



Strategizing and Reporting Like an Agency

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Agenda

1

Big picture

2

Step-by-step review of our process

3

Example: WelcomeUGA

4

Final thoughts



So, you have a plan – now what?

- Media Campaigns
- Event Based Projects
- Institutional Priorities
- Editorial Content
- Rankings/Scholarships

		Q1 – FY18			
		July	August	September	
Media Campaigns		Civic Thought Leaders // Various Messages // All Year (ABH ads)			
				ATL Business Leaders // Economic Vitality September–November	
				Fall Season // Various Messages September–November (primarily home game days)	
			Various Audiences // Great Commitments // August launch (mircosite)		
Event Based Projects	National	Forbes Top Public Ranking // July	Double Dawg Initiative // Aug	USNWR – Best Colleges Rankings // Sept	
		EOY Campaign Update // July	Growing Endowed Faculty Positions // Aug	GB: Baldwin // Sept 11 GB: Nzengung // Sept 18	
	State	UGA Joins G TSA--TBD	EOY Research Funding Increase August	Buchanan Triplets Aug 14	New Faculty Tour Aug 14–18
			Science Learning Center // Aug	Business Learning Community Phase 3 // Sept 15	
				UGA Farm Tour Sept XX	Center for Molecular Medicine // Sept 20
				Turfgrass Research & Education Facilities Sept 28	
Local	Downtown Renaissance July	Community Impact story - TBD	Welcome UGA // Aug 7–18	Lake Herrick // Sept	
			Dawg Day of Service Aug 26	Community Impact story - TBD	
Campus					



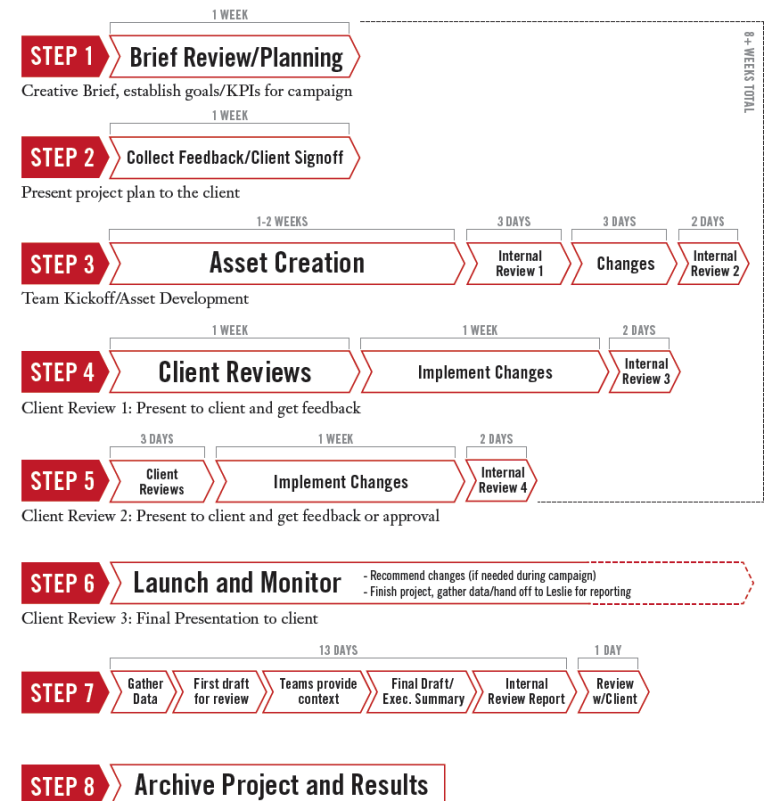
Follow 8 Simple Steps

- In order to keep everyone on the same page, on schedule, and delivering your best work, it's important to set up a standard process.
- This is the **Project Process** we are using in the M&C division that is based on how agencies manage projects for their clients.
- You can use this process (and the templates we've developed to go with it) as a starting point for you to strategize and report like an agency.

PROJECT PROCESS



This timeline is meant to lay out the parts and timeframes of a Marketing & Communications project. Depending on elements and needs, timing may be adjusted if agreed upon.




1 WEEK

STEP 1

Brief Review/Planning

Creative Brief, establish goals/KPIs for campaign

- The **Creative Brief** is your roadmap, contract, and fallback support throughout the project (when in doubt, go back to the brief)
- Ask your “client” to fill out the **Creative Brief** or do it for them after a discussion about the details of the project
- Be specific on your key metrics so you can gauge success after the project ends
- Use this as the basis for the rest of your planning...

**UNIVERSITY OF GEORGIA**

Creative Brief

Client: [Who has requested this project]
Due date: [Select Date]
Requested by: [Name]
Job No.: [#XXX]
Date: March 12, 2017
Submitted by: [Name] [Date]
Approved by: [Name] [Date]

Project Name

Target Audience
To whom are we talking?

- Primary Audience
- Secondary Audience

Call to Action
What would we like them to do?

- Action we want them to take

Personality
One or more of our personality trait should come through in every communication.

- Nurturing Tenacious
- Optimistic Focused
- Time-honored Committed

Tone
Choosing specific traits of the University of Georgia brand to highlight will help you communicate with a consistent voice.

- Confident Inspiring
- Earnest Ambitious
- Humble Smart
- Direct Matter-of-fact

Style
Use your judgment for how bold or subtle, formal or casual the piece is, then choose or create a corresponding palette.

- Formal
- Casual
- Bold
- Subtle

Objective
What are we trying to do?
What is the goal or reason we are doing this campaign?

Key Message
What is the ONE idea we must tell them?
What is the ONE thing we are saying with this piece exactly? What do we want audiences to take away?

Proof Points
Why will they believe us?
Include key reasons to believe our key message—meaningful facts, research results, 3rd party confirmed rankings, customer testimonials ...

Considerations
Requirements, challenges, reporting requests? Mandatories, restrictions?
Identify any requirements and brand considerations that impact format, copy, visual elements, deliverables or reporting.

Key Dates
What key dates do we need to know?
MM/DD — Milestone
MM/DD — Milestone
MM/DD — Milestone

Budget
How much money do you have to spend?

- \$\$
- \$\$\$

Key Metrics
What does success look like?

- Grow metric 1 by x%
- Reach X number of metrics

Tactics & Owner
Are there specific places we need to promote this message?
External

- Tactic 1
- Tactic 2
- Tactic 3

Internal

- Tactic 1
- Tactic 2
- Tactic 3

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1 WEEK

STEP 2

Collect Feedback/Client Signoff

Present project plan to the client

- Now, take the **Creative Brief** and expand it into a **Project Plan**
- **Project Plans** are for the “worker bees” and contain the finite details like dimensions, tactics, etc.
- For higher ups, create a **Project Summary** to showcase all of the work being done on the project

 **UNIVERSITY OF GEORGIA**

Project Plan

Account / Lead: [Name]
Content lead: [Name]
Design lead: [Name]
Multimedia lead: [Name]
Job No.: [XXXX]
Submitted by: [Name] / [Select Date]
Approved by: [Name] / [Select Date]

Project Name

Creative Message

Brand Value Proposition
The University of Georgia inspires those who will lead, discover and serve because together we are on a relentless pursuit to improve the world.

Key Message
Key message here.


Proof Points
Proof points of this project.

Tactics Are there specific promotional channels? External • Tactic 1 • Tactic 2 • Tactic 3 Internal • Tactic 1 • Tactic 2 • Tactic 3	Goals What would we like them to do? 1. Action 2. Action	Key Metrics What does success look like? • Grow metric 1 by x% • Reach X number of metrics
--	--	--

Deliverables Types of products / services that will be generated for this project.

Product/Service	Description	Due Date	Reviewer / Date
Deliverable 1	Size, recipient, note	MM/DD	Office/Initials/Date
Deliverable 2	Size, recipient, note	MM/DD	Office/Initials/Date

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 **UNIVERSITY OF GEORGIA**

Project Summary

Project: [Name]
Date: [Select Date]
Account / Lead: [Name]
Job No. #

Objective
• Objective 1
• Objective 2
• Objective 3

Target Audience
• Audience 1

Key Message
• Message 1

Key Metrics
• Metric 1
• Metric 2
• Metric 3

Tactics	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date
Deliverable 1										

Tactics & Owners

External
• Tactic 1
• Tactic 2
• Tactic 3
Internal
• Tactic 1
• Tactic 2
• Tactic 3

Other Support
• Support 1
• Support 2
• Support 3

Deliverables
• Spec 1
• Spec 2
• Spec 3


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Example:
Columns →
Columns story →
Editing Columns story →

Other templates

We also have 2 supplemental planning documents, to be used as-needed:

1. A **Social Media Plan** to help align messages and timing of social media activations
2. A **Media Plan** to outline the deliverables and owners of various media actions (generally used when media is not tied to a larger project)



**UNIVERSITY OF
GEORGIA**

Social Media Plan

Client: [Who has requested this project]
 Due date: [Select Date]
 Requested by: [Name]
 Job No.: [XXXX]
 Date: March 12, 2017
 Submitted by: [Name] / [Select Date]
 Approved by: [Name] / [Select Date]

Project Name

Overview & objective
What are the products, milestones, activities and resources required to achieve this project's objectives?
This section defines the boundaries and scope of the project.

Call to Action
What would we like them to do?

1. Action
2. Action

Key Dates

Pre-promo M. DD, yyyy
 Start M. DD, yyyy
 Peak M. DD, yyyy
 Post M. DD, yyyy
 End M. DD, yyyy


Considerations
Requirements, challenges, reporting requests? Mandatories, restrictions?

Identify any requirements and brand considerations that impact format, copy, visual elements, deliverables or reporting.

Platforms
What types of messages and platforms will be used for this project?

Account	Frequency	Audience	Cost
Facebook	XX	Ext GA Fam	\$XX
<small>Message: Facipsum et, ut ut quisped quia doluptatur? Qui omnia cus.Delesequis ratia vendaeas maximus es estibus dolorias mossimi, tem res dolene sandaeap erasperovitem facercis sum fugiandis diat et oplatin culleni hillibusti tesctat lis dis</small>			
Twitter	XX	GA Family	
<small>Message: Facipsum et, ut ut quisped quia doluptatur? Qui omnia cus.Delesequis ratia vendaeas maximus es estibus dolorias mossimi, tem res dolene sandaeap erasperovitem facercis sum fugiandis diat et oplatin culleni hillibusti tesctat lis dis</small>			
Instagram	XX	Ext GA Family	
<small>Message: Facipsum et, ut ut quisped quia doluptatur? Qui omnia cus.Delesequis ratia vendaeas maximus es estibus dolorias mossimi, tem res dolene sandaeap erasperovitem facercis sum fugiandis diat et oplatin culleni hillibusti tesctat lis dis</small>			
Snapchat	XX	Ext GA Family	\$XX
<small>Message: Facipsum et, ut ut quisped quia doluptatur? Qui omnia cus.Delesequis ratia vendaeas maximus es estibus dolorias mossimi, tem res dolene sandaeap erasperovitem facercis sum fugiandis diat et oplatin culleni hillibusti tesctat lis dis</small>			
LinkedIn	XX	Georgia Family	\$XX
<small>Message: Facipsum et, ut ut quisped quia doluptatur? Qui omnia cus.Delesequis ratia vendaeas maximus es estibus dolorias mossimi, tem res dolene sandaeap erasperovitem facercis sum fugiandis diat et oplatin culleni hillibusti tesctat lis dis</small>			
YouTube	XX	Georgia Family	
<small>Message: Facipsum et, ut ut quisped quia doluptatur? Qui omnia cus.Delesequis ratia vendaeas maximus es estibus dolorias mossimi, tem res dolene sandaeap erasperovitem facercis sum fugiandis</small>			

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**UNIVERSITY OF
GEORGIA**

Media Plan

Project manager: [Name]
 Content lead: [Name]
 Design lead: [Name]
 BVP lead: [Name]
 Job No.: [XXXX]
 Submitted by: [Name]

Media Event

Overview

Objective | What are we trying to do?
 • List objectives
 • List objectives
 • List objectives

Key messaging | What are the ideas we must tell them?
 Sadpiscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Media availability | What access will the media have? To whom? When?
 Consetetur sadpiscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Media Team
Who needs to part of the review process?

Name, Office
 Name, Office
 Name, Office
 Name, Office

Media/ audience
What are the targeted outlets?

Outlet
 Outlet
 Outlet

Key Metrics
What does success look like?

• Metric 1
 • Metric 2

Timeline

Description	Due date	Reviewer / Date	NOTE
Item			

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Team Kickoff/Asset Development

- Time to get to work
- The timeline for this step is structured to allow for layering of multiple projects in one timeframe
- Timelines may be shorter depending on the project and how many other projects are in process
- Internal reviews are key; always show your team before showing your “client”





Client Review 1: Present to client and get feedback

- Presenting in person is best, but not always necessary
- For faster projects adjust the timeline for reviews and changes



Client Review 2: Present to client and get feedback or approval

- Rinse and repeat
- Again, adjust timeline as needed and if time is of the essence, this can step be cut entirely



STEP 6

Launch and Monitor

- Recommend changes (if needed during campaign)
- Finish project, gather data/hand off to Leslie for reporting

Client Review 3: Final Presentation to client

- One final presentation and approval necessary before moving forward, then it's time to press the "launch" button
- This part is easy to overlook, but pay attention and make sure to monitor while your project is live
- After the project is launched, be sure to gather data related to your key metrics from the **Creative Brief**
- Make a plan to gather the data before you reach this stage or you'll miss something



STEP 7

Gather Data

First draft for review

Teams provide context

Final Draft/ Exec. Summary

Internal Review Report

Review w/Client

13 DAYS

1 DAY

- Use a **Project Report** template or customized report based on your needs
- Report on what you agreed to in the original **Creative Brief**
- Provide additional data if they are unusual/noteworthy

STEP 8

Archive Project and Results

- Store your reports in a central, backed up location
- Use past reports to guide goals the next time

UNIVERSITY OF GEORGIA		Project Report	
Campaign:	[Name]	Date / Time:	[Select Date]
Project Name			
Overview			
The University of Georgia tackles the most pressing issues of our time, by inspiring those who will lead, discover and serve on a relentless pursuit to improve our world.			
Goals			
Campaign key message here that highlights the ONE thing we want to say and connects to the brand value proposition.			
Results			
Total campaign reach:	XXX, XXX		
Total livestream reach:	XXX		
Web			
Website:	XXX, XXX		
Total unique visitors (Jan25-31):	XXX		
Total users on site during speech:	XXX		
Source of traffic:	Direct, Google, Facebook,		
NOTES:			
Website:			
Total clicks:	XXX		
Website:			
Total clicks:	XXX		
Emails			
Archnews:			
Total livestream reach:	XXX		
Media Relations			
Total number of media stories:			
Total reach:	XXX		
Outlets:	AJC, Banner-Herald		
SUBMITTED BY: Matt Chambers LAST UPDATED ON: 00:00 0:00:00 AM Page 1 of 3			



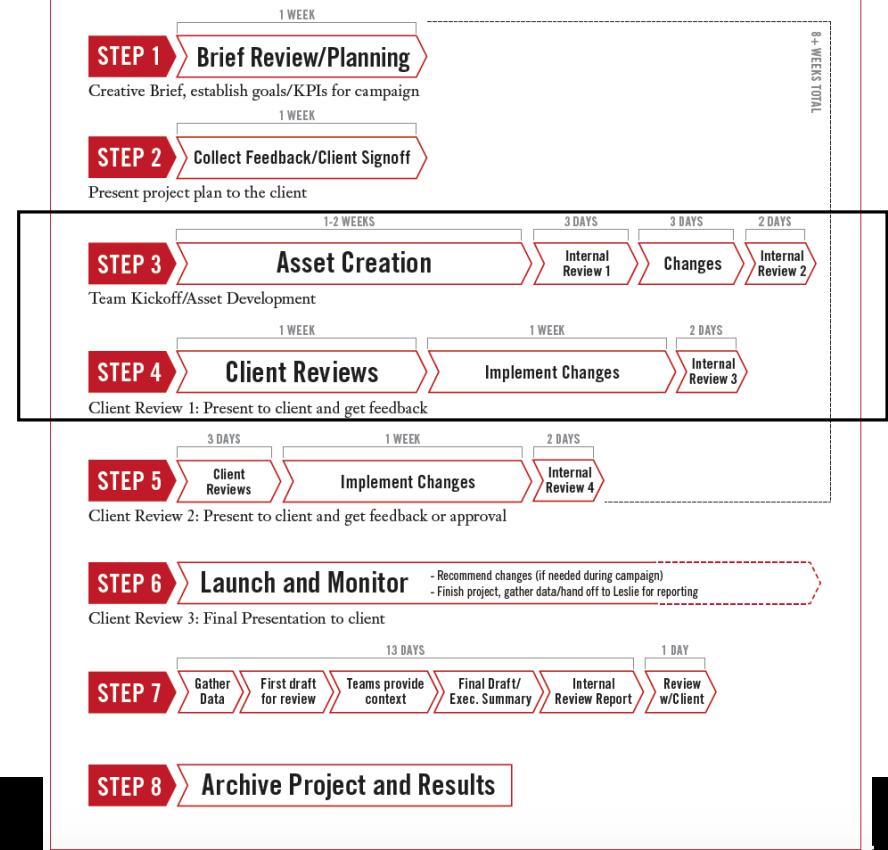
What if I only need one or two assets?

- Simply reduce the process down to the 3rd and 4th steps to ensure you have the time needed to develop and review the assets
- You may still want to fill out a portion of the **Creative Brief** to make sure the assets are developed with the right audience and goals in mind, but it depends on the deliverable

PROJECT PROCESS



This timeline is meant to lay out the parts and timeframes of a Marketing & Communications project. Depending on elements and needs, timing may be adjusted if agreed upon.





Example: WelcomeUGA Project Brief

Objective: Welcome students to campus and increase understanding and pride in the university among students by creating, packaging and promoting content that demonstrates UGA's mission and brand.

Key message: Welcome to the 2017-18 academic year! The University of Georgia is a storied institution that inspires those who will lead, discover and serve because together we're on a relentless pursuit to improve the world.

Proof points: See brand messaging map

Considerations: Rebrand to adhere to brand guidelines. Use new logo where possible. Re-use select content, but also create new pieces based on brand messaging



Example: Project Brief (cont'd)

Key dates: 8/6: Move-in, 8/13: Freshman Welcome, 8/14: First day

Other support:

- Filming, editing, uploading President's welcome video
- Taking photos of various activities (Move in, Freshman Welcome, first day of class, etc.)
- Sending out class profile release
- Coordinating with other units in a Welcome group meeting (Housing, DAR, SA, GR, Admissions, etc.)
- Providing Welcome toolkit to campus communicators/social media users

Target Audiences: Primary: New students Secondary: Returning students
Tertiary: Faculty/staff





Example: Project Brief (cont'd)

Calls to Actions:

- Engage with Welcome website
- Follow our social accounts
- Watch the welcome video

Tactics:

- *External:* UGA.edu promo redirect; WelcomeUGA website; Incoming class profile release, infographic; Social media, geofilters; eGaMorning mention; Social ads/promoted; President's welcome video; Email to alumni/GR
- *Internal:* Archnews; Digital signs, pole banners, posters, bus cards; Tate, dining signage; Columns photo cutline; Photo booth, social booth


Personality: Optimistic, committed

Tone: Inspiring, ambitious

Style: Casual, bold



Example: Project Brief & Project Plan Templates



UNIVERSITY OF GEORGIA

Creative Brief

Client: Marketing & Communications
 Due date: 8.4.2017
 Requested by: Matt Chambers
 Date: June 22, 2017
 Submitted by: Matt Chambers

WelcomeUGA

Target Audiences

- Primary: New students
- Secondary: Returning students
- Tertiary: Faculty/staff

Call to Actions

- Engage with Welcome website
- Follow our social accounts
- Watch the welcome video

Key Metrics

- Welcome video views (social and YT)
- Social media engagement, reach, and impressions
- Social follower counts
- Welcome website page views

Personality

One or more of our personality trait should come through in every communication.

<input type="checkbox"/> Nurturing	<input type="checkbox"/> Tenacious
<input type="checkbox"/> Optimistic	<input type="checkbox"/> Focused
<input type="checkbox"/> Time-honored	<input type="checkbox"/> Committed

Tone

Choosing specific traits of the University of Georgia brand to highlight will help you communicate with a consistent voice.

<input type="checkbox"/> Confident	<input type="checkbox"/> Inspiring
<input type="checkbox"/> Earnest	<input type="checkbox"/> Ambitious
<input type="checkbox"/> Humble	<input type="checkbox"/> Smart
<input type="checkbox"/> Direct	<input type="checkbox"/> Matter-of-fact

Style

Use your judgment for how bold or subtle, formal or casual the piece is, then choose or create a corresponding palette.

<input type="checkbox"/> Formal	<input type="checkbox"/> Bold
<input type="checkbox"/> Casual	<input type="checkbox"/> Subtle

Objective

Welcome students to campus and increase understanding and pride in the university among students by creating, packaging and promoting content that demonstrates UGA's mission and brand.

Key Messages

Welcome to the 2017-18 academic year! The University of Georgia is a storied institution that inspires those who will lead, discover and serve because together we're on a relentless pursuit to improve the world.

Proof Points

Why will they believe us?
 See brand messaging map

Considerations

Requirements, challenges, reporting requests? Mandatories, restrictions?
 Rebrand to adhere to brand guidelines. Use new logo where possible. Re-use select content, but also create new pieces based on brand messaging.

Key Dates

What key dates do we need to know?

8.6.2017 — Move in
 8.13.2017 — Freshman Welcome
 8.14.2017 — First day of class
 8.14-18.2017 — New faculty tour

Other support

What else is being done?

- Filing, editing, uploading President's welcome video
- Taking photos of various activities (Move in, Freshman Welcome, first day of class, etc.)
- Sending out class profile release
- Coordinating with other units in a Welcome group meeting (Housing, D&R, SA, GR, Admissions, etc.)
- Providing Welcome toolkit to campus communicators/social media users

Tactics


External

- UGA.edu promo redirect
- WelcomeUGA website
- Incoming class profile release, infographic
- Social media, geofilters
- eGAMorning mention
- Social ads/promoted
- President's welcome video
- Email to alumni/GR

Internal

- Archives
- Digital signs, pole banners, posters, bus cards
- Tate, dining signage
- Columns photo outline
- Photo booth, social booth

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UNIVERSITY OF GEORGIA

Project Plan

Account / Lead: Matt Chambers
 Content lead: Kelynn Amodeo, Jasmine Pruet
 Design lead: Lindsay Robinson
 Submitted by: Matt Chambers

WelcomeUGA

Creative Message

Brand Value Proposition

The University of Georgia inspires those who will lead, discover and serve because together we are on a relentless pursuit to improve the world.

Key Message

Welcome to the 2017-18 academic year! The University of Georgia is a storied institution that inspires those who will lead, discover and serve because together we're on a relentless pursuit to improve the world.

Proof Points

See brand messaging map

Tactics

Are there specific promotional channels?

External

- UGA.edu promo redirect
- WelcomeUGA website
- Incoming class profile release, infographic
- Social media, geofilters
- eGAMorning mention
- Social ads/promoted
- President's welcome video
- Email to alumni

Internal

- Archives
- Digital signs, pole banners, posters, bus cards
- Tate, dining signage
- Columns photo outline
- Photo booth, social booth

Goals

What would we like them to do?

- 10,000 YouTube views on the President's welcome video
- 40,000 social views on the President's welcome video
- 100,000 social engagement
- 800,000 social reach
- 1.8 million social impressions
- Increase followers on Facebook, Twitter and Instagram by 10%
- 8,000 page views on Welcome.uga.edu
- Decrease Welcome.uga.edu bounce rate by 5%

Key Metrics

What does success look like?


- Welcome YouTube views
- Welcome video social views
- Social media engagement
- Social media reach
- Social media impressions
- Follow count
- Welcome website page views
- Welcome website bounce rate

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Deliverables		
Products/Services	Description	Due
UGA.edu Top Feature	A top feature redirect will be coded into UGA.edu from Aug. 6-20	08/04
Alumni Email	HTML email that has graphic linking to President's welcome video and a written message from him	08/14
Welcome UGA Website	Refreshed welcome.uga.edu with new look, updated content	08/04
Social Media graphics	Social media graphics that relate to WelcomeUGA website content as well as move-in, first day and Glory Weeks events	08/04
Geofilters	1080 x 1920; Web optimized PNG under 300KB; Needs at least 1 day.	08/03
eGAMorning	WelcomeUGA will be mentioned in eGAMorning the week of Aug. 7	08/04
Social Ad/ Promoted Posts	A promoted post for the President's welcome video as well as one encouraging likes on the Facebook page	08/04
President's Welcome Video	A short video from the President welcoming campus to a new academic year	08/14
Archnews	An Archnews with a graphic linking to the President's welcome video and a written message from him	08/14
Bus Cards	11" x 17" horizontal (w/ bleed), Campus Transit. Must submit 5 days before reservation	07/21
Digital screen- Grady	1280 X 720; .jpg, Grady (Stephanie Moreno; smoreno@uga.edu)	08/04
Digital screen- Tate Center	16:9 or 11x17; .jpg/png, Student Affairs (Don Reagin; dreagin@uga.edu), Will accept YouTube video. Mentors have no audio capability. Hasn't been tested.	08/04
Digital screen- FACS	16:9 or 11x17; .jpg/png, FACS (Cal Powell; cpowell@uga.edu), include .psd	08/04
Digital screen- Admin building	16:9 or 11x17; Provoost (Camie Williams; camiew@uga.edu)	08/04
Digital screen- Terry	1600x1200; .jpg/png, Terry (Jared Brown; jbrown@uga.edu), No sound, Avoided video	08/04
Digital screen- Engineering	1920x1080, Engineering (Mike Wooten; mwooten@uga.edu)	08/04
Digital screen- Career Center	1920x1080, Career Center (Darin Parker; dparker@uga.edu) Limits video 1 minute or less in a format that may be embedded into a PowerPoint slide.	08/04
Digital screen- Education	1920x1080; .jpg/png, Education (Jen Williams; jwilliams@uga.edu), PPT Slide	08/04
Digital screen- Vet Med	1920x1080; .jpg/png, Vet Med (Dajie Debin; ddeb@uga.edu), PPT Slide	08/04
Digital screen- Franklin College	720x540; .jpg, Franklin (Alan Flurry; flurry@uga.edu), Provide 4:3, standard and widescreen	08/04
Digital screen- CAES	820x544; .jpg/ png, CAES (Megan McCoy; mccoy@uga.edu), PPT Slide	08/04
Digital screen- Public Health	820x544; .tif, Public Health (Heather McEachern; hmc@uga.edu)	08/04
Digital screen- Ramsey Center	871 x 492 (landscape) & 720 x 1280 (portrait), Ramsey (Christina Reynolds; creynolds@uga.edu)	08/04
Digital screen- University Cable	Graphic Slide Creations - 1280 x 720 @ 72 dpi; .jpg/.psd, Krystal Pintar (kpintar@uga.edu)	08/04
Posters- Residence Halls	11x17" Vertical; .pdf/jpg, Student Affairs (Stan Jackson; stan@uga.edu),	07/21
Posters- Tate and Memorial Hall	up to 11 x 17"; .pdf/ .jpg, Student Affairs (Tate info desk)	07/21
Posters- Miller Learning Center	11x17"	07/21
Tate- Bridge banners	3x15' to 7x22', Student Affairs (Stan Jackson; stan@uga.edu), Professionally printed banners only	08/04

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Example: Project Summary



Project Summary

Project: WelcomeUGA
Date: 6.23.2017
Account / Lead: Matt Chambers

Objective

- Welcome students to campus and increase understanding and pride in the university among students by creating, packaging and promoting content that demonstrates UGA's mission and brand.

Key Message

Welcome to the 2017-18 academic year! The University of Georgia is a storied institution that inspires those who will lead, discover and serve because together we're on a relentless pursuit to improve the world.

Tactics & Owners

External

- UGA.edu top feature redirect (M&C)
- WelcomeUGA website (M&C)
- Incoming class profile release (Provost)
- Incoming class infographic (M&C)
- Social media campaign, geofilters (M&C)
- Social ads, promoted posts (M&C)
- President's welcome video (PO/M&C)
- Email to alumni (DAR)

Internal

- Archnews (M&C)
- Digital signs (M&C)
- Pole banners (M&C)
- Bus cards (M&C)
- Tate banners (M&C)
- Dining common digital signage (M&C)
- Columns photo outline (M&C)
- On-campus photo booth (M&C)

Other Support

- Filming, editing, uploading President's welcome video
- Taking photos of various activities (Move in, Freshman Welcome, first day of class, etc.)
- Sending out class profile release
- Coordinating with other units in a Welcome group meeting (Housing, DAR, SA, GR, Admissions, etc.)
- Providing Welcome toolkit to campus communicators

Target Audiences

- Primary: New students
- Secondary: Returning students
- Tertiary: Faculty/staff

Key Metrics

- Welcome YouTube views
- Welcome video social views
- Social media engagement
- Social media reach
- Social media impressions
- Follow count
- Welcome website page views
- Welcome website bounce rate

Deliverables

External

- UGA.edu top feature image- A top feature redirect will be coded into UGA.edu from Aug. 8-20.
- WelcomeUGA website- Welcome.uga.edu will be refreshed with a new look and updated content.
- Incoming class profile release- A news release about the incoming class along with a branded infographic using some of the class data will be distributed Aug. 8.
- Social media campaign- A campaign with WelcomeUGA website content as well as move-in, first day and Glory Weeks events.
- Social ads, promoted posts- A promoted post for the President's welcome video and main UGA Facebook page likes.
- President's welcome video- A short video from the President welcoming campus to a new academic year.
- Email to alumni- HTML email that has graphic linking to President's welcome video and a written message from him.

Internal

- Archnews- An Archnews with a graphic linking to the President's welcome video and a written message from him.
- Digital signs- Digital signs promoting #WelcomeUGA and the WelcomeUGA website will be posted around campus.
- Pole banners- Pole banners with commit language will be put up around campus.
- Bus cards- Bus cards promoting #WelcomeUGA and the WelcomeUGA website will be placed on campus buses.
- Tate banners- Banners will be on the Tate bridge and breezeway.
- Dining common digital signage- WelcomeUGA signs will be posted in dining commons on campus.
- Columns photo outline- Freshman Welcome photo and outline.
- On-campus photo booth- A social media photo booth will be set up on the first day of class to generate excitement and images of students using commit language and the WelcomeUGA branding.

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Project Summary (cont.)

Tactics	Aug 4	Aug 6	Aug 7	Aug 9	Aug 10	Aug 13	Aug 14	Aug 15	Aug 21
UGA top feature									Posted
WelcomeUGA website					Live				
Class profile					Distributed				
Social media		Campaign ongoing							
Social ads							Begin Posted online		
Welcome video								Sent	
DAR email, Archnews									
Digital signs		Distributed throughout campus							
Pole banners					Installed				
Bus cards					On buses				
Tate banners			Hanging on bridge and in breezeway						
Dining common digital signage					Posted				
Columns photo outline									Published
On-campus photo booth							Event held		

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Final thoughts

- **Plan ahead:**
 - Planning leads to less confusion, better end results, and clear key metrics to measure success.
 - Planning allows you to layer multiple projects and keep everything in order (and keep you sane-ish!).
- Think of this process and the templates as **communication tools** for you and the people you work with to use.
- This is just **one way you can do this** – feel free to make it your own. (This is a work-in-progress for us, too.)
- **Process and templates will be available at brand.uga.edu this week.**



THANK YOU!
Any questions?