

Building the Family Brand at Spring Hill College

The Team

Campus Sonar

Campus Sonar helps higher education leverage social media intelligence (data) to inform their strategies and campaigns to better recruit and retain students, evolve program offerings, earn sustainable donations, and demonstrate societal value. We use social listening, a market research tool, to [capture insights and data from the internet](#) in a way that's reliable, fast, and cost-effective compared to traditional market research methods.

As an extension of your on-campus team, the [humans behind Campus Sonar](#) ensure that the social media intelligence we capture is categorized in ways that make sense, analyzed in the appropriate context, and investigated thoroughly to identify opportunities for your campus to take meaningful action and inform on-campus strategy. Our team works closely with you to understand your current environment (strengths, weaknesses, opportunities) and short- and long-term goals to design and execute customized social listening research to support and inform your needs.



Spring Hill College

[Spring Hill College](#) (SHC) is the oldest Catholic college in the Southeast and the third oldest Jesuit College in the United States. Founded in 1830, the college focuses on theology, psychology, philosophy, and traditional liberal arts majors. A highly residential college, almost 90 percent of Spring Hill College’s 1,600 students live on campus. Class sizes are intimate, student life is focused so you get to know people, and students are in service to each other. All of this helps establish a warm and welcoming environment at Spring Hill College (SHC).

Goal: To better understand how others identify with Spring Hill College’s brand.

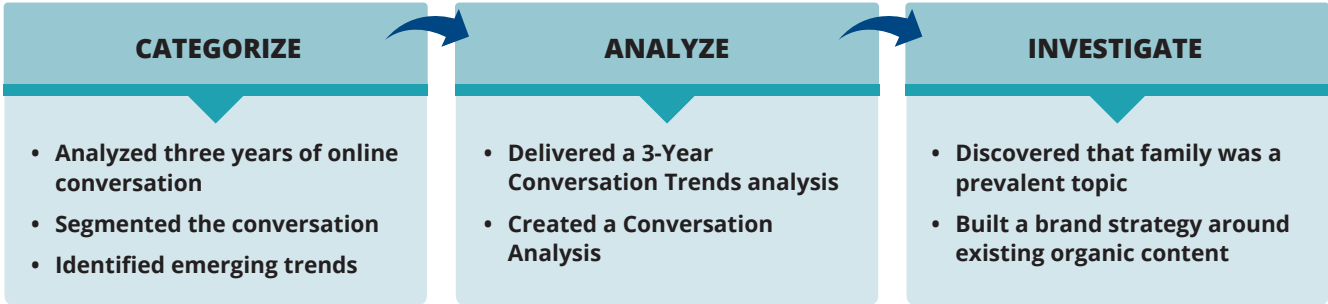
Ashley Rains, Assistant Director of Media Relations at SHC, knew that SHC was unique, but she wanted a better understanding of how others identified with the college. It didn’t work to just tell people, “here’s our brand, identify with it.” SHC marketing wanted to know what people were saying about the college on many different levels.

Partnership

Campus Sonar partnered with SHC, working with them to deeply understand their goals and priorities. They used the information they gathered to design custom social listening research and deliver social media intelligence and audience conversation analysis that SHC could use to further define and build their brand strategy.

Analyst Emily analyzed three years of social listening data and created two deliverables that were integral to achieving SHC’s goal.

- The [3-Year Conversation Trends](#) analyzed three years of SHC’s social media mentions and included a digital dashboard with an analysis of their conversations, influencers, share of voice, and more.
- The Conversation Analysis took a deeper dive into SHC’s online conversation to better understand the details of the “family” topic. The analysis identified patterns and themes of online conversation that represented actionable insight for SHC—Emily uncovered a significant amount of owned and earned conversation that was well-received, and provided recommendations based on her findings.



Insights

Organic conversation revealed an existing brand attribute that could be used to build a strategy. In her three-year look at the historical conversation surrounding SHC, Emily found that “family” was a surprisingly popular topic in the online conversation. The organic conversation analysis revealed that the topic was well-received by prospective students, current students, former students, and their families. SHC’s existing, organic family conversation is liked by followers, who often retweet, share, respond to, and create their own SHC Family-related content.

Campus Sonar recommended taking an even more focused, intentional approach to continue and expand the idea of SHC Family as both a topic of conversation and potential key brand attribute. Specific suggestions included a hashtag (#SHCFamily), an online photo album, and influencer marketing using individuals who could authentically promote the idea of SHC Family.

A marine biologist alumna currently serving as the Foreign Affairs Specialist–Office of Law Enforcement for the National Oceanic & Atmospheric Administration Washington, DC, has 1,538 followers on Twitter. She received her BS in Marine Biology from Spring Hill College in 2006. In 2015 she retweeted an article about SHC history, calling her time at SHC the “best years of her life” and saying she missed her SHC family.

The SHC-owned social media accounts regularly referred to the “Sprhill Family,” “Badger Family,” “Baby Badgers,” “Mama Badgers,” or “Papa Badgers.” These posts were often retweeted, liked, and shared by the SHC audience. On Mother’s Day, the athletics Twitter account sent well wishes to “Mama Badgers.”

The granddaughter of a prominent alumna occasionally tweets about the legacy of her grandmother who was the first black graduate from an all-white university (SHC). Her tweet celebrating her grandmother is currently pinned to the top of her profile and has been retweeted over 2,500 times.

The SHC’s men’s basketball team tweeted a photo and tagged it with #Family when they gathered for Thanksgiving. The tweet resonated with the team and coaches/staff, as evidenced by the retweets and likes from this group.

Campus Outcomes

Once Campus Sonar discovered the value of “family” for SHC, Ashley and her team created a strategic marketing plan that built upon the analysis from Campus Sonar’s recommendations.

- **Build on their current brand.** SHC didn’t need to develop a new brand—family is already their brand. SHC’s mission is “forming leaders engaged in learning faith, justice, and service for life.” “For life” is part of family.
- **Further define family.** Strategically SHC needed to develop a complete definition of family based on feedback across campus—allowing faculty, staff, and students to weigh in to establish a comprehensive vision.

“Campus Sonar has been a tremendous help, in terms of engagement, organic branding, and the future of our brand. This is something I think we knew we needed before anyone knew what it was. We didn't know what was out there, but we knew we needed it.”

—Ashley Rains, Spring Hill College

The insights Emily found through her analysis are insights SHC wouldn’t have found without the help of Campus Sonar’s three-year overview. Being able to engage and further understand their audience is vital to taking their branding to the next level. SHC continues to define and build their family brand using the strategy they develop from the Conversation Analysis and insights from the 3-Year Conversation Trends.

Learn More

Read more about Spring Hill College’s partnership with Campus Sonar and how they’re [continuing to refresh their brand](#).

Find out how Campus Sonar can help you achieve your institution's goals, develop strategic insights, and identify opportunities for meaningful action. Contact us at info@campussonar.com.

Visit campussonar.com | Call (877) 553-8308



fb.com/campussonar



[@CampusSonar](https://twitter.com/CampusSonar)

