

CASE STUDY:



# Johns Hopkins University

Apogee created a custom Twitter poll and streamed university approved social media accounts across campus using the Campus Life platform to engage and inform students.



Johns Hopkins University wanted to display several university approved social media accounts on screens across campus and also facilitate a poll allowing students to choose the design for a statue to be built on the freshman quad.

## GOAL: \_\_\_\_\_

Distribute official JHU social media accounts across the Campus Life channel and create a custom poll that allowed students to vote using their mobile devices.

**210  
Unique  
Votes**

## EXECUTION: \_\_\_\_\_

Developed custom screen layouts on which athletics, dining, and general university Twitter, Instagram, and Facebook accounts were displayed, curated social media posts on a daily basis, and created and marketed a custom text-in poll.

**Campus-wide  
Social Media  
Exposure**

## RESULTS: \_\_\_\_\_

**210 unique votes** collected for the text-in poll, and increased exposure of information in the form of social media posts to the university community.

**Management  
Time and Costs**