OKStateU.com

Strategic Message Plan

RSSJ Public Relations

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⦁ OKStateU.com Strategic Communications Plan ⦁

**Executive Summary**

Our campaign is to draw attention and create interactions for new and current students to a newly formed website, OKStateU. The website is to encourage students to get involved with clubs and organizations on campus. Through this website, students can register and be connected with other registered students. OKStateU is an exclusive social media site for the Oklahoma State campus. This is beneficial for students because they can easily connect with their classmates.

Our goal for this campaign is to make OKStateu.com the most informative and welcoming networking site for incoming and current students.

We identified four main target audiences:

1. New students who are making the transition from home life to college life
2. Current students looking to be involved on campus and be leaders to new students
3. Faculty and staff wanting to be more connected with their students and provide guidance
4. Alumni who want to stay connected with his or her Alma Mater

**Situational Analysis**

The campaign will be called “Cowboy Orange” and will be promoting OSU’s new website [www.OKStateu.com](http://www.OKStateu.com). Through Cowboy Orange our slogan will be “Cowboy Up” and the “U” in “Up” will be a horseshoe. The horseshoe relates to our cowboy nation and Pistol Pete. Our slogan engages both new and current students to visit the site and create a profile to become an active user of the site.

Our promotion will begin by creating a Facebook page called “Cowboy Orange.” The page will direct the students directly to OKStateu.com so they can begin the registration process. A Twitter account will be created, “@OKStateU,” that will have a designated person tweeting about updates to the website that also provides a link to take you directly to OKStateU.com. Throughout the semester, there will be several promotional activities on library lawn to draw attention and users to the website.

**Objectives**

* To increase the number of students who register with OKStateu.com by the following percentages for each class by the end of Fall 2011:
  + Freshman: 85%
  + Sophomores: 65%
  + Juniors: 35%
  + Seniors: 15%
* To increase the number of students who use OKStateu.com by 35% by the end of Fall 2011
* To increase the number of daily users by 15%.

**Message Points**

* The purpose of OKStateU.com is to connect students with one another and help them get more involved with Oklahoma State University.
* OKStateU is a social media tool that will link together incoming and current students with the OSU campus. Its main purpose is to inform students and get them more involved with the OSU community.
* OKStateU is a great way to make the student body more connected. It will be a support system and information center to incoming and current students. OKStateU inspires students to be more active and aware of the all opportunities at OSU.

**Tactical Elements**

* We will create a Facebook fan page called “OKStateU.” On the fan page, there will be a few informational bullet points that describe OKStateU. The bullet points are listed below:
* OKStateU is a site to inform all students about current events and organizations on campus
* On the website, students are able to easily connect and interact with other Oklahoma State students
* Directly below the key points is a link that directs students to [www.OKStateU.com](http://www.OKStateU.com) so the students can register for the site. Also on the Facebook page, there will be several pictures of students involved on campus that were linked in through OKStateU. At the bottom of the page, there will be contact information for questions about OKStateU.
* We will create a Twitter account called “@OKStateU.” This account will be used specifically for updates and a link that directs users to the website. The updates that will be sent out regard new clubs on campus and new photos and videos that are added to the site.
  + An example of an update will be, “SGA just posted new pictures on OKStateU. Visit the site for photos from the event! #OKStateU”
  + “Be sure to come to Library Lawn tomorrow for free stuff! #OKStateU”
* As the semester continues to pan out, we will change the updates to be in accordance with the seasons, sports and any organization on campus. Examples below:
* “Come watch Cowgirl Soccer tonight! Check out more details at [www.OKStateU.com](http://www.OKStateU.com) #GOstate”
* “SGA is holding a meeting tonight. Click [here](http://okstateu.com/) or more details about time and place regarding the event #OKStateSGA”
* Toys to the Game are hosting a toy drive this Saturday. Check out where to donate and how to become involved ---> [www.OKStateU.com](http://www.OKStateU.com)
* Throughout the Fall 2011, we will host several promotional activities on Library Lawn. We will pass out food, frisbees, balls, t-shirts and rubber band bracelets. Each of the following will have “OKStateU.com” and a slogan on the t-shirts, frisbees and balls printed on the item.
* The t-shirts, frisbees and balls will be on a variety of colors that says “Cowboy Up for OKStateU.com”
* The bracelets will just have “OKStateU.com” embedded on the rubber in a variety of colors as well.
* All incoming students are required to attend a Freshmen Orientation session on the Oklahoma State campus in Stillwater. During this time, a spokesperson for [www.OKStateU.com](http://www.OKStateU.com) will have a station set up where all the clubs and organizations are stationed as well. The spokesperson for OKStateU will be handing the promotional items listed above as a welcome for all students’ attention the orientation. Not only will the person be handing out items but they will also be giving a brief introduction to OKStateU.
* If students do not have to the opportunity to make it to the booth, there will be a required informational session right before the incoming students break off into to sections to enroll. This informational session will last no longer than 10-15 minutes. It is just to describe what the site is and have it fresh in the students mind so they can register before or after they enroll in the computer lab.
* Throughout the semester The Daily O’Collegian will run a daily advertisement that says “Cowboy Up for OKStateU.com.”

**Timeline**

May, June, July 2011 – Launch the site for Freshmen Orientation

* Informational session about the site that all incoming students are required to attend.
* During orientation, there will be a booth set up for freshmen and incoming students to float to while looking at other booths.
* The booth will provide a person with specific information about the site and how to use the site.
* The booth will have fliers that provide information about the site.

August 2011 –

* Daily updates on the @OKStateU twitter account that also direct followers to the Facebook page and promotional activities
* A team to contact all organizations on campus to ensure the organizations updates everything on their website
* Begin daily advertisements in the O’Colly that say “Cowboy Up for OKStateU.com”

September 2011–

* Continue all promotional activities on Library Lawn
* Continue daily advertisements in the O’Colly
* Continue twitter updates
* Analyze daily use on OKStateU.com
* Each month analyze how many new people registered for OKStateU.com
* Each month analyze how many people use the site on a regular basis
* Sept. 10, we will hand out football and t-shirts
  + The footballs and t-shirts will say “Cowboy Up for OKStateU.com”
  + We will hand out about 200 shirts and 500 footballs to people who are at tailgates.
  + We will begin handing out the footballs and t-shirts starting at 4:00-4:30 pm.

October 2011 –

* Continue all promotional activities on Library Lawn
* Continue daily advertisements in the O’Colly
* Continue twitter updates
* Analyze daily use on OKStateU.com
* Each month analyze how many new people registered for OKStateU.com
* Each month analyze how many people use the site on a regular basis
* Oct. 28 during the Homecoming “Walkarounds” we will hand out frisbees, balls and t-shirt that say, “Cowboy Up for OKStateU.com”
  + We will hand out 300 shirts and 600 frisbees and balls

November 2011 –

* Continue all promotional activities on Library Lawn
* Continue daily advertisements in the O’Colly
* Continue twitter updates
* Analyze daily use on OKStateU.com
* Each month analyze how many new people registered for OKStateU.com
* Each month analyze how many people use the site on a regular basis

December 2011 –

* Dec. 3 we will hand out footballs and t-shirts at the Bedlam football game
  + The footballs and t-shirts will say “Cowboy Up for OKStateU.com”
  + We will hand out 300 footballs and 500 t-shirts
  + We will begin handing out the footballs and t-shirts 3 hours before the game at tailgates
* Analyze how many people registered on OKStateU.com
* Analyze how many people continued to use OKStateU.com once they registered
* Analyze daily use on OKStateU.com
* Analyze how many Facebook fans and Twitter followers since the launch in August

**Evaluation**

To fully evaluate the success and results of our campaign, we will continue to assess the follow areas to ensure total success:

* Our message points were delivered properly and directly to our target audience
* Create awareness of OKStateU.com to all students and facutly
* Increase the use of students and faculty of OKStateU.com
* Assess the response to the tactical elements used in the campaign
* Complete reach to the target audience

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**News Release**

FOR IMMEDIATE RELEASE: FOR MORE INFORMATION:

Feb. 10, 2010 Sarah Brown

Public Relations Student

(918) 852-5444

sarah.brown12@okstatee.edu

Oklahoma State launches new social website

STILLWATER, Okla. – Oklahoma State University is creating a new social website, [www.OKStateU.com](http://www.OKStateU.com), that engages students to interact with others and encourages students be active on campus through this site. OKStateU allows an opportunity for students to connect and network with a large number of people and gain new friendships.

“OKStateU is much more than a website about Oklahoma State. It is a tool that will benefit future, new and current students by connecting the students on an interactive website. OKStateU will help new students ease the transition from home life to college life. The site will also be an advantage for all students to be better informed about the happenings on campus and network incoming and current students together, said Delton Gordon, an avid user of OKStateU.

OKStateU strives to be Oklahoma State’s top website used by students and faculty by the end of the fall semester 2011. President Burns Hargis will be an active participant in the construction of this website because he believes this site will benefit all students considerably. By having President Hargis and OSU students involved with the launching of OKStateU, the website will be heavily advertised by handing out fliers to students on campus, sending e-mails to all current and future students who will be attending Oklahoma State in fall of 2011 to register to and other various activities that encourages students to register to OKStateU.com.

“When OKStateU began its building process, I was a 100% on board with the project. Today, social media is key for the students of tomorrow. Because this website only connects Oklahoma State students, it is much easier for students to be networked together than on other social sites such as Facebook. I look forward for students to understand the opportunities they have on campus as well as connect together on OKStateU provides,” said Burns Hargis, President of Oklahoma State University.

The launching for the website is underway. There are already several users on the site ready for the complete launch in Fall 2011 with the new students. For more information go to [www.OKStateU.com](http://www.OKStateU.com) or contact Sarah Brown at (918) 934-3439 or [sarah.brown12@okstate.edu](mailto:sarah.brown12@okstate.edu).

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**Reporter**

Name – Sara Plummer

Media Outlet – Tulsa World Newspaper

Links to three other stories –

* <http://www.tulsaworld.com/news/article.aspx?subjectid=11&articleid=20110413_11_A1_CUTLIN843966>
* <http://www.tulsaworld.com/news/article.aspx?subjectid=11&articleid=20110321_11_A13_CUTLIN277460>
* <http://www.tulsaworld.com/news/article.aspx?subjectid=19&articleid=20110403_11_A13_CUTLIN908740>

Fact Sheet

FOR IMMEDIATE RELEASE FOR MORE INFORMATION, CONTACT

April 18, 2011 Samantha Wilson

RSSJ Public Relations

405-8675-309

[sjw08@sbcglobal.net](mailto:sjw08@sbcglobal.net)

Oklahoma State University creates social media site

**What:** Oklahoma State University has started a social media website, [www.okstateu.com](http://www.okstateu.com). Students will be able to interact with each other to learn about upcoming events, as well as to connect with new people. They will be able to make a profile, add friends

**Who:** OSU students, faculty and staff will all be able to use the site exclusively.

**Where:** The website can be found at [www.okstateu.com](http://www.okstateu.com). Simply click the “join” button   
 to signup for site.

**When:** The site will be launched sometime in the middle of August.

**Why:** The website was created in hopes to increase the grade point average and class retention at OSU. In addition to this, the site will help promote interaction on campus and opportunities to make new friends. The site will also help new students to adjust to college life and help with future educational opportunities.

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**White Paper**

WHITE PAPER FOR MORE INFORMATION, CONTACT

Samantha Wilson

RSSJ Public Relations

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Facebook is going out of style. Myspace is obsolete. It’s time to start focusing on the future of social media. If you’re looking for a fun, interactive way to interact with people at your university, then look no further than OKStateU.com.

OKStateU is an up and coming social media site designed exclusively for students, faculty and staff at Oklahoma State University. The website will help students become actively involved on campus, as well allow for educational and social opportunities.

Users will be able to interact with each other through message boards, private chat rooms, groups, calendars of upcoming events, and many other opportunities on the website. This will help them to participate in on-campus activities and events, as well as to meet new people.

In addition to this, OKStateU will provide educational opportunities for students. This will include anything from articles to successful studying to study group meet-ups for specific classes. This will not only help improve the student’s grades, but will allow for them to interact with new friends.

Social media sites are becoming a rapid addiction to college students. They are often seen as a waste of time, but OKStateU strives to make education a part of social media.

Oklahoma State University students will be astounded on the many opportunities they’ll find by using OKStateU.com. Join today to start reaping the benefits of this new, innovative social media site!

**Pitch Letter**

RSSJ PUBLIC RELATIONS

117 E. Miller Ave

Stillwater, OK 74075

Tel: 405-555-1023

April 19, 2011

Amanda Bland

Business Editor

*Daily O’Collegian Newspaper*

P.O. Box 45890

Stillwater, OK 74074

Dear Ms. Bland:

There is a new social media network coming to Oklahoma State University. We would like to introduce you at The Daily O’Collegian to OKStateU.com. OKStateU is an exclusive social media outlet for the OSU community. Along with connecting incoming and current student, OKStateU will also help inform students of upcoming events and opportunities at OSU.

We have an exciting event coming up to accompany the launch of OKStateU.com. Starting on the day of the official launch of OKStateU, OSU will be hosting an event called “Where’s Burns?” and will take place twice a month through the Fall 2011 semester. Students will go to OKStateU.com to find the clues that will lead them to President Burns Hargis. The first student to find and take a picture with Burns Hargis will receive a $50 Visa gift card, Wal-Mart or gifts cards to other local dining, and shopping or entertainment businesses in Stillwater. A free t-shirt will be given to the others who show up to the event but do not get there first.

Being a part of OSU, we feel that the O’Colly is the most appropriate medium for reporting these events to the OSU community. We are willing to offer exclusive coverage of the events and the clues to the O’Colly so that you can get the best coverage possible for each event. Also, we will give you exclusive rights to pictures and interviews with the winners and President Hargis.

If you have any further questions or need information, please feel free to contact me on my direct line 817-307-2499. I will follow up on Friday, April 22, to see if you have any interest in this exclusive for OKStateU.

Sincerely,

Jessica Gaynor

RSSJ Project Leader

**Memo to Burns Hargis**

MEMO

Date: April 11, 2011

To: Oklahoma State University

From: RSSJ Public Relations via Jessica Gaynor

CC: Rylie Burns, Sarah Brown and Samantha Wilson

Subject: OKStateU Status Update with Tactical Elements

RSSJ Public Relations has been hard at work for the OKStateU campaign. Upon your request, we have prepared a campaign outline with proposed tactical elements. After reading over our tactics, we ask for your commitment to our team so that we may continue working together and creating a successful campaign for OKStateU. Below is an outline of our campaign and a brief introduction to the RSSJ strategy. We look forward to hearing from you.

TACTICS:

* How to get students to the website:
  + Fliers will be passed out on campus to students and faculty encouraging the use of OKStateU.
  + A Facebook page will be created that gives key points about OKStateU, then directs you to [www.OKStateU.com](http://www.OKStateU.com) for more information on how to get involved.
  + Twitter account “@OKStateU” has someone tweeting about updates to the site that also provides a link to take you directly to the site.
  + We will chalk on campus that has [www.OKStateu.com](http://www.OKStateu.com) and taglines such as “looking to get involved?” “How to become active on campus” etc.
  + Blogging – We will have an open blog that a student can blog about what events are coming up and past experiences about OSU activities/clubs and how they have benefited them
  + O’colly – The O’Colly will run advertisements in the newspaper encouraging students to visit [www.OKStateU.com](http://www.OKStateU.com)
  + E-mail entire student body about the new and improved launch to the site, also encouraging them to register for the site.
  + Announcements in class by students/professors that talk about what the site is to be used for and how to get involved with OKStateU
  + Events held on library lawn to promote the website
  + Handing out frisbees, balls and rubber band bracelets that say “OKStateU.com” so students will look into the site.
* Engaging students on the website:
  + Pictures that are engaging – Students cheering at OSU football games, students being welcomed at orientation, students giving tours to future students, students studying at the libraries, etc.
  + Tabs – Student organizations, future students, faculty/staff, OSU athletics, about OSU/traditions
  + Well-organized, easy to maneuver website
  + Live chat with a knowledgeable student about OSU/events that are able to communicate with people not familiar with OSU
  + Link to register for OKStateU – easily accessible, right in front of your face that you cannot miss
  + Suggestion box at the bottom of website for users to add feedback
  + Map of campus via link
  + Search bar to search within OKStateU located in the top corner
  + Sidebar with upcoming events, after the event is over with, the event will delete itself so the viewer only sees new events
* Improving the design of the website – We will make it look more fun and enticing for students to want to use it.
* After you resister, the site will direct students/faculty to e-mail to activate account.
* Once you register, you will receive an e-mail once every 3 weeks to encourage you to use the site.
* In order to invite people, there will be an address book of e-mails to search and invite people from the student body via the website.