Today’s Agenda

• Updates
• Show & Tell: Giving Blueday 2018
• Featured Event: Inside the Newsroom
WELCOME
Communicators’ Forum — October 25, 2018
THIS IS MICHIGAN
stories of our state
Communication Goals and Objective

• **GOALS:**
  
  • Drive awareness of and positive sentiment for U-M's impact in the state of Michigan, countering prevalent myths and misperceptions.
  
  • Increase advocacy for U-M overall and the efforts we are doing in the state of Michigan.

• **OBJECTIVE:** Produce and place into market an awareness campaign, focusing on the day-to-day and likely unattributed benefits that U-M research, teaching, patient care and public service bring to the entire state of Michigan.
STORIES OF OUR STATE

This is Michigan Stories cont.

Rip Current
U-M Institute for Clinical & Health Research
Michigan Sea Grant Program

Access for All
U-M School of Information

Brewery Vivant
U-M School for Environment and Sustainability

Dental Clinics
U-M School of Dentistry

Neuvokas
U-M Economic Growth Institute

Opioid Overdoses
U-M School of Nursing

Blavin Scholars
U-M Development, Blavin Scholars Program,
School of Social Work

Making in Michigan Libraries
U-M School of Information
This is Michigan Stories cont.

Upcoming stories include:
Argus Farm Stop, 7 Mile Music, Team Gardens, Aphasia.
Recent News Media Examples

**The Daily Mining Gazette**

Finding balance: Libraries are reinventing themselves to service patrons.

**Leader Newspapers**

Library workshop series offers skill sharing.

**NewsChamber of Michigan**

From foster care to fulfillment: U-M program gives hope to foster students across Michigan.

**usagnet**

**MONROE NEWS**

Campaign of Hope begins with gifts of nasal Narcan kits.

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STORIES OF OUR STATE
News Media Examples cont.
This is Michigan - Paid Social Highlights

- Reached a substantial number of our primarily unaffiliated target audience through paid social.
- A little less than half of those who viewed our content were 18 to 34 years of age; the other half were 35 and older.
- Males viewed our videos slightly more than females (which is a 6% increase over March-August, 2018).
This is Michigan - Owned Social Highlights

- Reached a substantial number of our affiliated target audience through owned social.
- About 38% our U-M social fan base is 18-34 years old and females make up over 62%.
This is Michigan - Positive, Social Post Comment Examples

Making in Michigan Libraries:

Blavin:

Hear on Farm:

Opioid Overdoses:

Cook:

While we had some positive comments on our posts, most commented about their own political points of view on the topic.
Recent Digital Placement Examples

Social Posts

- **University of Michigan**
  - **Communities are learning how to stop opioid overdoses through a U-M School of Nursing training program.**
  - [Learn More](thisismichigan.umich.edu)

- **University of Michigan**
  - **A U-M alumnus and Cook Scholar brings his education back home to revitalize the local economy.**
  - [Learn More](thisismichigan.umich.edu)

- **University of Michigan**
  - **An alumnus of the U-M Blavin Scholars Program dedicates her life and career to helping other foster children.**
  - [Learn More](thisismichigan.umich.edu)

- **University of Michigan**
  - **More Michigan farmers are protecting their hearing thanks to a program developed by the U-M School of Nursing.**
  - [Learn More](thisismichigan.umich.edu)

- **University of Michigan**
  - **The Niles District Library and the U-M School of Information are finding creative new ways to engage local communities.**
  - [Learn More](thisismichigan.umich.edu)

- **University of Michigan**
  - **Hear on the Farm**
    - **For a safe and sound future.**
    - [Learn More](thisismichigan.umich.edu)
Digital Placement Examples cont.

Michigan Impact

U-M Gateway

Alumni Newsletter and Call for Stories
STORIES OF OUR STATE

Digital Placement Examples cont.

Michigan News

The Record

U-M YouTube Channel

Recent stories are also pinned to the top of our U-M Facebook Page.
Other Communication Tactic Examples

President Thank You Letter and Poster

Campus Communications (Started Fall 2018)
Video Views by Region

- Detroit: 39.1%
- Grand Rapids-Kalamazoo-B. Crk: 31.9%
- Flint-Saginaw-Bay City: 11.2%
- Lansing: 6.5%
- Other regions: >2%

- Campaign is making a big impact on a really important region (Grand Rapids/west side of the state).
- Identified we have an opportunity to make a stronger impact in Northern Michigan and resonate more locally by story.
- Made shifts within the media plan to enhance our local targeting.
- Story specific counties and surrounding county targeting started with Cook Scholarship and Hear on the Farm stories.
Reaching U-M Fans in a Unique Way

Targeting
- Using Facebook and Instagram and a small budget, we drew a 1 mile radius around the Big House and served Stories of our State ads during home football games.
- Anyone within the 1 mile radius who has also engaged with the U-M brand in the last 30 days (follows us on social media, visits our websites, etc) had the potential to be served a video on their phone.
- For this analysis, we used data from the following games; Western, SMU, Nebraska and Maryland

Results
- These location targeting efforts compared to our overall campaign had higher video views, ad engagement (likes, shares, comments), and website visits.
- Recommendation is to continue this additional effort, targeting ads around big events on campus, when trying to reach our U-M audience.

| 48K People    | 33K Video Views | 486 Actions (likes, comments, shares, etc.) | 760 Clicks to Website |
NOTABLE NEWS
UPDATES: Congratulations to…

Danielle Colburn
Marketing Assistant
University Library

Tom Cummins
Marketing Communications Specialist
Industrial & Operations Engineering

Haley Jones
Brand/Product Analyst
Health Information Technology & Services

Karissa Tjet Knapp
Marketing Coordinator
Institute for Social Research

Erin Lichtenstein
Web Content Administrator
School of Music, Theatre and Dance

Jeremy Little
Media Content Assistant
School of Information

Becky Moylan
Writer & PR Strategist
Ford School of Public Policy

Rachel Phillips
Communications Lead
Office of the Vice President for Student Life

Julia Smillie
Marketing & Communications Manager
The Ginsberg Center

Eric Woodhams
Senior Manager of Digital Media
University Musical Society
Start the New Year by Understanding the Past

- A half-day communications workshop at the Bentley Historical Library will provide tools and ideas for using U-M history to tell your story.

- Watch for more details and registration information in early December via Communicators Forum in Workplace.

Hosted by the Office of the Vice President for Communications and the Bentley Historical Library
"Be Kind. Be Well." Campaign

• Take the pledge
• Share gratitude with your team
• Be kind

Learn more: mhealthy.umich.edu/bekind

Contact:
Matt Snyder
mesnyder@umich.edu
SHOW & TELL

Campaign End Celebration & Giving Blueday 2018

Paul Morin | Marketing Strategist, Marketing & Communications, OUD
Campaign End Celebration, November 2

• Victors for Michigan Impact Celebration, 4:00 p.m. – 5:00 p.m.
• Reception at the University of Michigan Museum of Art, starting at 7:00 p.m.
• Both of these events are open to all
Giving Blueday 2018

• November 27, 2018
• What’s new?
• We need your help
New Look

GIVING BLUEDAY 11.27.18

WHAT WILL YOU DO IN ONE DAY?

givingblueday.org
New Giving Platform

59D 10H 37M 40S

GIVING BLUEDAY
11.27.18

WHAT WILL YOU BE DOING ON NOVEMBER 27?
Coming back here, of course!

ONE DAY. ALL OF US. SUPPORT WHAT YOU❤️ABOUT U-M.
WHAT WILL YOU DO IN ONE DAY?
New Functionality
### Varsity Sports Leaderboard

<table>
<thead>
<tr>
<th>Sport</th>
<th>Donors</th>
<th>Dollars Raised</th>
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<tbody>
<tr>
<td>Men’s Basketball</td>
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<td>Football</td>
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<td>Men’s Track and Cross Country</td>
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<tr>
<td>Men’s Swimming and Diving</td>
<td>15</td>
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<tr>
<td>Men’s Lacrosse</td>
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<td>$6,064.84</td>
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What Can You Do?

• Social Media and Marketing Toolkit
• GivingBlueday.org
• Work with Development Colleagues
• Share impact stories
• Spread the word!
Thank you!
INSIDE THE NEWSROOM

Sharilyn Hufford
The New York Times
deputy editor of news platforms

Chad Livengood,
Crain’s Detroit Business
senior reporter

Mike Householder,
Associated Press
video journalist/writer
Next Communicators’ Forum

Thursday, January 31, 2019

Robertson Auditorium
THANK YOU

You can go back to work now :)}