

Integrated Social Media Campaign for **Otto the Orange**



Prepared by
MORE *Communications*

PRL376 Spring 2022

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Research Part 1

Background of Otto

While Otto the Orange is the beloved current mascot of Syracuse University, he has not always been the University's mascot. The first mascots recorded to briefly represent Syracuse were Colins, a dog, and a goat named Vita. But the first official mascot of Syracuse University was the Saltine Warrior, otherwise known as Big Chief Bill Orange, a native American character.

The Saltine Warrior was published in The Syracuse Orange Peel magazine in 1931, and Luise Meyers Kaish designed the original mascot for Syracuse University athletic teams in 1951 based on this article. The article claimed an excavation revealed the ancient location of an Onondagan "fortress or tribal house," which had been destroyed by a fire, but included the remains of arrowheads, flint instruments and fragments of textile. The remains of a 16th century Onondagan chief were supposedly found in the excavations near Steele Hall. However, the article has been proven to be a hoax, and members of a native American student organization headed a protest against using the Saltine Warrior as an athletic mascot in 1978. The Saltine Warrior was subsequently sidelined and a contest for its successor ensued.

A gladiator replaced the Saltine Warrior in 1978, but the gladiator was booed and laughed off the field. Some other options were Egnaro the Troll, a superman-like figure and a man in an orange tuxedo until Otto the Orange was proposed (see graphic 1.1 for details).

One main reason that Syracuse University's mascot is a citrus today is because the school's official color is orange. The school's first official colors were pea green and rose pink in 1872, but students felt these colors were not cool, so they changed them to pink and azure in 1873. In 1890, a motion from alumni changed the official color to orange. The first time the Syracuse University football team used the color orange as their official color was in 1980. The sports team has been referred to as "The Orange" consistently since the color was officially adopted, thus leading to the mascot becoming an orange.

Otto is androgynous with a masculine name. The idea of using an orange as a mascot first surfaced in 1982, and that costume is known as Clyde. Clyde was an orange wearing a blue hat with SU on the front, blue arms, brown pants and shoes. A 1985 version features bushier eyebrows and giant "collagen injection-like" lips. In 1987, Syracuse's basketball team reached the national championship game and their football team was undefeated. In the same year, Otto's eyebrows became a little bigger and Otto's smile is still being worked upon. The word Syracuse had been removed from their side and replaced with a blue heart with SU inside of it. A new costume had been created and named Woody the Orange in 1988. His suit featured a more prominent nose, an opened mouth and arms which appear to come from his cheeks rather than the side. Syracuse was now written out on the cap and across Woody's back. This costume only lasted two years because it didn't travel well. Because of this, in 1990 a new costume was created and was ultimately named Otto after a brief debate of calling it Opie. Students didn't like the name Opie because they believed the name would lead to the inevitable rhyme with "dopey,"

so they chose Otto. Otto was almost abandoned in 1995 when the school looked into a wolf as a new mascot. Finally, Chancellor Buzz Shaw recognized Otto as the official mascot of Syracuse University in the same year.

In 2004, Syracuse University wanted to re-brand its athletic team so they consulted Nike, and Nike wanted to redraw Otto. They thought Otto was odd-looking. However, the Syracuse committee told Nike that Otto was not up for discussion, because the committee unanimously agreed that Otto was their best option. The committee believed that Otto was untouchable, and students' feedback showed Otto is here to stay.

Graphic 1.1

Otto Over the Years



Mission Statement

“To spread orange joy to the university community and greater university population through in person fan engagement, appearance requests and social media interactions.”

Notable Events

- Surprise appearances at Dr. King Elementary and Edward Smith Elementary.
- 30th Anniversary of the Pan Am Flight 103 in Lockerbie, Scotland.
- Face mask delivery to senior citizens at the Westcott Community Center during the beginning of the Covid-19 pandemic.
- 2019 Sports Illustrated 9th Greatest Mascot in College Football History.

Target Publics

Primary Audience:

- Syracuse students ages 18–21 from New York, New Jersey or Massachusetts
- 48.2% of students are male and 51.8% are female
- 52.5% White, 8.61% Latino, 6.9% Black, 5.7% Asian
- Aactive on Instagram, Snapchat and TikTok
 - 71% of 18-29-year-olds are active on Instagram and 65% are on Snapchat.

Secondary Audience:

- Syracuse Alumni, ages 22–99+ from all 50 states and approximately 171 countries
- The majority of alumni are White and Latinx
- Salary of around 55,000 per year
- 73% of 50–64-year-olds use Facebook, 83% of 50– 64-year-olds use YouTube compared to 29% of 60–64-year-olds who use Instagram

Tertiary Audience:

- Prospective high school aged students
- In 2019, Syracuse University had 35,299 undergraduate applications
- Men are 35% more likely to be admitted then women
- This audience uses Youtube, Instagram and Snapchat the most frequently
 - 85% of teens ages 13–17 say they use Youtube
 - 72% report using Instagram
 - 69% report using Snapchat usage

Audience Personas

Primary Audience: Student Sandra

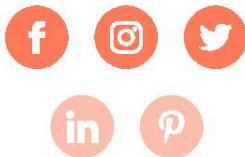


Job Title
Student

Age
18-24

Highest Level of Education
Some college/ no college

Social Networks



Goals or Objectives

- Get good GPA
- Find relationship
- Learn new things
- Start a great career

Biggest Challenges

- Time management
- Debt
- Stress and depression
- Health

Location

Syracuse, NY

Family Income/ Salary

None - 120,000

Secondary Audience: Alumni Annie



Age
28-33

Highest Level of Education
Bachelor's degree

Social Networks



Goals or Objectives

- Own their own company
- Travel the world
- Be in a committed relationship and settle down outside of an urban setting

Biggest Challenges

- Too busy working to feel as social as they did in college
- Unhappy with boss or coworkers
- Need more money for the lifestyle they want

Location

East Coast and Urban areas

Family Income/ Salary

\$55,900 - \$75,900


Tertiary Audience: Prospective Student Pam




Age
Under 18 years

Highest Level of Education
high school diploma

Social Networks


Goals or Objectives

- Find independence
- Discover themselves

Biggest Challenges

- College acceptance
- Pushing against boundaries

Location

Northeast coast

Family Income/ Salary

None - \$120,000

Social Media Audit

Otto's social presence is overall not meeting their needs in reaching their audience and providing relevant content. As stated previously, Otto's Facebook needs a regular posting schedule that appeals to their audiences for this platform. Otto's team identifies their Facebook audiences as parents, grandparents and fans. This is a very broad and diverse group of audience members. Otto should post content that appeals to parents and grandparents on their Facebook rather than fans as well to narrow down the interests of their audiences for this platform. The biggest problem identified for Facebook is its infrequent and inapplicable posts for the platform's audience. Changing the audience to just parents and grandparents will be helpful to solve this problem. In addition to this, the team should create a weekly nostalgia post or tribute on Facebook. This will appeal to any parents or grandparents that are alumni of the school. Facebook allows photos and videos to be easily uploaded and accessed by followers of Otto. Facebook videos have the flexibility to be either long or short depending on the message that needs to be conveyed. Utilizing the album feature on Facebook will also be a great way for Otto to upload many pictures from games and other in person interactions where parents and grandparents can try to spot their students in a picture with Otto.

Otto's TikTok is also not meeting their needs in reaching their audience and providing relevant content. Otto should target students and fans on this platform. Currently, Otto's team heavily delays jumping on TikTok trends. Part of the reason they wait so long is to ensure that the trend has had enough time to reach older audiences like parents so that when Otto finally creates a TikTok for that trend the parents will understand the reference. Otto's team should not focus as much on these older generations of users as they should focus on getting their TikTok content to their TikTok viewers first, and then once the trend dies off they can share it to their other platforms like Facebook for the other audiences to see at a more appropriate timeline for them. This will be a good compromise for both types of audiences on both platforms.

Otto's Twitter is meeting their need to reach their audience and provide relevant content. Twitter is a platform that focuses on what is happening in the "now." This allows Otto's content to be very relevant to when their viewers are seeing their tweet. Otto's connection to sports discussions in real-time also amplifies their ability to reach their audience easily and provide relevant content as it is easy to discuss a current game with Otto on Twitter as it unfolds. The only issue identified for this platform is that it could have more Media Trend Types in Social Studio if there was a popular hashtag that included the word "otto." We suggest that Otto's team asks the Dome to advertise an Otto-specific hashtag during games to increase interactions and visibility for Otto on Twitter. The Dome already advertises hashtags during games so adding an Otto-specific one would not be hard, especially since sports games are prime time for Otto to get fan interaction both in person and on Twitter. A hashtag such as #ottotheorange or #ottosarmy would generate reach because of the keywords used. The hashtag would allow for more users to be retweeted by Otto or get responses from Otto.

Finally, Otto's Instagram does a good job of connecting Otto to their main audience of students and providing them with general content. Otto is always posting about what is going on on campus. However, this does not mean that what they post about what is going on on campus is always relevant to students. This is shown in how low Otto's engagement rates are on this platform despite having their biggest audience on this platform. Oftentimes the content Otto posts has no foreseeable purpose. Because of this, students do not engage with the posts as they often are not relevant enough to the students. Posting more pictures with students would be a solution to this as students would engage with a post that had them or their friends in it. Creating polls or quizzes like @barstoolcuse and @thetabsyracuse that are applicable to the current campus climate would help Otto's engagement rates. Polls like how students are feeling during midterms or what their weekend plans are would get students engaged with Otto on this platform and would impact their perspective of Otto to view them as someone who is interested in their student life.

Strategy Part 1

GOAL: Give Otto a voice

Objectives:

1. Engage with 2,500 followers on Otto's Instagram in one year.

Otto's engagement on this platform is extremely lacking. It is Otto's most popular platform, so Otto should put the most effort into ensuring that their interactions are consistent and top-notch. Otto needs to make their audience feel more heard on Instagram and increase their follower count on it.

2. Gain 2,000 more Twitter followers in one year.

This is the easiest platform for Otto to exercise their voice. As of right now, they are only involved in Syracuse sports-related content. In order to appeal to more audiences, Otto should engage in more non-sports related content but retain their current audience of sports fans by still producing sports content as well. This appeal to multiple audiences will ensure that more people follow Otto and hear their voice, and their voice will be developed more outside of a sports context.

3. Make 200 new interactions with TikTok users in one academic year.

TikTok is one of the most popular social media platforms for young people, which most of Otto's audience – students – will use frequently. Considering that Otto's TikTok account is not running well (Otto hasn't posted any videos for more than half a month, and there are not many followers or interactions, etc.) Otto's team needs to put more effort into the account. New interactions will help with the exposure of the account and gain Otto verification, which will help boost Otto's credibility and popularity on the platform.

1. Engage with 2,500 followers on Otto's Instagram in one year.

Strategy 1: Encourage comments

- Tactic 1: Have captions that make people want to respond such as “comment an orange heart” or “where are your favorite study spots on campus?” By increasing the amount of followers that comment on Otto's posts, we are increasing Otto's chances of having something to engage with. Additionally, this will further the goal of giving Otto a voice by allowing them to make users feel like they are close to Otto and know Otto personally by having conversations with them in the comment section. The success of this tactic can be measured by an increase in comments on posts that use engagement-driven captions in comparison to regular posts that do not emphasize commenting.
- Tactic 2: Have witty responses to comments. This will help Otto obtain their voice by playing into their mischievous and playful personality. The more comments Otto gets from engaging captions, the more opportunities Otto will have to say something funny back that will make students want to comment and engage with Otto more. They may even repost what Otto replies to them, which will make more students want to follow

Otto and comment to get equally witty responses themselves. The success of this tactic can be measured by a higher amount of comments per post and longer comment threads as people reply to Otto's witty responses.

- Tactic 3: Post relevant content that encourages people to tag their friends. This is currently Otto's most popular type of content on Instagram. If Otto posts pictures such as Appendix A and C, students will want to repost it to feature their friends that are in the post. This will again drive more students to want to follow Otto in hopes of being featured themselves, and engage with the posts congratulating their friends. This will also establish Otto's voice as it will show that they are involved with parts of the campus community other than sports and can relate to the average student. The success of this tactic can be measured by an increase in reposts of the post or an increase in friends tagging each other in the comments.
- Tactic 4: Share interesting comments from Otto's recent posts on their story to encourage followers to comment more. By highlighting funny and clean comments on their story, Otto will be encouraging their followers to want to comment more so that they have a better chance of being featured on Otto's story. This may also increase Otto's follower count as more people follow them in an attempt to be featured or at least share the story of their friend's comments. This will amplify Otto's voice by showing others what Otto thinks is funny enough to share. The success of this tactic can be measured by a high amount of share of the story highlighting the comments or the posts with the comments, as well as an increase in comments overall as people try to comment things they think will get themselves featured on Otto's story.

Strategy 2: Utilize interactive stories

- Tactic 1: Create polls about Syracuse culture and campus events. By creating polls, Otto is encouraging their followers to engage with their story. It will immediately display students' opinions about campus culture and could in turn give Otto more insight on what their followers would like them to post about later on. This will enhance Otto's voice as it will show that they care about what their followers think and can tailor their content to their audience later on. The success of this tactic can be measured by an increase in views of their story and the amount of people that respond to their polls.
- Tactic 2: Create quizzes about Syracuse trivia. This will be especially intriguing for newer students that do not know much about Syracuse yet and are hungry to learn more. They can repost new facts they learned or test their knowledge against their friends to see who knows the most about Syracuse. This engagement will give Otto more of a voice to their audience by tying their all-knowing knowledge of Syracuse into their image. The success of this tactic can be measured by an increase in participation and reposts.
- Tactic 3: Tag more organizations in Otto's stories to encourage them to share their stories. This will be especially helpful if Otto posts stories that promote other organizations. It will show that Otto is involved in campus life outside of sports. See Appendix A for example. By promoting other organizations, Otto will incur reposts from the organization's social media accounts as well as students involved in the organizations.

This could bring Otto more followers and increase their voice as they tie themselves more to campus organizations in general and relate to the student body.

- Tactic 4: Create countdowns to events students are looking forward to such as spring break or popular sports games. By being in touch with campus climate, Otto will ensure that their stories gain popularity, views and reposts. This will develop Otto's voice by showing that they have the same goals and attitudes as their followers. The success of this tactic can be measured by an increase in reposts of their story.

2. Gain 2,000 more Twitter followers in one year.

Strategy 1: Engaging posts that discuss topics outside of sports to target new audiences.

- Tactic 1: Promote other organizations' events by retweeting them. Not only will this introduce Otto to other non-sports audiences, it will also make Otto seem more in-tune with the campus climate as a whole. Promoting other organizations could also spark more conversational threads on Otto's tweets from new followers that are linked to those organizations. The success of this tactic can be measured by an increase in likes and engagement with the organization and its followers later on.
- Tactic 2: Engage with other organizations and their audiences by posting Otto at their events. Outside of retweeting their events, it would be a good idea for Otto to show up to a few to show their support for other organizations on campus. It would also show Otto's sports audiences that Syracuse has more diverse campus offerings than just sports. Members of the organization that hosts an event that Otto goes to will want to follow Otto to see if they are in Otto's post or to continue to engage with Otto so that they will come to more of their events. They will also feel closer to Otto as Otto shows that they are engaged with the campus community and can relate to students. The success of this tactic can also be measured by an increase in likes on the promotional posts as well as an increase in followers from students in those organizations.
- Tactic 3: Retweet prospective followers' content that is relevant to Otto and their mission. Prospective followers could include current students that are promoting an on-campus event or alumni that are reposting old Tweets from their past experiences at Syracuse. By engaging with these posts, Otto is putting himself on these users' radars to encourage them to want to follow Otto since Otto took the initiative to engage with them first and share their content to others. This will increase Otto's voice by increasing the amount of people their voice reaches. The success of this tactic can be measured by an increase in followers that Otto retweeted.
- Tactic 4: Post throwback tweets to old campus events to increase alumni engagement. By bringing up discussions about past events such as a historical snowstorm, Otto is encouraging their followers to engage with them more about non-sports related topics. By bringing up historical events specifically, Otto is targeting their alumni audience to engage with them and potentially increase the amount of alumni or users invested in Syracuse history and culture that engage with them and follow them. This will establish Otto's voice by showing how long Otto has been involved in Syracuse's history and

campus. The success of this tactic can be measured by an increase in retweets, likes on historical posts and followers.

Strategy 2: Create more engaging sports-related content to appeal to current followers.

- Tactic 1: Ask the Dome to advertise an Otto-specific hashtag during sports games to increase the amount of mentions of the word “Otto” during sporting events and online discussions. Because most people tweet about sporting events during or directly after they have occurred, advertising an Otto-specific hashtag is the perfect way to get Otto involved even more in these discussion. This would increase Otto’s already present voice in the sports field of Twitter by getting fans to subconsciously associate Otto in their sports discussions. The success of this strategy can be measured by tracking the amount of times the word “Otto” is mentioned on Twitter in Social Studio.
- Tactic 2: Have Otto engage more with other Syracuse sports teams like Lacrosse and Hockey. Otto is only well-known when they are tied into basketball and football discussions. But Syracuse has many other strong sports teams such as the women’s hockey team. By engaging with these teams’ social media accounts or discussions about their games and seasons, Otto will be improving their voice and image in relation to things outside of football and basketball and will appeal to these typically-forgotten teams. The team members will appreciate being highlighted by Otto and in turn engage with Otto’s posts about them and want to follow Otto to see more conversations about themselves. The success of this tactic can be measured by an increase in followers of fans and players of other Syracuse sports teams and an increase in likes on these posts.
- Tactic 3: Have Otto tweet mid-game updates to contribute to sports discussions on this platform. Although Otto is mentioned the most in Syracuse sports-related discussions on Twitter, they could be involved a lot more. By engaging with threads that are discussing the games or starting their own Otto is ensuring their position in the Syracuse sports community on Twitter. Since this is currently their main audience on Twitter, an increase in engagement in these posts, such as comments, likes and retweets, is to be expected. Additionally, the success of this tactic can be measured by an increase in Syracuse sports fan followers that have not followed Otto already.
- Tactic 4: Have Otto make their own bracket for March madness to get followers involved in college sports and support and discuss other teams. Otto’s bracket could be silly to comply with Otto’s silly personality and further Otto’s silly voice. This will get their followers to engage with them by posting their own bracket or commenting on what they think of Otto’s bracket. It could even lead to other teams or mascots interacting with Otto, which would increase their engagement in the ACC sports world overall and earn Otto more engagement and followers. The success of this tactic can be measured by an increase in retweets and replies from followers and new followers that are fans interested in March Madness.

3. Make 200 new interactions with TikTok users in one academic year.

Strategy 1: Get Otto verified.

- Tactic 1: Find Otto's niche as a mascot on TikTok. This will be completed by a trial and error method of seeing what types of content they produce are popular and continuing to produce content in that category. This will establish Otto's voice by producing content that reflects their mischievous and playful personality. The success of this tactic can be measured by an increase in views, likes and shares of their most popular content.
- Tactic 2: Create a video that encourages other mascots to duet it to spread Otto's video throughout the sports mascots portion of TikTok. By interacting with other mascots, Otto will get their content to be viewed by that mascot's followers and establish their spot in their niche field of content. Interacting with other mascots, especially from rival teams around the time of upcoming games, will draw a large audience viewing from both schools' student bodies and contribute to Otto's increase in followers and interactions on TikTok. This will also help Otto increase their voice in the sports mascots world. The success of this tactic can be measured by the amount of duets they get from other mascots and the amount of shares the video gets.
- Tactic 3: Utilize campus resources such as the CAGE to create videos of better quality that will appeal more to audiences' eyes. By showing that Otto is putting effort into making their account professional, audiences will take them more seriously as a creator and want to see more of their content and engage with it. This will also increase Otto's voice as they establish better quality content that is able to portray their personality even more. The success of this tactic can be measured by an overall increase in views, likes and shares to prove that followers like the increase in quality.
- Tactic 4: Consistent content and posting schedule to develop regular daily growth and views. The more the audience can expect a video from Otto, the more they will want to see Otto's posts. As of right now, Otto's posting schedule on TikTok is very inconsistent which is off-putting to their audience and could cost them followers and verification. This will further the presence of Otto's voice by showing how consistent and reliable they are and giving them more opportunities to display their personality to their audience on a consistent basis. The success of this tactic can be measured by an increase in views and followers.

Strategy 2: Interact with more users.

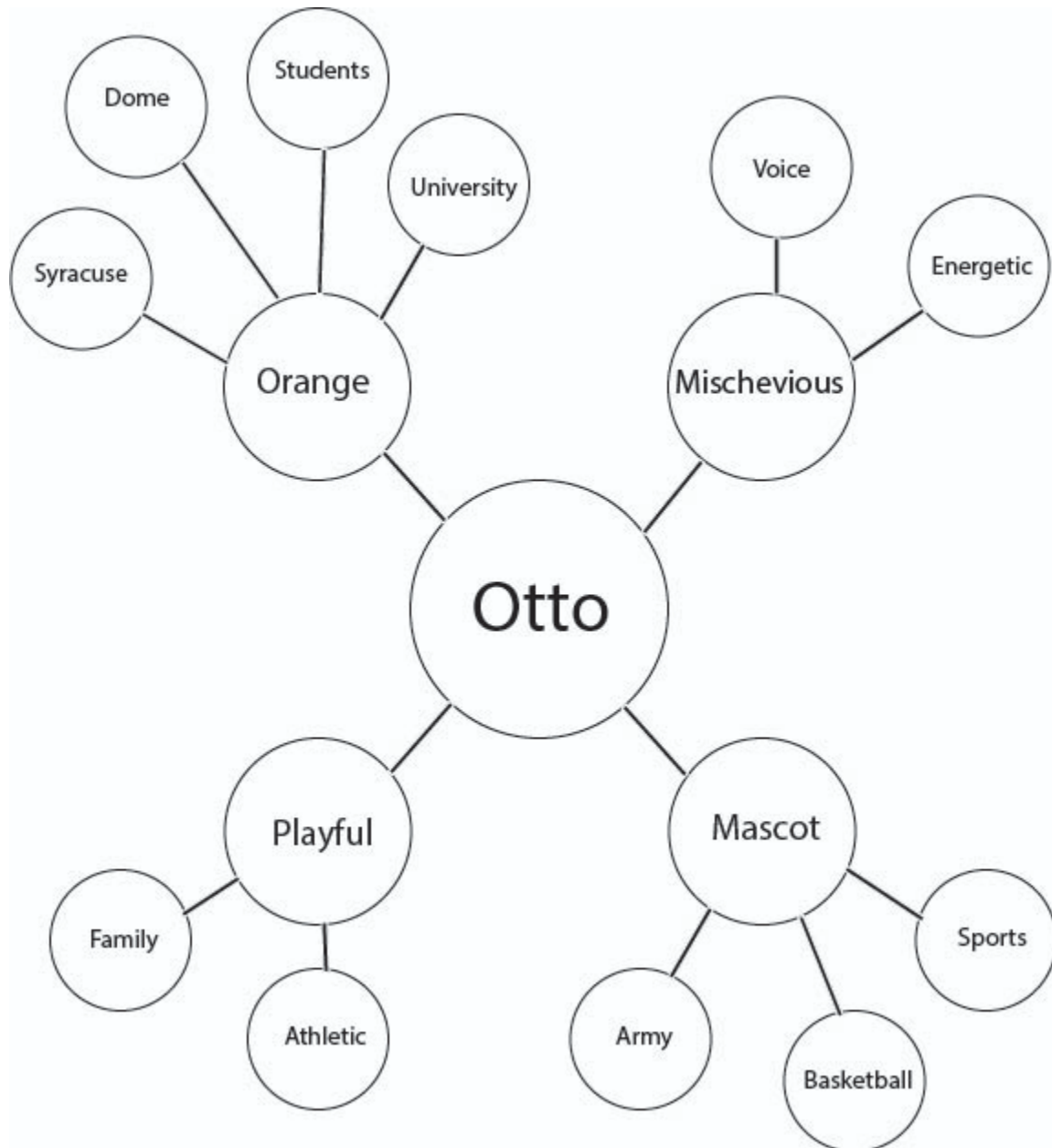
- Tactic 1: Make more duet videos with other accounts. If Otto takes the initiative to engage with users first, they will in turn amass more followers that they have engaged with and increase the likelihood of their videos being shared. This will further Otto's voice by letting them interact with users one-on-one to make the users feel like they have a more personal connection with Otto, and will encourage other users to make content that they want Otto to respond to. The success of this tactic can be measured by an increase in duets with Otto's content and an increase in likes, views and comments on all of the videos Otto is duetted with.
- Tactic 2: Leave funny commentary on fans' videos like other big brands. This is a common trend right now where big brands comment on random users' videos in order to increase brand awareness. If Otto comments on other users' videos, they will not only be

spreading their voice and personality, but will also be encouraging those users to come follow them and comment on their videos as well. The success of this tactic can be measured by an increase in engagement on Otto's posts such as likes and comments and an increase in Otto's followers.

- Tactic 3: Hop on current trends while they are still relevant. By posting relevant trends before they die off, Otto will be taking advantage of TikTok's algorithm and potentially be put on many more users' ForYou pages which will in turn increase Otto's visibility, video engagement and potentially followers. This would be extremely beneficial for giving Otto a voice as Otto's voice will be being spread to many new audiences. The success of this tactic can be measured by an increase in views, likes and shares of their trending content.
- Tactic 4: Feature students or organizations rather than just Otto. Users will be more likely to engage with Otto's videos if they see their friends or themselves in the posts. Thus it would be smart to capitalize on this idea by getting students involved in Otto's videos. See Appendix C for example. This will further Otto's voice as it will relate Otto to the student body and campus organizations outside of sports and themselves. The success of this tactic can be measured by an increase in views, likes, shares and followers.

Strategy Part 2

Keyword Tree



Our group chose “Otto” as our main keyword for multiple reasons. The first is obviously that it is Otto’s name and is thus the word that is associated with them the most. Additionally, when we conducted research on Social Studio, we found that this word was used often on Twitter in reference to Otto. While conducting research on Social Studio, we also found that “Orange,” “Mascot,” and “Playful” were used somewhat often in reference to Otto. Thus, we decided that these words were important enough to Otto and their image to continue to try and boost the use of them. We chose a fourth word we thought would be popular, “Mischievous,” based on the word cloud in Social Studio. We believe that this is an important personality trait that Otto’s team has identified that should be reflected on their social media. Since we identified the four words that appear regularly with our main word “Otto,” we continued to identify words we thought were important to Otto and their image that are relevant to each specific subword. To demonstrate this, we illustrated them stemming from each subword. We decided that “Syracuse,” “Dome,” “Students” and “University” were relevant to “Orange” as the word “Orange” is very representative of this university, and many people involved with it who declare that they “bleed orange.” To stem off from the importance of being “Mischievous” to Otto’s personality, we chose two more traits, “Voice” and “Energetic” that we felt were important to Otto’s identity. Similarly, Otto is known for being playful, so we chose words that would appeal to this playful personality such as “Family” and “Athletic.” Otto’s playful personality is supposed to appeal to a family-friendly audience and is often seen in a playful mood at athletic events. Finally, to branch off of the obvious word of “Mascot” to go along with Otto, we chose the words “Army,” “Basketball” and “Sports” since Otto is a well-known mascot to Otto’s Army and large sporting audiences.

Tactics and Content

Giving Otto a Voice					Project Start: Sun, 4/17/2022														
MORE Communications					Display Week: 1														
Task	Assigned To	Progress	Start	End															
TikTok																			
Block Party	Olivia	100%	4/23/22	4/25/22															
OAD Pancake Stress Buster	Olivia	0%	5/7/22	5/7/22															
Class of 2022 Graduation	Olivia	0%	5/14/22	5/14/22															
Otto Helping with Move Out	Olivia	0%	5/14/22	5/17/22															
Instagram																			
Spring Formal	Olivia	100%	4/20/22	4/22/22															
Otto's Selfie at Block Party with Performers	Rufeng	50%	4/29/22	4/29/22															
Parents' Weekend/ Admitted Student Tours	Megan	0%	5/6/22	5/8/22															
Countdown to Finals	Megan	0%	5/6/22	5/8/22															
Otto Taking a Final	Megan	0%	5/7/22	5/9/22															
Otto on The Quad	Megan	0%	5/8/22	5/10/22															
Otto Studying in Bird	Megan	0%	5/9/22	5/11/22															
Otto Celebrating the End of Finals	Megan	0%	5/10/22	5/12/22															
Class of 2022 Graduation	Megan	0%	5/14/22	5/14/22															
End of Semester Move Out	Megan	0%	5/13/22	5/15/22															
Twitter																			
One University Award Infographic and winners	Rufeng	100%	4/17/22	4/22/22															
Block party just words	Megan	40%	4/23/22	4/27/22															

MORE Communications

Project Start: Sun, 4/17/2022

Display Week:

1

[illegible]

Implementation and Evaluation

Appendix A Evaluation: The success of this Instagram post can be assessed through comments, especially of students tagging their friends and responding to the question, and an increase in the amount of likes and shares in comparison to Otto's normal amount that they receive.

Appendix B Evaluation: The success of this Instagram post can be assessed through a higher amount of likes and shares as students comment on the library being their favorite study spot as well. An increase of students studying in that location could also prove Otto's effect on their followers and how far their voice reaches them.

Appendix C Evaluation: The success of this TikTok can be measured in an increase in duets, stitches and shares in comparison to Otto's current videos. Students will not only want to show off if they were in the video, but also add themselves onto it as well if they were not in it.

Appendix D Evaluation: The success of this Tweet can be assessed through a higher amount of retweets and likes than Otto's average posts get. Because mental health is such an important topic right now, it will be a popular post for students to want to share with others.

Appendix E Evaluation: The success of this Tweet can be measured by comments from students saying how much they will miss Otto too and the amount of quote tweets of it. An increase in the amount of times the keywords are used on Twitter, as analyzed in Social Studio, can also prove this tweet's effectiveness in increasing Otto's voice.

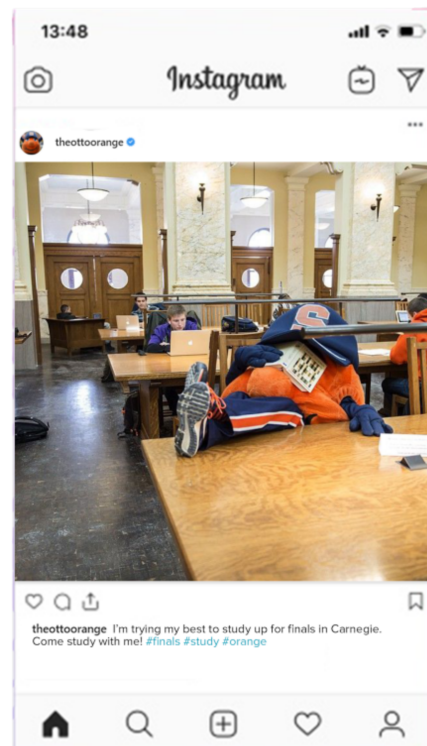
Appendix F Evaluation: The success of this TikTok can be measured by comments of students voting on Otto's dance moves, students dueting the post showing off their own dance moves and student posts later that show how excited they are to see Otto doing them live at Block Party. The increase in engagement with this post, and the audience circling back to it later on, will show how Otto's voice is gaining traction as their posts are becoming more memorable and engaging to students.

Appendix

Appendix A



Appendix B



Appendix C

[Otto's TikTok2.mp4](#)



Appendix D



Appendix E




Appendix F

[Otto's TikTok.mp4](#)




Appendix G




S Syracuse University



CHANCELLOR'S CITATION AWARDS WINNERS

Olivia '23
a Public Relations major in the Newhouse School



 **Megan '23**
a Public Relations major in the Newhouse School

Ruifeng '23
a Public Relations major in the Newhouse School



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