



OMC Highlights | Q2 2021

TOP INITIATIVE

Feed Technology Center Rollout

OMC promoted the official opening of the new Feed Technology Center in June by creating press releases, a printable fact sheet, social media posts, and a video series.

Fact Sheet



Video Series



3

Videos in total



1,690

Total video views

Online

WCIA3 From the Farm video series and interviews

Facebook Album from groundbreaking to completion

MARKETING *Special Projects*

What We Do & Why It Matters Statements

Inside.ACES

Updated and redesigned statements for all departments

Added to websites



Student Recruitment Communication Plan in Collaboration with OAP

60+

Action items planned for 2021-22 school year

May '21 Graduation Collateral

Slide templates for video



Pieces for graduation packets: alumni insert, dean's letter, video card

Graduation tent poster

GIPHY stickers

Social media graphics

Webtools Template Updates

9

Departments newsletters

19

New email skins

SOCIAL MEDIA

Sp '21 Commencement Celebration Campaign

3,978

Engagements in 38 posts

Social Media Statistics

465

New followers across all platforms

Top Post: Facebook & Twitter

Spring '21 ACES Bronze Tablet Awardees



10,452

Reach

2,672

Engagements

Social Media Posts

82



118



93



COMMUNICATIONS

Celebrating Spring Graduates

15 Voices of ACES Blog posts graduate spotlights

Part 1 Part 2 Part 3

Press Releases

33

Total ACES news stories



Advertising Value Equivalent

\$576,759

ACES News placements + media mentions

Top Story

Revered Illinois alumna's \$45M 'visionary gift' lifts connection to a new level

2,183

Engagements



7,331

Journalist reach



Total Journalist Reach

48,065



CANTO UPDATE

Data Asset Management Progress



College-wide access now available in Canto

You may now request access to our new photo database by visiting illinoisaces.canto.com

If you have questions, please contact your department's promotions specialist



1,500+

Images tagged with facial recognition

2,000+

Images from most recent photoshoot now available



Searchable by department folders, events, filters, or a robust search bar feature