



NAASS Member: University of Wisconsin-Madison

Initiative Title: Facebook Live: The Next Best Thing

Award Category: New Marketing Initiative

Description:

Due to COVID-19, all summer in-person events were cancelled at Wisconsin-Madison, and staff had to pivot to a new digital strategy. The office's events coordinator transitioned from in-person tabling events to a virtual format using the Summer Term Facebook account to host live Q&A sessions.

Summer Term staff hosted a live Q&A session for those interested in learning more about the Wisconsin Experience Summer Launch (WESL) online early start program, which was held a week before the application period closed. What made this event format a success was the way viewers interacted with the recording after the live event concluded – live videos had 459 total views and 131 engagements. The Summer Term staff is planning to use this format again in summer 2021 and will be utilizing Instagram Live as well.

For more information about this initiative, contact:

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