

LIDA Submission category: Students - Social Media – Instagram

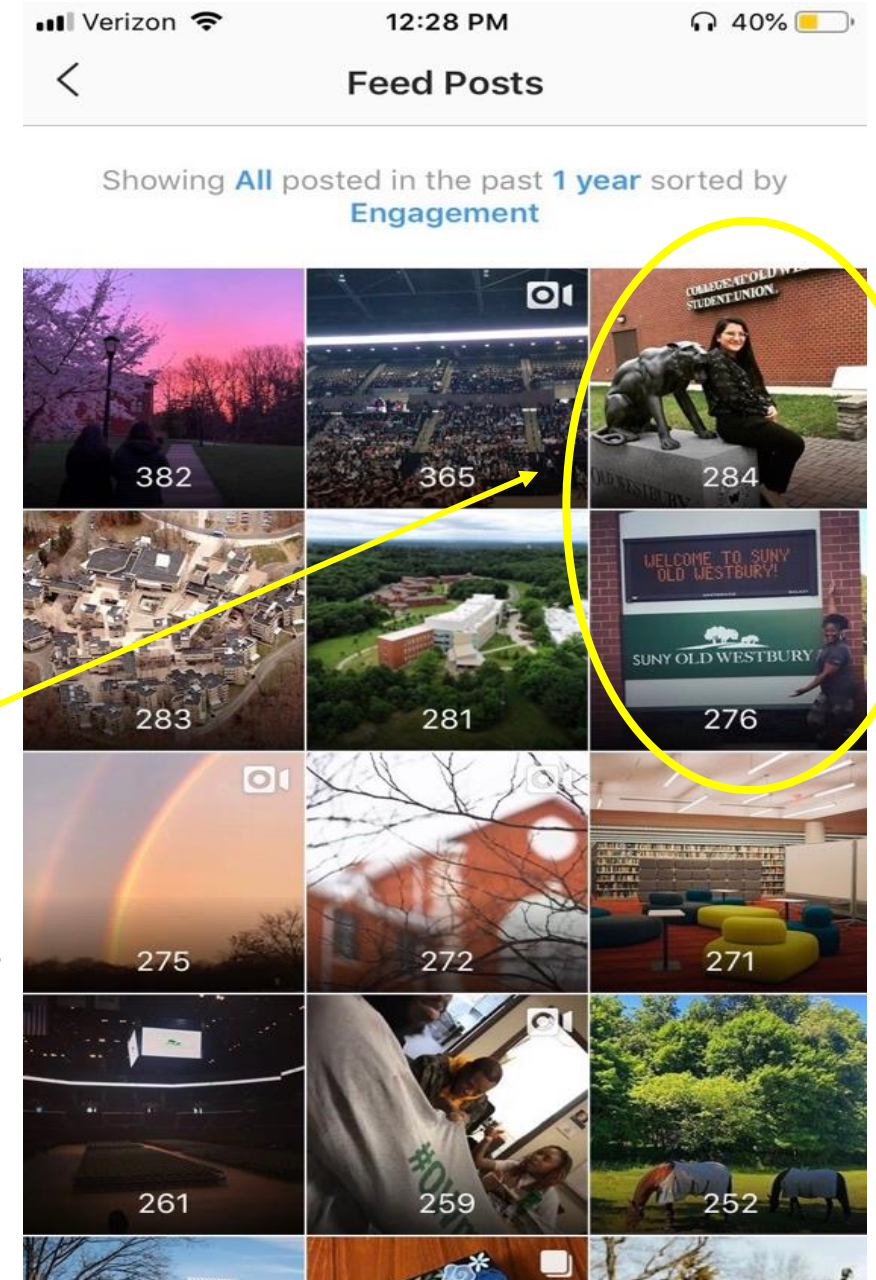
#OWMade My Day student takeovers

Overview

- To give fellow students, prospective students, alumni, and the community a chance to hear the voices of authentic Old Westbury students through the SUNY Old Westbury Instagram platform.
- To have students become the Old Westbury voice, rather than the administration.
- To express student testimonies through their own narratives and experiences. This is a “hands off” approach with no moderation from Public Relations office.

Outcomes

- Student takeover stories and posts perform **well above account average for engagement**
 - On average, Student takeover stories received 45% more impressions than other stories for the month of March. Similarly, Student takeover stories from April received on average 30% more impressions than other stories from that month.
 - In March, our student takeover by Josselin ranked number one in rate of engagement for our feed posts
 - Josselin’s stories also performed well above average in engagement for the month of March
- Two student takeover posts currently rank in the **top six posts for engagement for the entire year**
- Student takeover content ranks **higher than average in generating profile visits** to the account in relation to other posts
 - In March, Student takeover posts were on average 130% percent more successful at generating profile visits than other posts from that month.
- **Increased Instagram following by 245 followers** since campaign creation (well above month-to-month average gains)



LIDA Submission category: Students - Social Media – Instagram



sunyoldwestbury
 Greetings to all my OW panthers 🐾. My name is Jalen Natera and I am taking over the OW instagram page this weekend! I am currently a sophomore, who is a Resident Assistant and the Vice President of the Undocumented Student Alliance. Be prepared to see a day in the life at OW 🌞. #owmade

jaclyn_congello Uh-oh here comes Jalen! 😊

owreslife You got this Jalen! 😊

mhurtado_ You are changing the world one day at a time! 🌍❤️ Keep shining

joss.paz YESSS JALEN 🙌

daaejjjj THATS MY STAFF MEMBER 🙌🙌🙌🙌🙌 proud of you bro!

ka3_k Yeahhhh Jalen!! 🙌🙌

oluog_ Yes crane !! 🙌

pri_098 Yasss JALEN 🙌🙌



sunyoldwestbury
 Hello OW panthers 🐾. My name is Josselin Paz & today I'm taking over Instagram! I'm a senior, a commuter, and the Executive Vice President to your Student Government Association. Stayed tuned to see a day in my life at OW 🌞 #OWmadeMyDay



sunyoldwestbury
 Hey! I'm Shari Diaz, a senior at SUNY Old Westbury. Today I'm taking over OW's IGI I'm a double major (Bilingual Childhood Education & Spanish), TOC & honor society member, and a mom. Follow me on a wild day in my life. #OWMadeMyDay

61lindav Hey Shari!! Great to see you taking over the IGI. My son is a senior Psychology Major at OW!! He transferred there a little over a year ago! He lost a lot of credits in the process, but the move has proved to be a positive one!

docmakil Hi Shari. I'm a Suny Old Westbury Foundation Trustee and I was also a mom while I was college. I'm proud of you. Keep it up.



sunyoldwestbury
 Thanks for spending the day with me! It gets VERY hectic balancing school, work, TOC, parenting, PTA and more. I try to stay focused on my goals & setting an example for my daughter. That allows me to view each class, each assignment, each day as a step closer. You can do this! Never forget your strength, your determination, your goals, your dreams and that SUNY OW can help you get there. - Shari Diaz

dd_fitspiration You're amazing! ...

wilma_q Great job 🙌 keep it up you are so close.

jessica_mariee_ Much respect for you! The grind is real 🙌

beika_alterego All the respect!!



sunyoldwestbury
 Baltimore, Maryland

sunyoldwestbury
 Hello OW 🌞🌞 My name is Sarah Sadik and I'll be taking over Instagram this weekend for the 2019 Northeast Regional Honors Conference in Baltimore, Maryland 🙌 I'm a senior majoring in Biological Sciences with a minor in Women and Gender Studies. Stay tuned to see my weekend at the NRHC 🙌🙌 #OWmadeMyDay

Liked by dcollinsli and 176 others
 APRIL 12