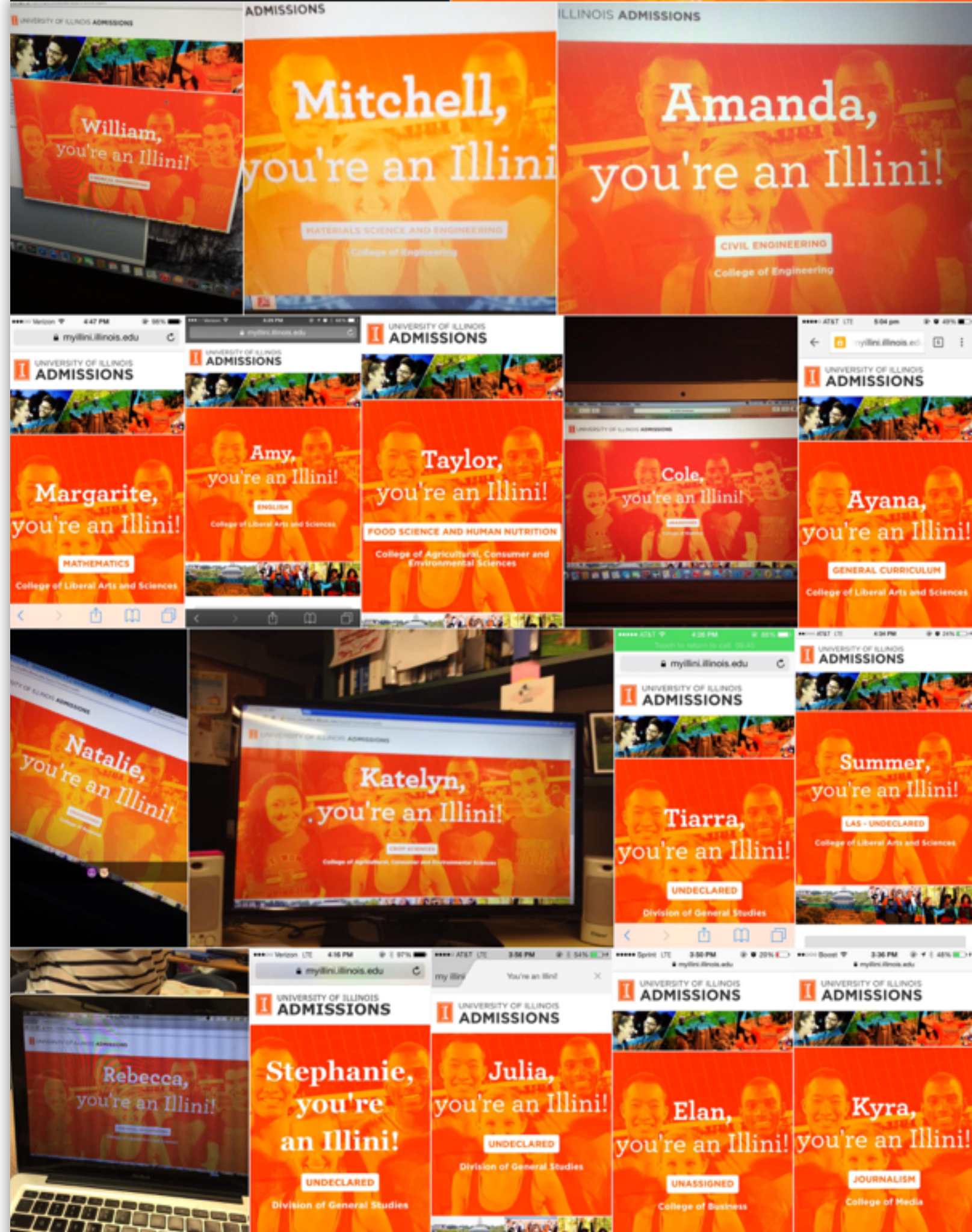
Unlike · Reply ·  1 · February 13 at 11:18am













Write a comment...





LEAD-IN PAGE




- 
Illinois Admissions @uofiadmissions · Feb 13
 @Jbrowni23 We're ready. Congrats!
 ↩️ ↻ 1 ★ 8 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @MaddieSaloga Well said. And congrats!!!
 ↩️ ↻ ★ || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @rachael_iho We know you'll do it well! Congrats!!!
 ↩️ ↻ 1 ★ 5 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @draznerd On the myllini login page, there's a link you can click if you've forgotten your password. Good luck!
 ↩️ ↻ ★ 1 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 Read the latest post from our #ILLINOISbloggers! GD Pop Up Shop: Supporting Graphic Design Students While Buying C... ift.tt/1yyXHIs
 ↩️ ↻ ★ 1 || ...
- 
Illinois Admissions @uofiadmissions · Feb 13
 @Maylhet @Illini_Union congratulations and welcome to the #ILLINOIS2019 class!
 ↩️ ↻ ★ 3 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @aaronlarnavarrro congratulations and welcome to the #ILLINOIS2019 class!
 ↩️ ↻ ★ 2 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @notorious_FIG32 that's right! Congratulations! #ILLINOIS2019
 ↩️ ↻ ★ 1 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @Dae103 Congratulations and welcome to the #ILLINOIS2019 class!
 😊
 ↩️ ↻ 2 ★ 3 || ... [View conversation](#)
- 
Illinois Admissions @uofiadmissions · Feb 13
 @maeveselin we're happy you're happy and we hope to see you here next year! #ILLINOIS2019
 ↩️ ↻ ★ 2 || ... [View conversation](#)

CONVERSATION


jæl @JThompson_28 · Feb 13
 @uofiadmissions myllini isn't working which isn't awesome
 ↩️ ↻ ★ + 👤 ...



Illinois Admissions @uofiadmissions · Feb 13
 @JThompson_28 We're experiencing very heavy traffic on myllini right now, so please bear with us if you're trying to access your account.

RETWEET
1


4:21 PM - 13 Feb 2015 · Details

↩️ ↻ ★ || ... [Hide conversation](#)

Reply to @JThompson_28


jæl @JThompson_28 · Feb 13
 @uofiadmissions understandable thanks
 ↩️ ↻ ★ 4 + 👤 ...

37,000

IMPRESSIONS



WELCOME TO THE CLASS OF 2019!

WHO ARE YOU GOING TO BE?

Congratulations on your admission!

Take a second right now to let it all sink in, because you've just been admitted to the University of Illinois—**and that's a really big deal.**

(Pause for moment-reveling.)

In a few days you'll receive your official Notice of Admission packet, including your offer letter and Admitted Student Guide. So what's next?

Check it off.

Before enrolling at Illinois, you'll need to complete some tasks, which you can find in your [admitted checklist](#) within myIllini. We suggest you start by accepting your offer of admission!

Dream big. Win big.

Want to win a one-of-a-kind T-shirt? Then [tell us who you'll be in 2019](#), after you walk across that stage at graduation.

Print out [our sign](#), fill in your answer, and post a fun pic of it to Instagram, Twitter, or Facebook using the hashtag #ILLINOIS2019. We'll choose our favorites after February 27.

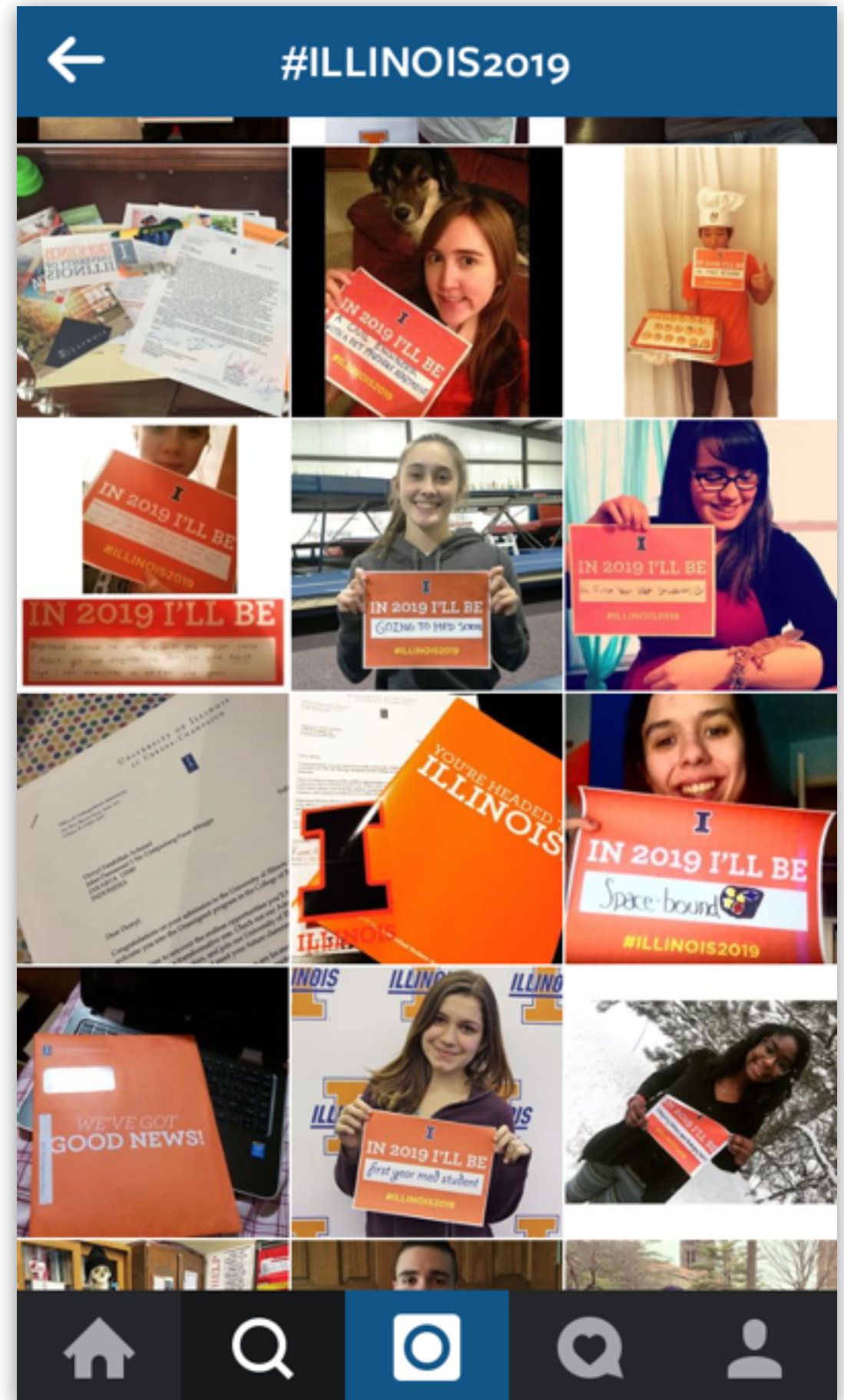


If you have any questions, [email us](#) or call us at 217-333-0302. We can't wait to see you on campus this fall!

EMAIL

CONTEST

@uofiadmissions In 2019, I will be an ag engineer, designing these (farm equipment) #ILLINOIS2019 #Deere



CHOOSE ILLINOIS

CHOOSE ILLINOIS



#48

7,000 future classmates (i.e., lots of new friends)

[ADMISSIONS.ILLINOIS.EDU/CHOOSE-ILLINOIS](https://admissions.illinois.edu/choose-illinois)



University of Illinois Class of 2019

Published by Ronnie Bogden [?] · April 27 · Edited [?] ·

Reason #159 to #chooseILLINOIS: the ARC, one of the country's largest on-campus, state-of-the-art recreation centers. The ARC offers group fitness and nutrition classes and boasts a 35-foot climbing wall and two 50-meter pools (the outdoor one reopened today!). It's 340,000 square feet of fun!



801 people reached

Boost Post

Like · Comment · Share

Melissa Breanne Silvester, Jess Ann, Yas Cal and 3 others like this.



Write a comment...



Jess Ann Kimberly does this make your decision more difficult lol

Like · Reply · 1 · May 1 at 6:55pm



Kimberly Agus yesssss omgggg ;(Jess Ann

Like · 1 · May 1 at 7:32pm



University of Illinois Class of 2019

Published by Ronnie Bogden [?] · April 30 · Edited [?] ·

Not sure what you want to study? That's OK! Our Division of General Studies can help you find your passion, or we offer a create-your-own major option. Reason #59 to #chooseILLINOIS!





#chooseILLINOIS

Reason #155

22 university residence halls and 15 private certified housing facilities

Get ready for cool digs complete with newfound friends and good food. With a range of locations and living styles across campus, our many housing options will help you make a home away from home at Illinois.

ACCEPT YOUR OFFER

[See more reasons to choose Illinois.](#)

Going elsewhere? [Decline your offer](#) to stop further communication from us.



[Social Networking for Future Illinois Students](#)



University of Illinois Admissions

Posted by Ronnie Bogden [?] · February 14 · 🌐

Make it Facebook official: join the [#ILLINOIS2019](#) Facebook page!



✓ Liked ▼



University of Illinois Class of 2019
Closed Group

Joined ▾ Share Notifications ⋮

Discussion Members Events Photos Files

Search this group 🔍

Write Post Add Photo / Video Ask Question Add File

Write something...

PINNED POST

Illini Spirit
May 19 at 10:31pm · Edited
ONLY 92 DAYS UNTIL MOVE-IN CLASS OF 2019. Who's excited?!

301 people like this.

View 9 more comments

Eunjin Seo Omg jungyoon that's actually sooo cool!!!
May 20 at 9:19am · Like

Wei Chen I am!!
May 20 at 10:12am · Like

Jerold JarJar Macaya *cries*
May 31 at 7:35pm · Like

Write a comment... 📷 😊

MEMBERS 5,028 members (600 new)

+ Add People to Group



Invite by Email

DESCRIPTION
The Official University of Illinois Class of 2019 group. Meet your classmates, get information about enrolling, and discover what it means to belong!

TAGS:
University of Illinois Athletics · Illinois Fighting Illini · Alma Mater (Illinois sculpture)

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

Over 5,000 members

Information about enrolling

reservatindonesia.tumblr.com

REALLY?





University of Illinois Class of 2019
Closed Group

Joined ▾ Share Notifications ...

Discussion Members Events Photos Files

Search this group 🔍

Write Post Add Photo / Video Ask Question Add File

Write something...

PINNED POST



Illini Spirit

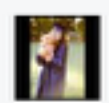
May 19 at 10:31pm · Edited

ONLY 92 DAYS UNTIL MOVE-IN CLASS OF 2019. Who's excited?!

Like · Comment · 301 12

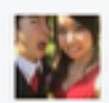
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Eunjin Seo Omg jungyoon that's actually sooo cool!!!

May 20 at 9:19am · Like



Wei Chen I am!!

May 20 at 10:12am · Like



Jerold JarJar Macaya *cries*

May 31 at 7:35pm · Like



Write a comment...



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TAGS:

University of Illinois Athletics · Illinois Fighting Illini · Alma Mater (Illinois sculpture)

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

WRAPPING IT UP

If you don't know where you are going,
you'll end up somewhere else.

Yogi Berra

EVALUATION & EVOLUTION

What worked?

What didn't?

What next?

THE BIG PICTURE



Illinois Admissions @uofiadmissions · Mar 10

There are literally hundreds of reasons to [#chooseILLINOIS](#), but you only need one. Find yours here: ow.ly/K8nsG



3



4



QUESTIONS?