



Graduation 2020 | Content Strategy

Background

UBC will be holding virtual graduation ceremonies on Wednesday June 17, 2020.

The ceremonies will include many elements of a traditional ceremony, and some unique ones as well. Being a virtual ceremony, this also means they can be opened up to our entire community. Because our students aren't able to celebrate in person, we have an opportunity to do something special to let our students know we're thinking of them in these unprecedented times.

Goal

Congratulate the UBC Psychology Class of 2020 and create a sense of community through virtual means.

Target audiences

- Graduates
- Family of graduates
- Psychology and UBC Community

Considerations

As ceremonies will be held online, content needs to be interactive, easy to distribute and attention grabbing.

Marketing & Communications Strategy | Tactics

An integrated communications strategy will be developed and implemented for this study, consisting of:

Social media:

1. Statistics

Relevant documents/links:

- Social media: [Instagram stories](#), [Instagram timeline](#), [Twitter](#)
- [Web post](#)
- Graphics: (COMMWEB > Graduation > 2020 > At a glance)

Tasks:

- Emailed undergrad@psych.ubc.ca early to prompt the Undergraduate Program Assistant to send over the statistics of the graduating class
- We asked for: BA Major in Psychology, BA Honours in Psychology, BSc Major in Behavioral Neuroscience, BSc Major in Psychology, BSc Arts Psychology, youngest/oldest, men/women



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- We also gathered “fun” statistics: # of Bagels with Ben ([contact Benjamin Cheung](#)), # of Psych Cafes ([contact David King](#)), # PSA Student Faculty Socials/Ice Brakers ([contact PSA](#)), # Equity and Inclusion Coffee Hours
- Made supporting visuals for social media with Illustrator

Next year:

- These posts always do well as it is interesting for the graduating class and brings a sense of pride to their accomplishment
- Continue to do the the fun statistics as they did well on [Twitter](#)
- Try using out the infographic features on our website

2. IG story templates (were extended to other platforms by changing asset sizes)

Relevant documens/links:

- Social media: Check Instagram stories and Twitter links above
- Editable assests on Canva: [Instagram stories](#), [Instagram timelines](#)
- Graphics: (COMMWEB > Graduation > 2020 > POSTINGS)

Tasks:

- Researched different types of templates by looking through other university social media platforms
- Created assets in Canva
 - Followed an “online” theme this year to embrace virtual graduation
 - Included: ‘Tag your UBC Psych Squad’, ‘Your year in GIFs’, ‘2019-2020 Yearbook’

Next year:

- I saw people participating but because their Instagram account was private, the UBC Psych instagram account didn’t receive the notification that we were tagged → make this announcement that you need to be set as a “public” account to be reposted

3. Bingo card

Relevant documents/links:

- Social media: Check Instagram stories and Twitter links above
- Graphics: (COMMWEB > Graduation > 2020 > POSTINGS)

Tasks:

- Came up with 25 UBC Psychology related prompts (Kenny building and non Kenny building related)
- Created assets in Canva because they had bingo templates

Next year:

- Provide a square version on Instagram timeline so that individuals can repost to their Instagram timeline.



- (Ben took the square version off of Twitter and posted on Instagram so we can eliminate that extra step by just posting a square version on the Instagram timeline)

4. Graduation Reflection

Relevant documents/links:

- Social media: Check Instagram stories and Twitter links above
- Editable Canva assets: [Twitter Reflection sizes](#), see above for link to both Instagram sizes
- Graphics: (COMMWEB > Graduation > 2020 > POSTINGS)

Tasks:

- Created assets in Canva
- The following prompts were used:
 - What is one random fact that you learned during your undergrad that you will remember?
 - What is the most memorable thing you learned during your undergrad?
 - What would you tell your first-year self?
 - What will you miss most about UBC Psychology?

Next year:

- Monitor these posts and interact more with those who reply to encourage further interaction

5. Standard UBC graduation post

Relevant documents/links:

- (COMMWEB > Graduation > 2020 > UBC assets)

Letter:

Letter to students from Geoff

Relevant documents/links:

- [Web post](#)
- (COMMWEB > Graduation > 2020 > Letter)

Tasks:

- Bonnie wrote up a draft for Geoff
- Shared in an email to our graduating class and posted on the website

Videos:

1. Dear class of 2020

Relevant documents/links:

- Youtube: [Short version](#), [Long version](#)
- Videos: (COMMWEB > Graduation > 2020 > Video > Video Final)
- Video Instructions: (COMMWEB > Graduation > 2020 > Video)

Tasks:



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- Sent out an email to faculty with instructions (Lawron has a list)
 - Asked for any type of video (dressing up in regalia, doing a fun action/background, etc.)
 - Had all the faculty say the same thing “congrats to the class of 2020” for the shorter video
- Created Zoom backgrounds for faculty to choose from (Rose Garden, Kenny Building, Buchanan, other UBC landmarks)
- Edited two videos (one under a minute to post on Instagram, and another longer version for other social media platforms) using Premiere Pro
- Post on social media: IG/Twitter with shorter video, FB with longer video

Next year:

- Set up consistent thumbnails for Instagram
- Create unique bit.ly link for longer video for Instagram caption

2. Citations

Relevant documents/links:

- Youtube: [Trish](#), [Courtney](#), [Julia](#)
- [Web post](#)
- Videos: (COMMWEB > Graduation > 2020 > PhdGraduates)

Tasks:

- Sent out an email to faculty with same video instructions
- Created text photos of the citations
- Edit ~30 second videos using Premiere Pro

Next year:

- Continue this next year even if there is in-person grad
- Ask faculty to include a congratulatory message in the video

Posting schedule:

		Instagram	Twitter	Facebook
<i>Wed: June 10</i>	Calendar Countdown	<i>IG story:</i> Photo + use countdown feature <i>Timeline:</i> Aesthetic photo + calendar countdown photo	Calendar countdown photo (Twitter sized)	Calendar countdown photo (FB sized)
<i>Thu: June 11</i>	Statistics	<i>IG story:</i> Stats photo (IG story sized)	Stats photo (Twitter sized)	Stats photo (FB sized)



		<i>Timeline:</i> Stats photo (square sized)		
<i>Fri:</i> <i>June 12</i>	Bingo Card	<i>IG story only:</i> Bingo card	Bingo card (Square sized, post two to for Twitter crop)	Bingo card (Square sized, post two for FB crop)
<i>Sat:</i> <i>June 13</i>	Squad	<i>IG story only:</i> Squad photo	x	x
<i>Sun:</i> <i>June 14</i>	GIF	<i>IG story only:</i> GIF photo	x	x
<i>Mon:</i> <i>June 15</i>	Reflection	<i>IG story:</i> Instructions, 4 Reflections (IG story sized) <i>Timeline:</i> 4 reflections (square sized)	4 Reflection photo in a thread (Twitter sized)	4 reflection photos (square sized)
<i>Tue:</i> <i>Jan 16</i>	Yearbook	<i>IG story only:</i> Instructions, 2 Yearbook (IG story sized)	x	x
<i>Wed:</i> <i>Jan 17</i>	Video + Letter	1 min long version video	1 min long version video	Full length version video

Metrics

To measure success for each strategy item we will review and analyze:

1. Social media engagement, impressions, click through rate etc.
2. Website analytics, click through rate etc.

Instagram:

Item	Reach	Interactions	Impressions
#UBCGrad Countdown	623	15 profile visits	792
Statistics post	1,200	45 profile visits 28 sent 8 saved 4 follows	1,557
#UBCGrad Reflections	593	8 profile visits 1 sent 1 saved	760
Courtney Bryce	750	18 profile visits 7 saved	851
Julia Van De Vondervoort	657	14 profile visits 1 sent	657



Department of Psychology

		2 saved	
Trish Varao-Sousa	498	6 profile visits 2 saved	557
Dear Class of 2020 Video	728	11 profile visits 1 website click 6 sent 10 saved	819
Total	5,049	117 profile visits 36 sent 23 saved 4 follows	5,993

Twitter:

Item	Impressions	Engagement	Engagement Rate
#UBCGrad Countdown	694	15	2.2%
Statistics post	1,002	24	2.4%
Bingo card	1,031	74	7.2%
UBC Squad	910	45	4.9%
#UBCGrad Reflections	1,049	15	1.4%
Courtney Bryce	3,078	235	7.6%
Julia Van De Vondervoort	1,585	109	6.9%
Trish Varao-Sousa	1,284	71	5.5%
Dear Class of 2020 Video	1,784	149	8.4%
Fun Statistics	1,244	33	2.7%
Total	13,661	770	5.55% (average)

Facebook:

Item	Reach	Engagement	Reactions
#UBCGrad Countdown	331	16	4
Statistics post	660	71	18
Bingo card	471	77	6
#UBCGrad Reflections	324	5	4
Courtney Bryce	940	125	88
Julia Van De Vondervoort	559	106	62
Trish Varao-Sousa	314	20	9
Dear Class of 2020 Video	613	97	17
Fun Statistics	264	21	1
Total	4476	538	209

Newsletter:

Item	Unique clicks	Total clicks
PhD grad post	84 (12.96%)	93 (13.30%)
Trish Alumni Q&A	81 (12.50%) + 15 (2.31) on image	86 (12.30%) + 15 (2.15%) on image



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Grad video	31 (4.78%) + 12 (1.85%) on image	32 (4.58) + 14 (2.00%) on image
Virtual Grad post	19 (2.93%)	21 (3.00%)
Letter from the Head	9 (1.39%)	9 (1.29%)

Website:

Item	# of users	Avg view
Trish Alumni Q&A	167 (0.78%)	2:55
PhD grad post	137 (0.64%)	1:45
Virtual Grad post	114 (0.53%)	2:15
Letter from the Head	47 (0.22%)	1:29

Communications Toolkit

Visual assets:

Item	Size
Instagram Stories	1920x1080ps
Bingo card	1080x1080
Facebook timeline	1200x600px
Twitter timeline	506x253px
Instagram	1080x1080px
Website	715x402px

Content and messaging:

		Instagram	Twitter	Facebook
Wed: June 10	Calendar Countdown	<p>🎓 T-7 days till Graduation! 🎓</p> <p>The Department of Psychology wants to countdown to grad with you! Each day at 12PM PST something new will be unlocked on our stories. Check back every day! #UBCGrad</p>	<p>🎓 T-7 days till Graduation! 🎓</p> <p>Each day at 12PM on IG stories @ubcpsych will unlock something new, check back everyday! #UBCGrad</p>	<p>🎓 T-7 days till Graduation! 🎓</p> <p>The Department of Psychology wants to countdown to grad with you! Each day at 12PM PST something new will be unlocked our IG stories @ubcpsych. Check back every day!</p> <p>#UBCGrad</p>
Thu: June 11	Statistics	<p>🎓 T-6 days till graduation! 🎓</p> <p>This spring, over 550 psychology students will officially graduate and we couldn't be prouder. Congratulations to each and every one of you! #UBCGrad</p>	<p>🎓 T-6 days till graduation! 🎓</p> <p>This spring, over 550 psychology students will officially graduate and</p>	<p>🎓 T-6 days till graduation! 🎓</p> <p>This spring, over 550 psychology students will officially graduate and we couldn't be prouder.</p>



			we couldn't be prouder. Congratulations to each and every one of you! #UBCGrad	Congratulations to each and every one of you! #UBCGrad
<i>Fri: June 12</i>	Bingo Card	x	🎓 T-5 days till graduation! 🎓 Fill out the psychology #UBCGrad bingo card and tag @UBCPsych on Instagram and/or Twitter #UBCGrad	🎓 T-5 days till graduation! 🎓 Fill out the psychology #UBCGrad bingo card and tag @ubcpsych on Instagram and/or Twitter #UBCGrad
<i>Sat: June 13</i>	Squad	x	🎓 T-4 days till graduation! 🎓 Use the template and tag your UBC squad on Instagram stories @UBCPsych or in the comments! #UBCGrad	x
<i>Sun: June 14</i>	GIF	x	x	x
<i>Mon: June 15</i>	Reflection	🎓 T-2 days till graduation! 🎓 Reflect on your degree. Feel free to answer the questions in the comments or post your own story using the template in our stories! #UBCGrad	🎓 T-2 days till graduation! 🎓 Graduation reflection questions: a thread QRT with your responses, we want to hear from you!	🎓 T-2 days till graduation! 🎓 Reflect on your degree, feel free to answer the questions in the comments or post your own story using the template in our IG stories @ubcpsych! #UBCGrad



			#UBCGrad	
Tue : Jan 16	Yearbook	x	x	x
We d: Jan 17	Video + Letter	<p>Today over 550 psychology students officially graduate and we couldn't be prouder. While we can't celebrate in person, we celebrate our graduates virtually! Tuum Est. It is Yours! #UBCGrad #UBCPsychology</p> <p>View longer video: https://bit.ly/37HfVMi</p> <p>Tune into UBC' s virtual graduation ceremony at 9:30am live at: https://virtualgraduation.ubc.ca/vancouver and on YouTube, Facebook and Panopto</p>	<p>Today over 550 psychology students officially graduate and we couldn't be prouder. While we can't celebrate in person, we celebrate our graduates virtually! Tuum Est. It is Yours! #UBCGrad View longer video: https://bit.ly/37HfVMi</p>	<p>Today over 550 psychology students will officially graduate and we couldn't be prouder. While we can't celebrate in person, we celebrate our graduates virtually! Tuum Est. It is Yours!</p> <p>View some 2019-2020 undergraduate student highlights: https://bit.ly/UBCPsychGrad</p> <p>Read a letter from our department head, Dr. Geoffrey Hall: https://bit.ly/3fz1BrU</p>

Future ideas for content

- Famous alumni
 - One outreach email: famous UBC Psych grads
- Digital selfie