

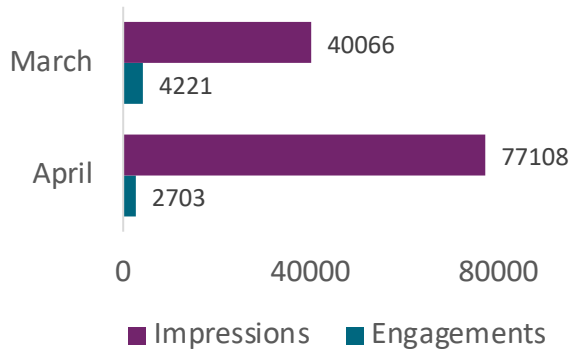
COVID-19 RESPONSE

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

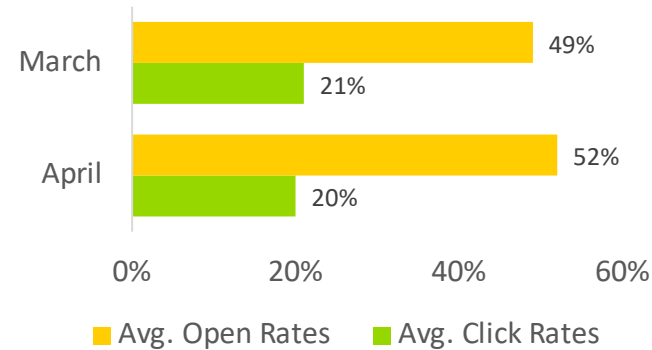
- Audiences responded most to content related to wellness, social distancing activities, recommendations for safe practices during the pandemic, and logistics (e.g., move out)
- Top web pages related to division COVID response were for Campus Recreation, Housing and Residence Life, and Culinary Services. 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



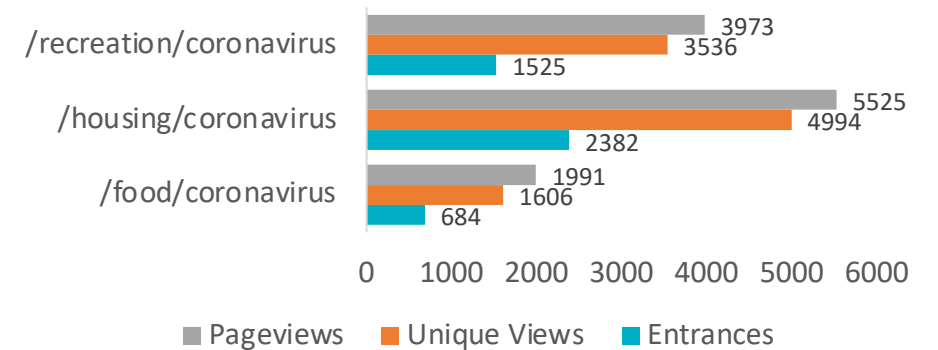
Impressions: Number of times content was displayed
Engagements: Number of interactions content received from users (likes, comments, shares, saves, etc.)

EMAIL



Open Rates: Percentage of subscribers who open email
Click Rates: Percentage of readers who click on link

WEB



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