# XD Focused Public Relations Campaign

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## INFORMATION DESIGN AND CORPORATE COMMUNICATION

Business is communication, and communication is creative. Businesses know what effective communication can do, and they're hiring professional communicators in record numbers.

Bentley's major in Information Design and Corporate Communication (IDCC) uses real-world cases and hands-on experience to help you define an organization's image and reputation, manage a crisis, grow a business overseas, bring products to market, or use software and other high-tech tools to make an organization compelling for its stake-holders — from software to sports, entertainment to energy.

Our tracks are about teamwork

### CAREERS

With businesses taking advantage of mobile apps, social media, and virtual and augmented reality, IDCC majors are in great demand now, as they will be in the future. They create a presence that communicates an organization's brand and values to the larger community by combining business knowledge and creative skills. Employers need people who can

## REQUIRED AND ELECTIVE COURSES

### MAJOR REQUIREMENTS

Effective Speaking
Web Design I: Information Design,
Principles and Practice
IDCC Restricted Elective

You will choose three courses within your concentration:

#### INFORMATION DESIGN TRACK

Fundamentals of Content Development Fundamentals of Visual Communication Advanced Content Development Three IDCC-related electives

#### WEB DESIGN

User Interface Design

## Client

- Our client is the IDCC department
- The IDCC, or Information Design and Corporate Communication department, offers Public Relations (PR) and User Experience (UX) concentrations









### **STRENGTHS**

- Reputation of program & professors
- Div<mark>erse</mark> course offerings
- Experimental learning (e.g. internships, study abroad)

### WEAKNESSES

- Lack of social media presence
- Disorganization within the dept.
- Low brand awareness

# **SWOT**Analysis

### **OPPORTUNITIES**

- Utilize social media for outreach & engagement
- Establish a strong brand identity & logo
- Promote dept. events and programs to raise awareness

## **THREATS**

 Competition from other departments with larger presences on campus

## Relational SWOT







## **DID YOU KNOW??**

IDCC is rebranding to **XD** and we have a

## **GIVEAWAY!**

# FOLLOW US

# TO ENTER



# Flyer

- This flyer was created to advertise the rebranding of IDCC to XD.
- The flyers main intent was to advertise the giveaway campaign we organized.
- The flyer drove the audience to follow the account, using the giveaway as an incentive.











# Field Activity – Flyers

- Delivering flyers that incentivize students to follow the new Instagram account
- Slid flyers under every on campus dorm room or put them in the card swipe device next to the door















## Field Event Metrics

Distributed to 19 dorm buildings

Approx. 1200 flyers distributed

Day 1 – Miller, Kresge, Forest, Rhodes, Collins – Followers from approx 80-130

Day 2 – Trees, Slade, Falcone North/East/West - Followers from 146-222

Day 3: Copley North/South, Fenway, Orchard North/South, North Campus – Followers from 235-262









## **DID YOU KNOW?**

Anyone following this account by April 15th is entered in our giveaway!

FOLLOW US NOW FOR YOUR CHANCE TO WIN BENTLEY SWAG!!!

B BENTLEY UNIVERS









Social Media Campaign- Giveaway









# Giveaway Engagement

- Our giveaway received lots of engagement.
- •Many people liked the posts, followed the account to enter, and commented for more chances to win.
- •The post with the best engagement had 51 likes and 68 comments.



















# Partnership

- •For Our partnership with Bentley's campus organization Alpha Psi Omega, Bentley's theatrical performing arts organization.
- •This resulted in various new followers and more people entering the giveaway.
- •Helped us reach a new Bentley audience.









# Announcing the Winner!

- Selected from the numerous entries, we picked a winner.
- We met with the winner and gave him his goodie bag.
- We then created a few posts to thank everyone who entered and announced the winner as a way to follow up on the giveaway.

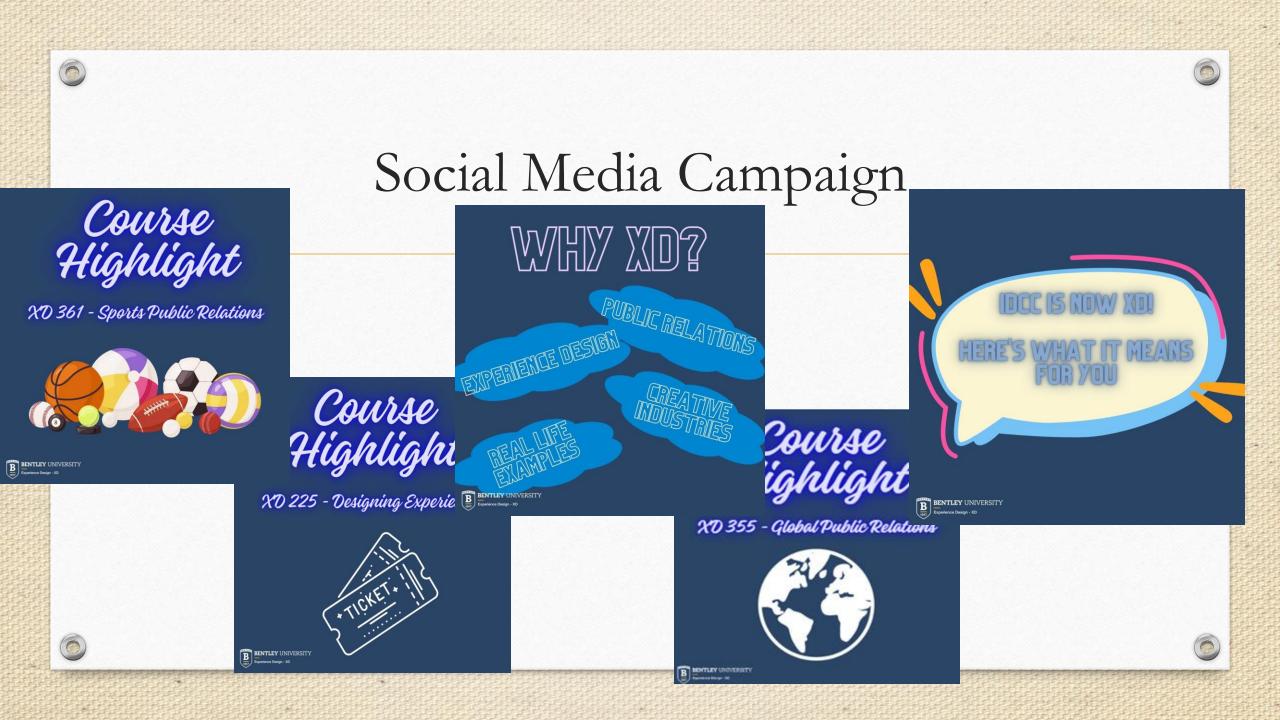
















Social Media Campaign























**Teaching Specialities:** 

· Public Relations Theory and

• Strategic Communication

· Interpersonal Engagement

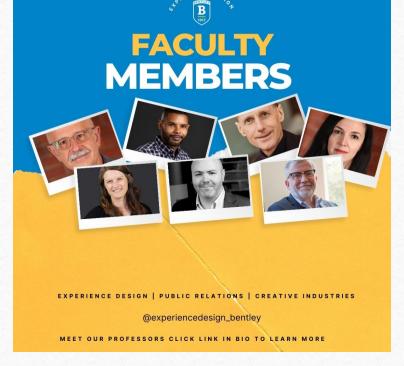
· Diversity, Equity, and Inclusion

· Critical and Digital Media Literacy

· Digital Public Relations

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Social Media Campaign Faculty Insights





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**FACULTY INSIGHTS** 

JONATHAN ERICSON

· Digital Addiction



- Holistic Design Innovation for Social and Environmental Impact
- Experience Design (XD) and Mental Health
- Patient Experience and Healthcare Communication
- Design, Sustainability, and Circular Economy
- Data Visualization and Information Visitation

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## Social Media Metrics

- 4 Varieties of Posts
- Contest Posts Avg 24.4 likes & 20.2 comments
- Other informational posts averaged 13 likes & 0 comments
- Total of 174 likes and 101 comments









# Owned Media















NEW ACCOUNT ALERT



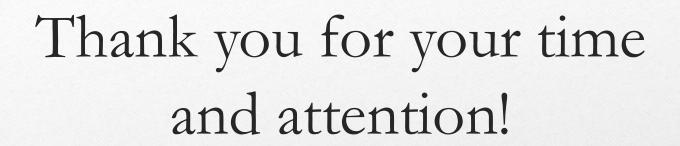
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Content shares from Student Organizations







Questions or comments?