



Club Leadership Conference

Strategic Plan

February 5-6, 2016

Objective: To foster and strengthen the connections between Auburn University and its alumni and friends. To preserve and promote the university's traditions, purposes, growth and alumni.

Purpose: To increase membership in the Alumni Association by promoting awareness to club leaders. Grow general engagement of Auburn clubs.

Audience: The Auburn Club Officers.

Metrics:

- New memberships
- Retweets and mentions
- Likes and comments
- Followers
- Time on site
- Page views per visit

Tools:

Platforms

- Facebook
- Twitter
- Periscope
- Flickr
- Pinterest



Tactics:

Increase awareness by sharing user content

- Engage alumni on social media

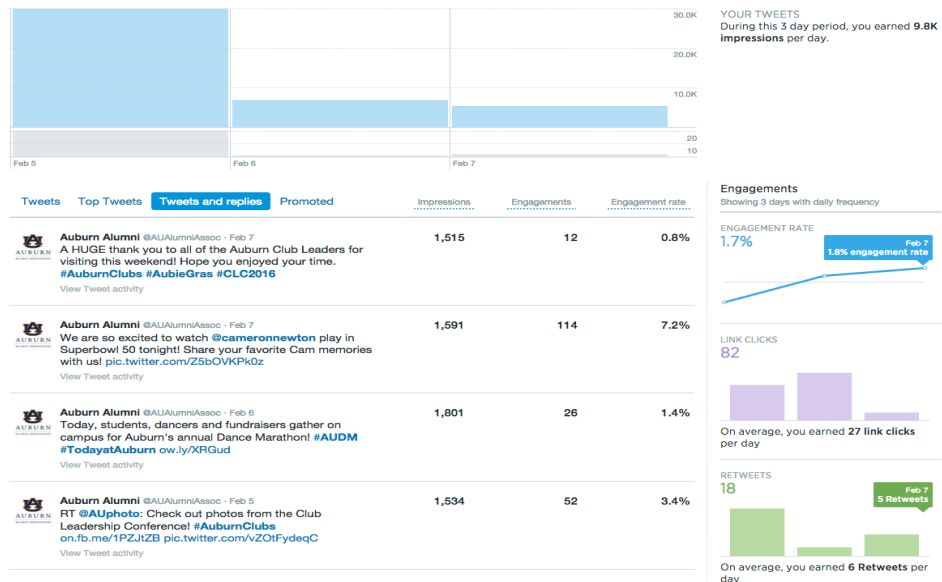
Periscope

- Interviewed 20-30 attendees at the conference through casual conversation such as, “What is your favorite Auburn memory, where are you from, etc.”
- Shared auburn love stories, membership involvement and solicitation, and Auburn Clubs
- Videos on Periscope are only visible for 24 hours. To have a copy of the video the video must be archived before the video is taken down after 24 hours.

Twitter

- All club handles were tweeted to the morning of the conference on Friday
- Tweets were going out two weeks in advance promoting the event to the clubs coming
- Tweets earned 29.5K impressions from Feb. 5- Feb. 7 (9.8K a day)
- Retweets= 18 (Feb 5 -7) (6 per day)
- 1.7 engagement rate
- 82 link clicks (27 per day)
- Houston and Birmingham most active Twitter accounts






Your Tweets earned **29.5K impressions** over this **3 day** period





Top 5 Tweets:

Impressions Engagement Engagement Rate

1.		Auburn Alumni @AUAlumniAssoc · Feb 6 Today, students, dancers and fundraisers gather on campus for Auburn's annual Dance Marathon! #AUDM #TodayatAuburn ow.ly/XRGud View Tweet activity	1,807	26	1.4%
2.		Auburn Alumni @AUAlumniAssoc · Feb 10 Thank you all Auburn Club Leaders for visiting. See if you can find yourself in any of the pics from the weekend! flic.kr/s/aHskui6WE5 View Tweet activity	1,627	24	1.5%
3.		Auburn Alumni @AUAlumniAssoc · Feb 5 Watch on #Periscope: Auburn Club Leadership Conference #AuburnClubs periscope.tv/w/aYUOjFheWpW... View Tweet activity	1,619	42	2.6%
4.		Auburn Alumni @AUAlumniAssoc · Feb 5 RT @AUphoto: Check out photos from the Club Leadership Conference! #AuburnClubs on.fb.me/1PZJtZB pic.twitter.com/vZ0tFydeqC View Tweet activity	1,543	52	3.4%
5.		Auburn Alumni @AUAlumniAssoc · Feb 7 A HUGE thank you to all of the Auburn Club Leaders for visiting this weekend! Hope you enjoyed your time. #AuburnClubs #AubieGras #CLC2016 View Tweet activity	1,527	12	0.8%

Facebook

- Post were made showing all the awards given to different clubs
- Page views were at 127 for Feb.5 and Feb 6

Feb. 5 and 6 2016

- Reach=193,706
- Shares=45
- Comments=65



Top 3 Posts

1. Auburn Alumni Association shared Randolph County Auburn Club’s post on a house priced at 20,000.
 - **32,200 reached**
 - **3,500 post clicks**
 - **373 shares/comments**
2. Auburn Alumni Association shared Auburn University Photographic Services album.
 - **18,600 reached**
 - **1,400 post clicks**
 - **416 shares/comments**
3. Auburn Alumni Association shared The War Eagle Reader’s post on Auburn scientist that discovers new tarantula species
 - **18,000 reached**
 - **725 post clicks**
 - **154 shares/comments**

Flickr

- Uploaded pictures to Flickr in a new album
- Used Twitter, Facebook, and Pinterest to post album link for club leaders to go find themselves
- Views=1,679 (Previous CLC photos)

Tagboard

- #auburnclubs

Measurement: aualum.org

Success of the event has a lot to do with active involvement during the event.

For the two-day event the website attracted 411 new visitors. The visitors stayed on the page for an average of 1 minute and 20 seconds.

Session Duration		
Session Duration	Sessions	Pageviews
0-10 seconds	389	674
11-30 seconds	45	167
31-60 seconds	33	143
61-180 seconds	54	261
181-600 seconds	37	253
601-1800 seconds	26	198

Sessions

584

% of Total: 100.00% (584)

Pageviews

1,696

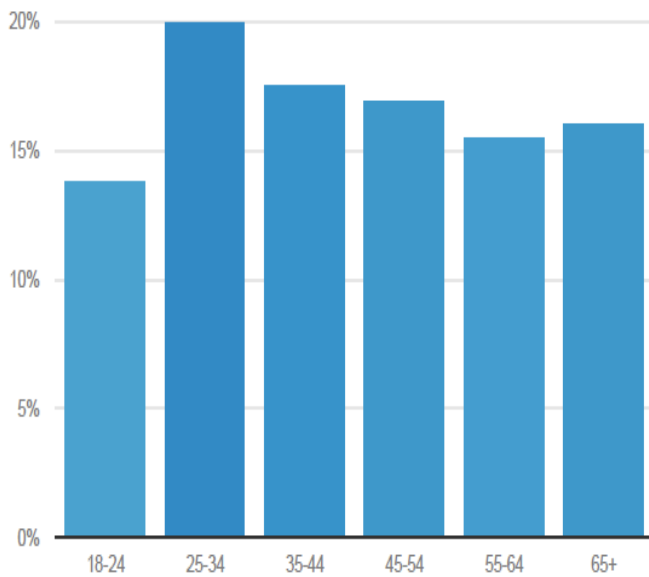
% of Total: 100.00% (1,696)



AUBURN
ALUMNI ASSOCIATION

Age

61.64% of total sessions

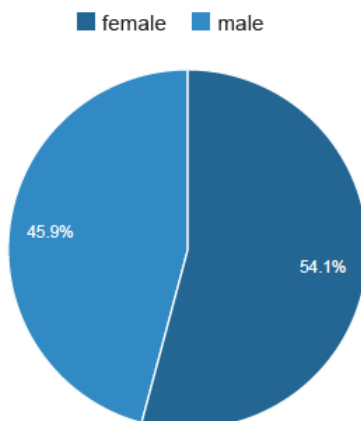


Demographics: Age

The highest demographic of visitors were between the ages of 55 and 64, averaging 18.18% of the total new users. Ages 35-44 were second highest with 17.75% of the new users.

Gender

66.10% of total sessions



Demographics: Gender

Females were the highest percentage of viewers to the page at 54.15% and males 45.85%.