

Social Media Rebranding Campaign

In 2013, I began a campaign to establish a new social media identity for the Wisconsin Alumni Association, with the goal of attracting new fans and followers on Facebook and Twitter, as well as migrating fans from our previous account.

S'mores Campaign

We mailed a "s'mores" kit to select alumni ambassadors to make them aware of our new accounts, and encourage them to spread the word to friends and fellow graduates. I designed the postcard included in the mailer and the package copy.



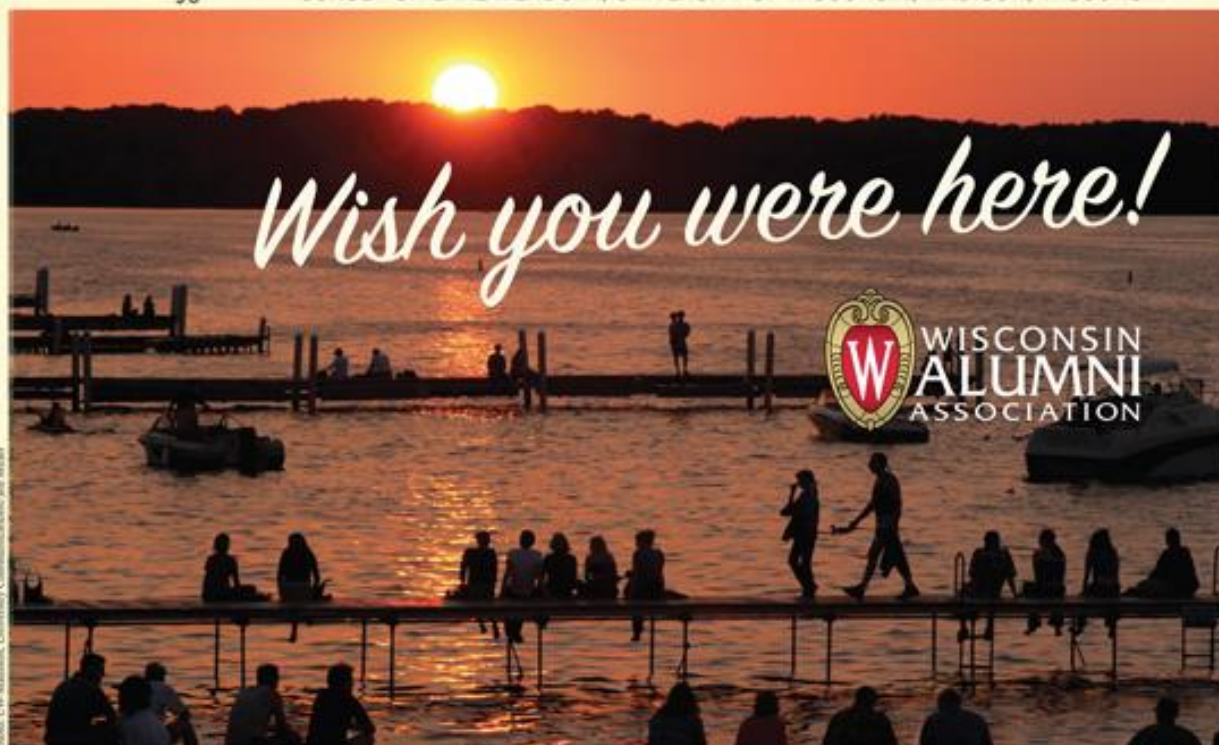


Photo: UW-Madison, University Communications/Jeff Miller

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Greetings from the shore of Lake Mendota!

As the days grow longer, the nights warmer and the mosquitos more plentiful, we want to thank you for loving your alma mater ... and not being afraid to shout it out.

Because you're one of our favorite Badgers (scout's honor!), we hope you'll bring s'more alumni in on the summer fun:

- Connect with us on Twitter, Instagram and Facebook.
- Encourage fellow Badgers to do the same!
- Tell the world (or your online network) why you're proud to be @WisAlumni.
- Post memories of summer in Madison to our Facebook page.
- Add Badger flavor to your city; then show us on Instagram (or snap a pic of the chocolate and marshmallow you just got all over your face).

Have a great summer ... and don't forget the sunscreen!

The Wisconsin Alumni Association



ALUMNI

.....

 @WisAlumni

 Wisconsin Alumni

 @WisAlumni

Paid Facebook Ads

Suggested Page



Wisconsin Alumni

Sponsored

Because your best colors are cardinal and white.



Wisconsin Alumni

College & University

14,742 likes

 Like Page

Suggested Page



Wisconsin Alumni

Sponsored

Because when you've said Wisconsin ... you've said it all.



Wisconsin Alumni

College & University

14,742 likes

 Like Page

Suggested Page



Wisconsin Alumni

Sponsored

Connect with 400,000 people who also know all the words to "Varsity!"



Wisconsin Alumni

College & University

14,742 likes

 Like Page

Suggested Page



Wisconsin Alumni

Sponsored

Because you can recite all 36 words of Sifting and Winnowing from memory.



Wisconsin Alumni

College & University

14,742 likes

 Like Page

Suggested Page



Wisconsin Alumni

Sponsored

Because UW-Madison made you who you are today.



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Suggested Page



Wisconsin Alumni

Sponsored

Because you know flamingos are native to Bascom Hill.



Wisconsin Alumni

College & University

14,742 likes

 Like Page

Facebook Posts

 **Wisconsin Alumni**
May 19, 2013 · 🌐

Praise to thee our Alma Mater. Welcome to the Wisconsin Alumni family, new grads!



**U-
Rah-
Rah!
Wisconsin!**

 **Bucky Badger**
May 6, 2013 · 🌐

You're not just any alumni. You're Wisconsin Alumni.

"Like" the [Wisconsin Alumni](#) Facebook page to join a growing community of your fellow Badger grads! It's Where Badgers Belong.



Like · Comment · Share



Wisconsin Alumni

May 9, 2013 · 🌐

Some mixed emotions on Twitter and Facebook on this rainy day in Madison as UW seniors finish up their final classes. Leave a comment below to share your well-wishes and welcome these future alumni to your Badger family!



Bucky Badger with Kathy Johnson

May 10, 2013 · 🌐

Wave your Badger banners high and tell the world you're proud to be Wisconsin Alumni!

"Like" our Facebook page at <http://facebook.com/wisalumni> to connect with your fellow UW-Madison grads.



...as you
celebrate
the holidays!



Wisconsin Alumni



@wisalumni



Wisconsin Alumni

'Tis the season
to toast family and friends
and connect (or reconnect!)
with your fellow Badgers.

Best wishes from the
Wisconsin Alumni Association

