



2016 #LifeAtCentral Instagram Challenge

Overview

A [2015 study](#) by the PEW Research Center shows that Instagram is one of the most popular social channels for young adults. It is preceded only by Facebook and Pinterest, and followed by Twitter. The study shows that 55 percent of online young adults (ages 18 to 29) use Instagram.

According to the 2015 Social Admissions Report by Uversity, students researching colleges on social media most often use visual-first apps, such as Instagram. Nearly half of students specifically use Instagram to aid in selecting a university. As more students continue to move towards visual-first apps, it's important to grow CMU's presence on these mediums.

The annual #LifeAtCentral Instagram Challenge showcases campus and community life, and engages CMU's various audiences on Instagram and other channels. This challenge also can introduce campus life to prospective students who follow CMU on Instagram, or have friends or family members who are participating in the challenge.

The CMU Instagram lost 44 followers during the #LifeAtCentral Instagram challenge in 2015. However, the account noticed a 1,093 percent increase in engagements for a total of 20,603 engagements. While we were unable tally all of the entries and participants because many students have their accounts set to "private," we know that the hashtag #lifeatcentral was engaged 5,779 times.

This year, the challenge will evolve. Participation in the past wanes after the first two weeks, so we have shortened the challenge from 14 days to 10 days.

Beginning Oct. 3, CMU will post a daily theme on its social media channels to prompt participants to post a photo on Instagram. The challenge will conclude on Oct. 12.

Each daily winner will receive \$5 in Flex Cash, which can be spent at a variety of on-campus restaurants. An alternative prize, such as a Starbucks gift card, could be offered to alumni, Global Campus students or others who might win. These daily winners will be picked by University Communications interns and member of the public relations team.

From the 10 daily winners, President Ross will select a first, second and third place photo. The grand prize winner will receive a \$25 gift card to the CMU Bookstore, the runner up will receive a \$15 gift card to the CMU bookstore and the third place winner will receive a \$10 gift card to the CMU bookstore.

Objectives

1. Increase Central Michigan University's Instagram followers by 15 percent.
2. Engage at least 750 participants on Instagram through the challenge.

Themes

Monday	Oct. 3	Chippewa family
Tuesday	Oct. 4	Get involved
Wednesday	Oct. 5	Study selfie
Thursday	Oct. 6	#TBT: My first days at central
Friday	Oct. 7	Campus scenery
Saturday	Oct. 8	Fire up Chips!
Sunday	Oct. 9	Leadership and giving back
Monday	Oct. 10	Favorite faculty and staff
Tuesday	Oct. 11	CMU squirrel
Wednesday	Oct. 12	Fly your CMU flag

Promotion tactics

Tactic	Details
Daily themes	Each day, post themes on Instagram, Twitter, Facebook and Tumblr to encourage followers to participate.
CMU page	Create a page on cmich.edu to feature information and themes.
Web graphics	Promote the challenge with web graphics on the CentralLink homepage.
Posters	Distribute posters to each residence hall to encourage participation.
Our CMU	Include information in Our CMU.
Students News	Include announcements in the student news email listserv.
Leverage photos posted	Throughout the challenge repost 1-2 winning photos and top picks on CMU's social media channels; create cover photos with the images; and find other ways to use the photos in traditional and social media.
Word of mouth and intern outreach	Encourage the admissions staff to share the hashtag with prospective students to give them a glimpse of life as a CMU student. Provide information to CMU Global Campus to encourage students at other campuses to participate. Interns are encouraged to participate in challenge on their own channels to further student outreach.

Budget

Item	Quantity	Cost	Notes
Posters	100	TBD	Posters for each residence hall and bulletin boards
Daily prizes	10	\$50	\$5 Flex cash each day
Third place prize	1	\$10	CMU Bookstore gift certificate
Runner up prize	1	\$15	CMU Bookstore gift certificate
Grand prize	1	\$25	CMU Bookstore gift certificate
Misc. prize	Approx. 5	Approx. \$25	Starbucks or other gift cards for alumni and Global Campus students

Challenge Timeline

Date	Task
Sept. 28	Submit requests for design updates, build Cmich webpage
Sept. 28	Submit requests for UC TV advertising and Student News, posters in Res Halls if time permits
Sept. 30	Announce contest and rules on CMU social channels
Oct. 2	Post list of themes on Instagram
Oct. 3	Post Day 1 theme
Oct. 4	Regram top photos from previous day; post Day 2 theme
Oct. 5	Regram top photos from previous day; post Day 3 theme
Oct. 6	Regram top photos from previous day; post Day 4 theme
Oct. 7	Regram top photos from previous day; post Day 5 theme
Oct. 8	Regram top photos from previous day; post Day 6 theme
Oct. 9	Regram top photos from previous day; post Day 7 theme
Oct. 10	Regram top photos from previous day; post Day 8 theme
Oct. 11	Regram top photos from previous day; post Day 9 theme
Oct. 12	Regram top photos from previous day; post Day 10 theme
Oct. 13	Regram top photos from previous day
Oct. 17	Winners announced
Oct. 19	Winners can claim prizes from UComm office