



CASE STUDY

JOHNS HOPKINS UNIVERSITY DRIVING RECRUITMENT THROUGH TARGETED DIGITAL SIGNAGE DISPLAYS

Every spring, Johns Hopkins University's admissions department hosts a series of admitted students' visits to introduce students to the university and drive recruitment. Prospective students are paired with current JHU students for the two-day session and can sit in on classes, ask questions of their hosts, learn about available resources, and generally experience life on campus before making their college decisions. The admissions office was promoting the SOHOP (Spring Open House and Overnight Program) events through social media and encouraging visitors to post pictures of their experiences using **#SOHOP2017** for the 2017 sessions. The university wanted to make the SOHOP posts as visible as possible so that prospective students, current students, and the entire campus community could see the connections prospective students were building during the SOHOP events.

GOALS

Increase visibility for social media posts using **#SOHOP2017**.

EXECUTION

Apogee's Student Ambassador at Johns Hopkins University was involved with the admissions office and suggested using the digital signage via Campus Engagement Services to increase visibility for the SOHOP posts. After discussing with administrative contacts, Apogee designed a background and setup a social media feed to aggregate Instagram and Twitter posts using **#SOHOP2017**. Then, the Apogee team curated posts for appropriateness and displayed approved posts in a consolidated social media feed on digital signage across campus.

RESULTS

The social feed displayed approved posts across multiple digital signs on campus, allowing students to easily see their own posts and those of their peers displayed in visible locations. The consolidated feed enhanced a sense of community, as visiting students felt as if they had already been adopted into the Johns Hopkins community and saw their own photos displayed on campus. The interactive social media feed generally increased excitement about the events, driving Hopkins recruitment efforts. Additionally, current students were drawn to the content by the dynamic, varied Instagram and Twitter posts they saw in the social media feed. This made the students more likely to notice other important content that was interspersed with the social media posts driving student retention and persistence.