

## Case Study

# Baylor University Triples Social Media Engagement with the Click of a Camera and Digital Asset Management

*One of the hottest topics at universities and colleges across the globe is how to get their messages out and leverage the power of social media to get people actively engaged in campus life. A conversation that not only permeates higher education, but marketing departments across the globe.*

*Social media has delivered an incredible platform for communicating and connecting with audiences in real-time. However, orchestrating this communication can often take hours, if not days; particularly when it involves images. It's not always as easy or effective as hitting the share button from one's mobile phone. Images often need to make their way into the hands of a social media team, and sometimes one image can serve multiple channels or departments. For added complication, higher quality photography taken on traditional cameras is not as easy to share as photos from a mobile camera.*

*With each moment passing, the impact of the post is diminished.*

*Facing this dilemma, Baylor University figured out a system to dial up the immediacy and put the "Insta" in Instagram (and all its other social channels). With a simple solution, Baylor has risen to the top 10 list of Universities on Instagram and in the top 20 most influential on social media overall.*

*Their secret ingredients: a Canon Wireless camera, a WFT (wireless file transmitter), and digital asset management (DAM).*



***"Before figuring out our current system for social media management, we stopped short of using carrier pigeons to get images into the hands of the people who needed them,"***

***said Robbie Rogers, Director of Photography at Baylor University.***

***"By simply connecting our cameras with Extensis' digital asset management system, what used to take hours now takes seconds, and our engagement numbers on social media have skyrocketed."***

Industry	Higher Education
Product	Digital Asset Management

## Where they started...

Understanding the crucial role social media plays in reaching their target audiences- from prospective students who are digital natives to alumni who are university champions - Baylor's photographers sat down with the social media team to figure out how to bolster their online initiatives.

Instrumental to social media is engaging at the right moment and with high-quality imagery (posts that include photos have 94% more engagement than those that do not). For example with sporting events, the day after is a lost opportunity. People want in on the action as it's happening- whether they are at the game, watching on TV, or trying to stay abreast of the latest online.

The same holds true across all university activities- people want to see and be engaged with campus life as it happens.

Knowing this, Baylor's photographers went in search of a technology solution that could get professional quality shots off the camera and into the hands of their social media team within seconds. This would enable them to post live to Instagram, Facebook, and Twitter in the moment that made the most impact.

## What they did...

Using a WFT, their staff photographers are able to upload, in real-time, hundreds of high quality photos with a click of a button from their Canon Wireless cameras. The photos are instantly posted to a DAM portal, called Portfolio NetPublish™, where the social media team can immediately access the images and post them to their key social channels as the action unfolds (#workingsmarternother).

## Baylor University Facts & Figures

*(As of the date of this publication)*

Location:..... Waco, Texas

Size: .....15,000 Students

Number of University

Photographers: .....2

Number of Social

Media Team Members:..... 12

**Ranked #6 Most Influential  
University on Instagram\***

**Ranked #16 Most Influential  
University on Social Media Overall\*\***

## Followers

 Instagram: ..... 48,000+

 Facebook: .....150,000+

 Twitter: .....41,000+

Average Engagement Rate:.....12%

*\*According to CollageAtlas.org*

*\*\*According to StudentAdvisor*

## The Results...

Being able to engage with people in real-time, immediately doubled Baylor University's followers across all social media channels, and has since tripled. They currently have 45,000 followers on Instagram alone, with 12% engagement, making it one of the most-followed and most engaged university Instagram accounts in the country.

CollegeAtlas.org, an online encyclopedia of higher education, also recently named Baylor the No. 6 most influential college on Instagram (alongside such schools as Stanford, University of Wisconsin and University of Michigan; and ahead of such schools as Harvard and Penn State), and the university is ranked one of the Top 20 most influential across all social media channels.

With their statistics trending off the charts, and engagement combined with optimization of photos, their SEO continues to increase.

And the biggest win? Applications and admissions have significantly increased since the effort started. In fact, in 2014, Baylor has achieved its highest incoming class size ever. And in the past few years, they have taken in record high figures in Annual Giving.

All simply by figuring out how to do what they were already doing... but using technology to make it faster!



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North America: 1.800.796.9798  
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