50ᵀᴴ DIGITAL ANALYTICS PLAN

The University of Toronto Mississauga's 50th anniversary presents a tremendous opportunity to reach out to our various stakeholders, and represents a significant investment by the campus. It is critical for us to understand the efficacy of our marketing and communications efforts, therefore, we plan to gather extensive metrics on every aspect of our digital communications.

Audiences:

- Alumni
- UTM faculty and staff (past and present)
- Students
- Prospective students
- Campus Council
- Donors/Potential donors
- Community partners
- Government stakeholders (federal, provincial, municipal)
- City of Mississauga, Region of Peel residents
- U of T stakeholders
- Media

Analytics Tools:

- Google Analytics
- Meltwater media/social media monitoring SaaS
- MailChimp e-mail marketing platform

Digital Properties:

Primary level

- UTM 50th subsite
- UTM main page feature banners, CTAs and news stories
- UTM main events listing
- UTM Facebook page
- UTM Twitter account
- UTM Instagram accounts (@UofTMississauga and @UTM50)
- UTM Snapchat account
- UTM YouTube account
- UTM Express newsletter (faculty and staff)
- Faculty and staff listserv
- UTM digital signage
- UTM computer lab and library screens
- UTM Alumni Facebook page
- UTM Alumni Twitter account
- U of T LinkedIn page

Secondary level

- UTM departmental social media accounts
- Digital properties held by those who receive 50th funding
- U of T website
- U of T social media properties (contact: [Chris Boutet](#))

Strategy:

The overall strategy is to ensure that every communication associated with the 50th anniversary is tagged in a way that allows us to track user interaction and traffic back to the 50th subsite. In

order to achieve this, we are creating a comprehensive Google Analytics campaign, and each electronic communication will use URLs connected to that campaign. Social media posts will also use Google Analytics tags, and all posts will contain the hashtag #UTM50.

Using Meltwater, we track coverage of the 50th in traditional media, and using the #UTM50 hashtag, we will track our social media coverage.

Finally, all emails (excluding those to alumni and students) will be sent via MailChimp, using Google Analytics (GA) tagged URLs. MailChimp provides extensive metrics, and will give us a clear sense of what messages resonate with our audiences. All alumni emails are sent through DUA's iModules platform, which provides similar metrics. Unfortunately, emails to students are sent via listserv and can provide fewer metrics, however, they will include GA URLs.

Analytics reports will be generated monthly, at the end of the anniversary campaign and on an as-needed basis. These will break out multiple data points, including stakeholder groups, communication vehicles, 50th initiatives and social media platforms.

Objectives:

To gauge whether our efforts are successful, we will monitor three key data points—

1. Level of engagement (click throughs and interactions) per month/per event, for each audience group
2. Which digital channel generated the most traffic for each stakeholder group
3. Legacy media penetration (print, radio, television)

Tactics:

Jan. 19 & 20

- Create Google Analytics Campaign: Blake
- Preload Asana with first batch of draft scheduled social media posts: Tara
- Upload first 20 Instagram posts, tag with #UTM50: Blake

Jan. 24

- UTM50 subsite goes live
- Feature banner on UTM homepage with GA URL
- CTA on UTM homepage with GA URL: Nicolle
- Social media posts with GA URLs and #UTM50: Blake
- Launch email (MailChimp, iModules, listservs) from VPP Ulrich Krull to UTM faculty, staff, students, and alumni: Nicolle, Melissa, Office of the Registrar, Office of the Dean, MAM
- CTA on UTM alumni subsite with GA URL: Melissa
- Launch story on UTM news with GA URL: Nicolle
- Launch story on UTM alumni subsite with GA URL: Melissa
- Express newsletter with 50th banner, launch story and footer: Blake and Tara
- Digital signage: Nicolle
- Events listings: Tara

Week of Jan. 24-27

- Social media posts for 50 Faces 1-5, with GA URLs and #UTM50: Blake
- 50 Challenge social media posts, with GA URLs and #UTM50: Blake
- Events listings: Tara

Week of Jan. 30-Feb. 3

- 50 Challenge social media posts, with GA URLs and #UTM50: Blake
- Instagram photos: Blake
- Events listings: Tara

Week of Feb. 6

- Social media posts for 50 Faces 6-10, with GA URLs and #UTM50: Blake
- 50 Challenge social media posts, with GA URLs and #UTM50: Blake
- Analytics for January: Tara, Nicolle

- Instagram photos: Blake
- Events listings: Tara

Week of Feb. 13

- 50th social media posts from Asana, with GA URLs and #UTM50: Blake
- Instagram photos: Blake
- Events listings: Tara

CONTINUING THROUGHOUT 2017

- Instagram photos: Blake
- 50 Faces profiles (5 new profiles every two weeks): Tara (posted by Blake on SM)
- Social media, as needed: Blake
- Monthly Express through academic year
- Quarterly UTM alumni e-newsletter with 50th info: Melissa
- Events listing: Tara
- Monthly analytics reports: Tara, Nicolle
- End of campaign analytics report: Tara, Nicolle