At the onset of remote learning, Communication and Marketing executed a digital campaign via social media, email and web to support the OHIO community through the transition and to encourage ongoing connection with the student life experience.

**Key Takeaways**

- Audiences responded most to content related to wellness, social distancing activities, recommendations for safe practices during the pandemic, and logistics (e.g., move out).
- Top web pages related to division COVID response were for Campus Recreation, Housing and Residence Life, and Culinary Services. Entrance rates indicated 34–43% of users entered these websites via direct link to the /coronavirus web page—most likely via communication sent through social media or email.

**Social Media**

- March: 4221 Impressions, 2703 Engagements
- April: 40066 Impressions, 77108 Engagements

**Email**

- March: Avg. Open Rate 21%, Avg. Click Rate 49%
- April: Avg. Open Rate 20%, Avg. Click Rate 52%

**Web**

- /recreation/coronavirus: 3356 Pageviews, 3973 Unique Views, 4994 Entrances
- /housing/coronavirus: 4994 Pageviews, 5525 Unique Views, 2382 Entrances

**Notes:**

- **Impressions:** Number of times content was displayed
- **Engagements:** Number of interactions content received from users (likes, comments, shares, saves, etc.)
- **Open Rates:** Percentage of subscribers who open email
- **Click Rates:** Percentage of readers who click on link
- **Pageviews:** Total times any user views a page on the site
- **Unique Views:** Total times a page was viewed at least once during a session
- **Entrances:** Total count of times user began session on that page