



Department of

# CREATIVE SERVICES

Division of Student Affairs

## FY22 HIGHLIGHTS

### NEW NAME AND STRUCTURE

During the FY22 Division of Student Affairs (DSA) restructure, Student Affairs Publications was realigned in a newly created Brand Strategy and Community Engagement area and renamed Student Affairs Creative Services (SA Creative Services). SA Creative Services altered our service model with an updated priority scope to prioritize higher-impact messaging to highlight the services and programs within DSA.

### NEW CAMPAIGN DEVELOPMENT WITHIN UPDATED PRIORITY SCOPE:

#### Student Health Services (SHS) — Perceptions and Awareness

The SHS Perceptions Campaign is focused on educating current students and their families about the high-quality medical services and many high-performing areas of student service and engagement available to all students.

#### Center for Student Leadership and Engagement (CSLE) Awareness — Who Will You Become

The CSLE Awareness Campaign is a marketing campaign to build awareness of the center and its services and programs by encouraging every student to find their place on campus through involvement with CSLE.

#### Center for Career and Professional Development (CCPD) Awareness — Everyone Has Questions, We Have the Answers

Our campaign centers around normalizing the fact all students have questions on how to navigate career development and focuses on how the CCPD is here for every student wherever they are in their career journey.

#### Campus Recreation — Discover SNOW

Our campaign Discover Snow is a comprehensive messaging campaign that introduces students to the spaces and opportunities available to them at the Snow Family Outdoor Fitness and Wellness Complex by highlighting the variety of activities, sights and spaces available to them through Campus Recreation.

### WEB CONVERSION AND EMAIL MARKETING:

Initial development has begun to update all DSA websites to the new University web template. Phase one, converting the DSA main website, is complete, and a development timeline for all departments' site conversions has been outlined and shared with department web managers.

81

Total campaigns sent via email, a 3.5% increase from FY21



74.2%

email open rate (28.5% average in higher education\*)

### SOCIAL MEDIA GROWTH

Over the course of FY22, we have continued to increase our market reach through divisional social media platforms while diversifying our content strategies to include high-performing short-form video content, which has increased our audience and reach. Average engagement continues to remain above industry average while follower growth continues to increase with year-end ratings. A division TikTok account was created in FY22, and we are establishing baseline data.

### SOCIAL MEDIA ENGAGEMENT:

In order to clearly compare smaller percentages, the following data graphics represent a 0-10% range instead of 0-100%.



6.1%

engagement rate for Facebook (0.15% average in higher education\*)



4.9%

engagement rate for Instagram (2.99% average in higher education\*)



4.0%

engagement rate for Twitter (0.07% average in higher education\*)

\*[campaignmonitor.com/resources/guides/email-marketing-benchmarks/](https://campaignmonitor.com/resources/guides/email-marketing-benchmarks/) and [rivaliq.com/blog/social-media-industry-benchmark-report/](https://rivaliq.com/blog/social-media-industry-benchmark-report/)



## SHORT-FORM VIDEO CONTENT:

Our new focus on short-form video content has helped drive audience growth and content awareness on key student-facing platforms like Instagram and TikTok. The following numbers are comprised of Instagram Reels and TikTok unless otherwise noted.



- April Fool’s Day — Man on the street (**46.7k views** on Reels)
- Orientation to graduation in a flash (**28.6k views** on Reels)
- Samuel J. Cadden Chapel progress (**16.1k views** on Reels)

## DIGITAL AD BUYING:

We continue to adapt to the challenges of the digital marketplace by innovating in our methods of reaching students through an emphasis on digital ad buying. This approach allows us to improve the value of the return on our investments (ROI) along with the ability to track success through digital engagement reporting. We can establish key performance indicators we previously were unable to evaluate in traditional ad buying placements (flyers, print ads and banners).

The cost of an average impression, which can be considered the receipt a target user has seen the ad, was **\$0.05**. The cost of an average ads reach, which can be considered the placement of the ad within the scope of the specified audience, was **\$0.02**.



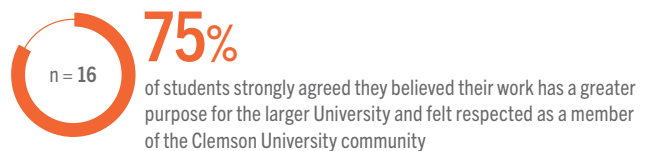
## STUDENT LEARNING

As part of our department’s goals, we prioritize student learning environments in line with the Clemson Forward initiative. We have developed a working environment for student interns that provides hands-on experiences with real-world projects and tasks. Interns gain valuable professional experience while working alongside our outstanding staff.



## LEARNING OUTCOMES:

Student interns evaluate themselves at the beginning and end of the year based on CCPD’s Core Competencies and reflect on what they learned as a result of their internship. Additionally, students are surveyed at the end of the semester for their feedback on experiences and learned outcomes.



### Design Intern

*“I have realized that I have progressed in my working proficiency with the software that I use here in the office as well as outside in my general design career, specifically InDesign. I use to only work in Illustrator or Photoshop exclusively, but now having to use InDesign and [being] adept with it, I am incredibly thankful for this experience.”*

### Social Media Intern

*“I’m constantly learning and adapting while working in this internship, and it’s been a great experience...”*

### Social Media Intern

*“I have made numerous Reels for Instagram that I’m really proud of. I’ve been learning more and more about Adobe Rush and just how to make the most effective Reels possible... It’s been very rewarding to look at the analytics on the Reels I’ve created and see how well they’ve done!”*

### Design Intern

*“Branding is something that I have recently found more of an interest in and so getting to design the graphics for campaigns has been great!”*