AGENDA

• New Features
• Analytics
• Marketing Plan
• Administrator Feedback
  (that’s you)
FLYER SUBMISSION

- 3 categories MAX
- \( \leq 30 \) days
- Career Acct. Contact Information
- First/Last Name, email, phone
- New default flyers
DEMO
FLYER DETAIL PAGE

• Contact person
• Full size image on-click
MAIN PAGE

- RSS icon linked to flyers listed oldest to newest by start date
- Announcements section
DEMO
• Edit a flyer in ANY status
• Republish upon edit
• New dates adhere to 30 day rules
• Sub-headings: Pending, Approved, Denied, Published, Expired
• More info in each row
ADMIN SUMMARY REPORT

• **Data Points**
  - Twitter, email, active posts, category page hits, total hits

• **Start and end date**

• **Export to Excel**
SYSTEM EMAIL

• Send email to submitter upon successful post
Thank you for posting!

You posted a flyer, now what?

Follow Us...

Thanks again for using PurdueBoard - the best place to discover Purdue student organization activities, events, and callouts. We'll do everything we can to ensure your flyer gets the exposure it deserves by posting it to our Facebook page, Twitter feed, email subscription service, RSS feeds, official Purdue mobile site and smartphone apps, BoilerTV, university calendar, MyPurdue, and campus digital signage.

But don't stop there! You can help spread the word by telling your friends about your event and sharing your flyer on Facebook, Twitter, and everywhere in between!

Preview your flyer & use the following link to easily share it:


*where applicable, must be a scheduled event

PurdueBoard is a service of Student Affairs
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purdueboard@purdue.edu

If you are having trouble reading this email, please contact the PurdueBoard administrator at purdueboard@purdue.edu
OTHER FEATURES

• Faster load times
• Tracking
• Calendar Feed
TEST, TEST, TEST

dev.www.purdue.edu/purdueboard

Feedback to:

jamesbritton@purdue.edu
ANALYTICS
2011-12 MAIN STATS

• 58,000 visits
• 17,000 UNIQUE visits
• 152,000 page views
• 2.6 pages per visit
@PURDUEBOARD

• 214 Followers
• 1188 Tweets
• New feature, master account did not exist before October 2011
• Subsidiary accounts for each category auto-tweeted when flyer approved
• Active dialogue with users to engage them in conversation
FACEBOOK.COM/PURDUEBOARD

• 204 Likes
• Nearly 67,000 friends of fans gives a huge potential reach, viral effect
• Active dialogue with users to engage them in conversation
• Flyers auto-posted to wall when flyer is approved
• Latest major social network opens doors to more people
• Automatic flyer submission soon when Google makes auto-posting available.
iPhone App & Purdue.edu Mobile

- New for 2012-2013 academic year
- Categories and full-feeds displayed
- Huge exposure for PurdueBoard
- Monthly usage reach of 50,000+
MARKETING
FIRST SEMESTER RELAUNCH

- Newspaper
- Guerilla Marketing
- Student Videos
- Departmental/College Promotion
- News Release
- Web Authors/Communications Coordinators
- Faculty/Staff Email
- CoolSign
- Student Leadership Retreat
- Parents and Families Website
- studentlife.purdue.edu
FEEDBACK
purdue BOARD
2012 RELAUNCH

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