McMaster IT Strategic Plan
Launch Event
23 January, 2019
Results
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Event Stats

- 229 attendees registered through Eventbrite
- 2,012 total social media impressions
- 1,600 Facebook Live views
- 8 networking tables
- Mentimeter interaction with an average of 106 guests
- 400 mini donuts
Social Media

Twitter

- 2,305 total tweet impressions
- 34 tweets using #McMasterITStratPlan

CTO @ggatguelph @McMasterIT at the #McMasterITStratPlan launch invites the @McMasterU community: “stay connected and share your ideas, your ideas inspire and become our actions”

Was proud to support the #McMasterITStratPlan launch by hosting the live stream of @ggatguelph’s keynote on our @MacSSC Facebook channel. I’m adding this one to my McMaster digital moments! Lots to look forward to.

Thanks @ggatguelph - was happy to rep @MacSSC and the Mac Creative Community! #McMasterITStratPlan

More pics from our McMasterIT Launch celebration. Thanks for participating everyone! @McMasterIT

Hard to fit our full house in one photo! Can you find yourself in @ggatguelph’s selfie? #McMasterITStratPlan
Social Media

Instagram

- 374 post impressions
- 115 story impressions
Social Media

Facebook

- 1600 views
- 10 shares
- 12 likes, 2 love reacts
- 2 comments
- https://www.facebook.com/MacSSC/videos/630067337415230/
McMaster Channels

- 3 Daily News articles
- 1 promotional video
- Promo from @mcmasteru & @MacSSC twitter
- Promo from @McMasterU Facebook
- 4 CTO McMaster articles
- 1 Education News Canada article
- Digital screens across campus
Mentimeter Results

One word to describe something you are grateful for as we start 2019...

Multiple Choice

- Connected: 37%
- Seamless: 33%
- Transformative: 30%

One word to describe how you feel about our McMaster digital future?
IT Strategic Plan Launch Strengths

- Easy Eventbrite registration
- Strong support and involvement from leadership
- Robust cross-channel promotion drive
- Strong engagement and support from campus partners (IT community; Communications & Public Affairs; Student Success Centre, A/V)
- Seamless production execution (thanks to IT community, Concert Hall team and Student Success)
- Fun incentives: donuts and interactive ‘after-party’
...and Future Considerations

- Build social media platform following earlier
- Low student participation in social media contests and event
- Time of year/weather
- Class schedules if student presence required
- Streaming options for remote/off-location staff
- Traffic flow in condensed networking areas
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