RINKER SCHOOL
MARKETING
PLAN
AUDIENCE AND GOALS

GOALS

Goal #1: To increase recruitment of diverse students for both the undergraduate and graduate programs.

Goal #2: To increase awareness of The Rinker School of Construction Management among the UF campus.

Goal #3: Increase and maintain engagement with alumni and friends so that they continue to serve as ambassadors for the school.

Goal #4: Increase media coverage to raise our profile at the local, state, national, and international levels.

AUDIENCE

- Students: Middle and High School Students, Current UF Students, Admitted Incoming UF Students (First Time in College, Prospective Undergraduate Students, Prospective Graduate Students) (Both National and International)
- Faculty and Staff
- Alumni and Friends
- Media
### Social Media Audience Breakdown

<table>
<thead>
<tr>
<th>Platform</th>
<th>Female Percentage</th>
<th>Male Percentage</th>
<th>Ages 18-24</th>
<th>Ages 25-34</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>50.4%</td>
<td>49.6%</td>
<td>31%</td>
<td>30%</td>
<td>761</td>
</tr>
<tr>
<td>Facebook</td>
<td>30%</td>
<td>70%</td>
<td>9.39%</td>
<td>32.4%</td>
<td>1,990</td>
</tr>
<tr>
<td>Twitter</td>
<td>44%</td>
<td>66%</td>
<td>40%</td>
<td>27%</td>
<td>676</td>
</tr>
</tbody>
</table>

*Instagram statistics based on worldwide average.*
SOCIAL MEDIA ACCOMPLISHMENTS THUS FAR

TWITTER
- 207.1K Impressions
- 296% Increase in followers (averaging 3 new followers a day)
- 17,926 Organic impressions in one day
- 21.7k Impressions on top tweets
- 68.7K Impressions over a 28 day period
- Posts retweeted/liked by UF and President Fuchs

The average engagement rates for companies twitter channels nationwide is 0.046% and we are at 4.43%.

FACEBOOK
- Verified page
- 105% increase in social media reach within a one month time period and 376% over a one week time period
- Page likes are up 276%
- Increased page followers to 1,990
- Total video views is up 300% over a one month period
- Page likes are up 400% over a one week period
- Page engagement up 201% over one week period
- Actions on page are up 100% over a one month time period

INSTAGRAM
- 761 followers

LINKEDIN
- 496 post impressions up 262%
- Visitors up 29%
GOAL #1: TO INCREASE RECRUITMENT OF DIVERSE STUDENTS FOR BOTH THE UNDERGRADUATE AND GRADUATE PROGRAMS

Objective #1: Establish an Instagram presence and increase social media engagement through recruiting events so that Rinker School will feel like a school that they want to go to.

- Have each student follow our social media handles during orientation
- Include social media handles at open house events and on recruitment materials for example folders
- Increase student engagement using giveaways at recruitment events
- Establish a student takeover schedule for Instagram
- Determine a social media budget per school year

Objective #2: Rinker School students are given the opportunity to work in unique classes and labs. Market these opportunities to recruit perspective students.

- Feature content on social media such as videos that show the labs and overall student experience that they wouldn’t be able to have anywhere else

Objective #3: Continue the effective Rinker School branding with updated student recruitment materials.

- Update folders, signage, banners, and printed materials to go along with new Rinker School branding
- Update the lobby of the building with new and fresh signage
- Update study abroad and testimonial posters along with the student advisor’s showcases
- Continue to develop Rinker School branding each year
GOAL #2: TO INCREASE AWARENESS OF THE RINKER SCHOOL OF CONSTRUCTION MANAGEMENT AMONG THE UF CAMPUS

Objective #1: Strengthen relationships with campus community.

- Continue to use Social Media as a way of building engagement with other colleges and creating a presence on campus thus increasing transfer students from other majors
- Publicize awards for example Gator100 where we were top 3 last year
- Create printed materials for campus offices for example Reitz Union

Marketing message:
The Rinker School has amazing students, faculty, staff, alumni, and friends that are a valuable asset to the University of Florida. The Rinker School stands ready to build partnerships that may be deemed appropriate.
GOAL #3: INCREASE AND MAINTAIN ENGAGEMENT WITH ALUMNI AND FRIENDS SO THAT THEY CONTINUE TO SERVE AS AMBASSADORS FOR THE SCHOOL

Objective #1: Hold events to engage alumni as well as those that connect students to alumni.
- Incorporate social media handles for all events

Objective #2: Feature alumni successes on social media and through the newsletter.
- Make the newsletter more interactive online such as a flipped magazine version

Objective #3: Connect alumni to alumni and alumni to prospective new hires through LinkedIn.
- Use as a tool to connect alumni, students, and friends
- Re-create LinkedIn as a business page
- Post job opportunities
- Post career fair information
GOAL #4: INCREASE MEDIA COVERAGE TO RAISE OUR PROFILE AT THE LOCAL, STATE, NATIONAL AND INTERNATIONAL LEVELS

Objective #1: Establish and strengthen relationships with traditional and trade media.

- Use media list to create and distribute stories from our school
- Become verified on all social media platforms to strengthen credibility with followers and the media
- Coordinate with DCP for best practices on getting major stories out
- Communicate the message of 100% career placement within the school through different stories

Marketing message:
Our faculty are leaders in their field. Our programs recruit the top students who receive an education filled with rich experiences that will make them sought after professionals.
FUTURE SOCIAL MEDIA

STRATEGY

- Use social media to drive traffic to website, increase recruitment efforts, maintain alumni relations and strengthen relationships between the school and students
- Raise public interest in The Rinker School of Construction Management

OUTREACH TACTICS

- Use Instagram account to reach student audience and send out daily content about Rinker School and perspective student audience
- Use Facebook to reach alumni/student parents audience
- Use Twitter to reach alumni, industry, and students
- Use Linkedin to reach and connect students and industry
- Partner with UF social media team when appropriate

ATTRACT, ENGAGE, & RECRUIT
# LAST YEAR VS. THIS YEAR

<table>
<thead>
<tr>
<th>Month</th>
<th>August 2017</th>
<th>August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>0 impressions</td>
<td>79.8K impressions</td>
</tr>
<tr>
<td>Facebook</td>
<td>5 posts</td>
<td>7 posts thus far</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>September 2017</th>
<th>September 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>0 impressions</td>
<td>62.8K impressions</td>
</tr>
<tr>
<td>Facebook</td>
<td>2 posts</td>
<td>15 posts</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>October 2017</th>
<th>October 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>0 impressions</td>
<td>70.2K impressions</td>
</tr>
<tr>
<td>Facebook</td>
<td>1,420 likes</td>
<td>1,672 likes</td>
</tr>
<tr>
<td>Posts</td>
<td>11 posts</td>
<td>14 posts</td>
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