

Oral Roberts University

Background

Oral Roberts University was approached by a media company concerning an innovative new concept which integrated social media with more traditional digital billboard advertising through the use of hashtags and Facebook albums.

The university immediately recognized an opportunity and began to research student interest in photo sharing via social media. The university relations team examined ORU's Selfie Sunday album on Facebook, which received 98 photo entries between August 17 and November 2, 2014. This gave the university confidence a social media campaign would be successful. ORU decided to move forward with the campaign. The university collected photos from current and prospective students via Twitter, Instagram and Facebook using #HeadedtoORU. The photos were then added to a Facebook album and used in a digital billboard campaign around the City of Tulsa.

Objective

- Connect with prospective students who are excited about attending ORU.
- Spread the word about ORU to prospective students through peer-to-peer sharing via social media.
- Position ORU as an innovative higher education institution.

Strategy

- Clearly communicate the fun and unique aspects of the campaign to prospective students as a means to motivate them to post photos and use the hashtag.
- Engage with posts from prospective students via ORU social media outlets to create a conversation centered on why students are excited to attend the university.

Plan Details

1665 spots of the 8 second digital billboard ad time was aired in the Tulsa Digital network. All 14*48 boards with weekly impressions between 100K-300K. The ad moved around town.

Budget - under \$100,000

Results

The campaign received wonderful participation, including 162 posts from prospective and current ORU students. These photos were retweeted, liked, favorited, replied to and commented on by ORU, then added to a Facebook album. This album received a total of 647 likes, 35 comments and 3 shares. A press release was also sent out from ORU and the media company. This release resulted in more than 1 million potential earned media impressions. The story was picked up by Marketing Land, NewsOK, Daily Dooh and MyPrintResource.com and received more than 500 shares on social media. Additionally, the campaign was shared with seniors and parents at Tulsa, Union and Broken Arrow Public Schools.

Additional Information

Social Media impact came from all over the world. One tweet claimed he was using the billboard campaign as topical content for teaching a marketing seminar.

