When the 2015 Homecoming theme was announced (“Same Bricks, Different Stories”), the Student Affairs Media Team began brainstorming marketing strategies to celebrate Homecoming on social media outlets.

Adapted from the popular Facebook page, “Humans of New York,” #BobcatsOfAthens was born. The concept aimed to highlight alumni, connect Student Affairs employees with students, promote departments and align with the Homecoming theme.

Throughout the week of Homecoming (October 4 – 9), we implemented the campaign. Each post was published on Instagram and consisted of a photo of an alumnus and personal story of theirs pertaining to Ohio University. We also shared the posts on Facebook and promoted them through Twitter. We used the hashtag #BobcatsofAthens on any post related to the campaign.

Because this was an Instagram-focused campaign, the content was visually-driven. The creative team focused on photographing in natural light and in a way that related to the story being told. It was important to have photos that grabbed the attention of the viewer and made them want to further engage.

At the end of the week-long implementation, we gathered analytics from Instagram and Facebook. We gained 38 followers on Instagram, and received 155 total likes and four comments. On Facebook, our following grew by 57 page likes, and we earned 985 likes, 112 comments and 84 shares. The total 1,300 engagements from only six posts resulted in a total of 43,161 impressions.

Following the success of the social media launch, our creative team created a website featuring a one-stop compilation of #BobcatsOfAthens’ photos and stories. We wanted to be sure that as the content was eventually pushed off of the public’s timeline or feed, there was still somewhere to view the series. That website can be viewed at www.ohio.edu/studentaffairs/newsletter/bobcatsofathens.

Following the campaign, our departmental pages also grew, demonstrating the success of our initial goals. Our followers not only connected with faces in Student Affairs, but also connected with the separate departments each person represented. In addition, the campaign tied in perfectly with the 2015 Homecoming theme, while showcasing local alumni in the community and at the University. The story-telling aspect of our posts resonated with people on a personal and emotional level, while the images connected a face with the personality. Through conversations on social media about the posts, alumni and friends reconnected, and individuals impacted by the highlighted staff/alumni were able to reflect on their experiences at Ohio University. Six posts proved to be a huge success among alumni and friends at Ohio University, wrapping up Homecoming week with social media success.
I am a non-traditional student; I got my first degree in the mountains of North Carolina and worked in the medical school at UNC for a number of years. After that, I started back to school for my bachelor’s degree but decided to change to something service-oriented. My mother influenced what I wanted to study, which was ageism. The funny story is that she would be 90 years old when I would graduate. She said, ‘But I’ll be 90 years old!’ and I said, ‘I think they’ll let a 90-year-old come to graduation!’ Unfortunately, she passed away when she was 88, and that’s been a driving motivation for me to get my degree here at Ohio University—to counsel and provide service and information to older Appalachian women.

_Inez Stanley-Linscott_
Office of the Dean of Students

Before Athens, I was involved in AmeriCorps and Outward Bound and traveled all over the country. I worked seasonally and moved every three months for seven years straight. It was definitely a surprise when I decided to stay here beyond getting an education. People say Baltimore is the land of pleasant living, which is where I was living before I moved here, and halfway through my first year of grad school I said, ‘I think Athens is the land of pleasant living’ so I signed the first lease of my life and haven’t left since.

_Judd Walker_
Campus Recreation
When I was a student and an RA in Crawford Hall, we had a crisis on my floor where one of my students died in a tragic accident. So many people from the staff came into our residence hall to help us process the situation. The Dean of Students, the Director of Residence Life, faculty, staff from the counseling center all came to help us grieve, manage our emotions, and eventually focus on being students again. A few months later, I changed my major and planned to go into student affairs as a career. That tragic moment had a tremendous impact on me; I wanted to help young people in college the way those faculty and staff had helped me.

**Jenny Hall-Jones**  
Office of the Dean of Students

When I first moved to Athens for graduate school after graduating from Ohio State, I tried not to like Athens or Ohio University for a few months just because it wasn’t OSU. I told myself I didn’t need to get involved or attached because it was just for two years and then I would be back in Columbus where I belonged. Even though I tried to fight it, the “Bobcat Family” took me in as one of their own, and I quickly started to feel like I belonged to this amazing community of students, professors, and colleagues that made my experience unforgettable. Now, almost three and a half years later, I drive over 100 miles a day just to work here because there’s no place like OHIO.

**Jodi Pavol**  
Career & Leadership Development Center
One afternoon when I was an undergrad, our professor gave us a break from our three-hour art class, and I went out to the monument on College Green to sit with a group of friends. I ended up serendipitously meeting the man I would spend the rest of my life with. Each day that I walk past the monument I think about how lucky I am my professor let us out of class and things lined up the way they did. It makes me smile.

\textit{Patti McSteen}  
\textbf{Office of the Dean of Students}

I worked at Mem-Aud as a grad student, which led to a career that I'd never expected. I graduated and left town for less than six months, did some work at OSU, and then I got a call that I'd gotten this position and 16 years later I'm still here. OU is what has made me who I am; I went here for undergraduate and grad school, I met my wife here, established a community and friends for life here, and then fell into a career. Every day is different here, that’s what OU is. Homecoming is 365 days a year for us. When homecoming week rolls around, it’s fun to see on other people’s faces what we get to live all year long.

\textit{Drew Holzaepfel}  
\textbf{Campus Involvement Center}
Pat Snedden Ines don't ever give up. I love it when I see success stories happening with someone we know. Congratulations and keep up the hard work.
Like · Reply · Message · 1 · October 4, 2015 at 8:10pm

Staci Gambill Oh! A tear rolled down my cheek. Even though I've only know you personally for a little over 2 years, I feel as though I've known you a lifetime. You are a True inspiration and motivation. Keep up the hard work, we know you will never slow down. Love you Nezzie. Beautiful story and lady all in one.
Like · Reply · Message · 1 · October 4, 2015 at 9:15pm

Jneanne Hacker Inspiring Colleague!! Makes me prOUd to be a fellow bobcat!
Like · Reply · Message · 8 · October 6, 2015 at 12:10pm

Patty Stokes This is so beautiful. I've been privileged to study and teach at campuses that give wings to your soul. This picture captures that, and so much more.
Like · Reply · Message · 3 · October 8, 2015 at 11:46pm

Jodi Mitchell Such a great story and picture! I love your laugh & this photo captures it well.
Like · Reply · Message · 1 · October 9, 2015 at 12:02am
When the 2015 Homecoming theme was announced ("Same Bricks. Different Stories"), the Student Affairs Media team began brainstorming marketing strategies to celebrate Homecoming on social media channels. Adapted from the popular Facebook page, "Humans of New York," a concept was created that highlighted alumni, connected division employees with students, promoted departments, and aligned with the Homecoming theme. A "Bobcats of Athens" campaign was created for students and alumni within the division on Instagram, Facebook, and promoted on Twitter. These posts shared stories of alumni's memories on campus and their experiences in Athens.

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COUNSELING & PSYCHOLOGICAL SERVICES

INEZ STANLEY-LINSCOTT

I am a non-traditional student; I got my first degree in the mountains of North Carolina and worked in the medical school at UNC for a number of years. After that, I started back to school for my bachelor's degree but decided to change to something service-oriented. My mother influenced what I wanted to study, which was agronomy. The funny story is that she would be 90 years old when I would graduate. She said, 'But I'll be 90 years old' and I said, 'I think they'll let a 90-year-old come to graduation!' Unfortunately, she passed away when she was 88, and that's been a driving motivation for me to get my degree here at Ohio University—to counsel and provide service and information to older Appalachian women.

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CAMPUS RECREATION

JUDD WALKER

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