

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

## INSTAGRAM

 50.4% Female  
 49.6% Male



31% Ages 18-24  
30% Ages 25-34  
761 followers

## FACEBOOK

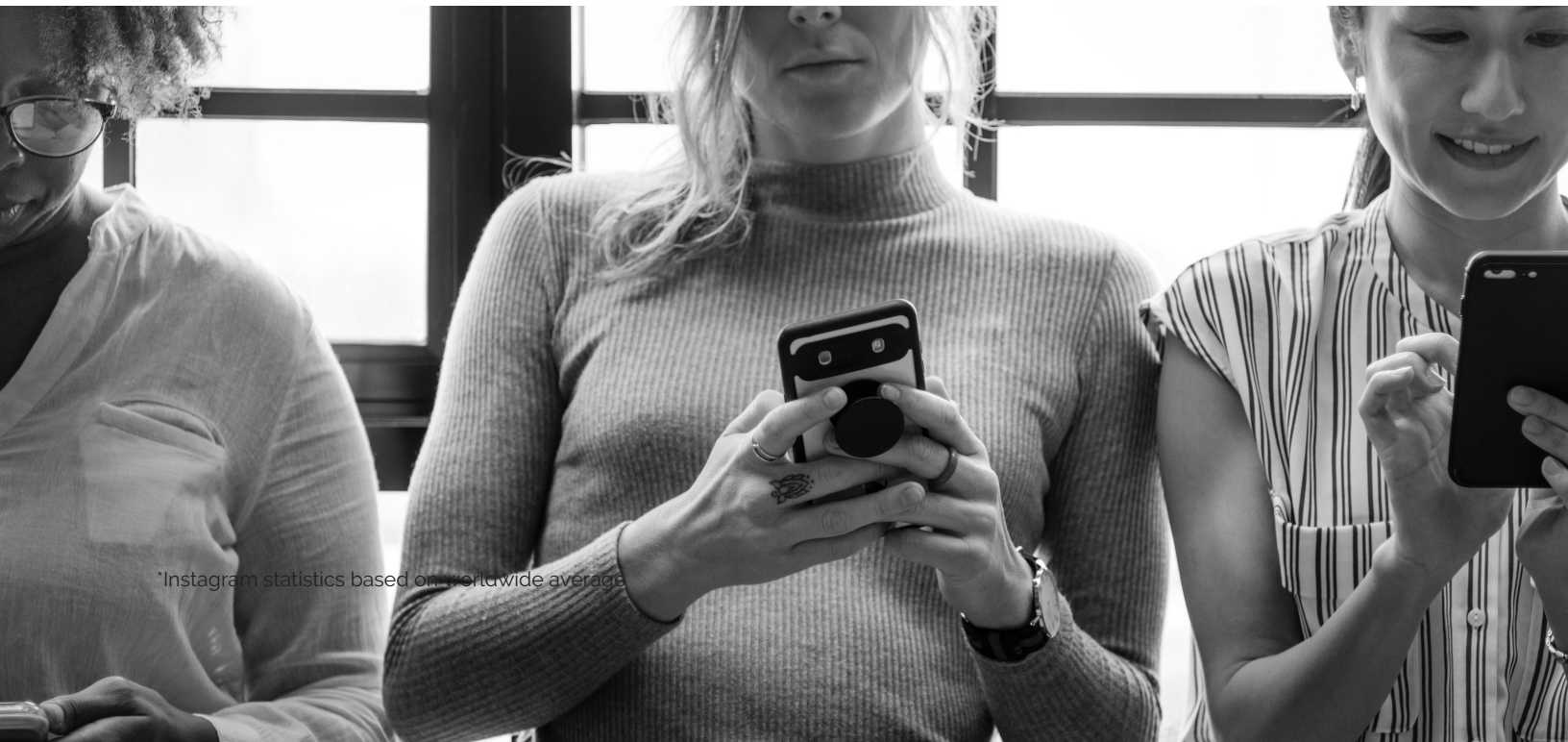
 30% Female  
 70% Male

9.39% Ages 18-24  
32.4% Ages 25-34  
1,990 followers

## TWITTER

 44% Female  
 66% Male

40% Ages 18-29  
27% Ages 30-49  
676 followers



\*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

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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

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## AUGUST 2017

Twitter: 0 impressions  
Facebook: 5 posts

## AUGUST 2019

Twitter: 79.8K impressions  
Facebook: 7 posts thus far

## SEPTEMBER 2017

Twitter: 0 impressions  
Facebook: 2 posts

## SEPTEMBER 2018

Twitter: 62.8K impressions  
Facebook: 15 posts

## OCTOBER 2017

Twitter: 0 impressions  
Facebook: 1,420 likes  
11 posts

## OCTOBER 2018

Twitter: 70.2K impressions  
Facebook: 1,672 likes  
14 posts