

# Vision 20/20 UPDATE

Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

Overall Status

Red

Yellow

Green

Goal: VIII

Develop, execute and assess strategic marketing and communications programs that strengthen, promote

Strategy: U

Employ a multimedia mix including traditional and new media, such as social media, to promote University excellence, traditions and pride while encouraging students, faculty, staff, alumni and other key stakeholders' participation in University educational, cultural and athletic events. Elevate

## Recent Key Accomplishments

Instagram has been successfully integrated into WVSU's social media presence. Consistent and original posting has increased the number of followers from 247 (1/15/16) to 946 (12/5/16). This is a 283 percent increase in 11 months.

The number of followers on Facebook and Twitter have continued to grow from 6,129 and 2,430 (12/9/15) to 7,652 and 3,114 (12/5/16). This is a 25 percent increase for

## Upcoming Events

Yearly social media managers meeting will need to be scheduled for 2017.

Social media managers will be informed of a new University procedure requiring University Relations staff to serve as an additional administrator to assist in the management of University affiliated social media accounts. Social media managers will continue to be the lead manager of their

## Emerging Issues

An audit was conducted in July 2016 of inactive social media accounts affiliated with the University. The University Relations team is trying to delete these pages but many are not able to be closed because the original administrator is no longer with the University.

## Solutions

Implement a University procedure requiring all WVSU-related social media pages to provide University Relations staff administrative access to assist in the management the page(s). Maintain a list of current social media managers and be notified anytime a department/division changes the social

## Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: New Social Media	12/02/2016	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	100	Develop and communicate procedure to University social media managers
Item: Social Media Managers	01/31/2017	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	0	Schedule yearly meeting with social media managers at the start of the spring 2017
Item: Follow-up audit	01/31/2017	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	0	Evaluate the success of deleting inactive social media pages 6 months after initial audit
Item: Event Attendance	12/05/2016	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	100	All three areas tracking attendance delivered reports but completion of the data varies