

Social Media Channel Continuum

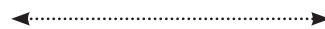
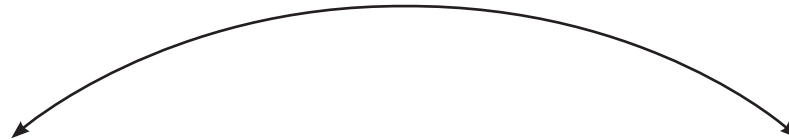
College Audiences

- Primary: Current students, internal and Alumni
- Messaging focuses on informing audience, building affinity



Brand Audience

- Primary: Current students, alumni
- Messaging focuses on current student experience; brand message support and proof points



Student Affairs Audience

- Primary: Current students, alumni
- Messaging focuses on current student experience; programming

Alumni Audience

- Primary: GOLD to middle-aged alumni
- Messaging focuses on continuing the Vandal experience; points of connection; continuing communication



College Instagram Channels

@uicals
@uidahocaa
@uidahocbe
@uidahoengr
@uilaw
@uidahoclass
@uidahocnr



/uidaho

18-34 demographic



/uistudentaffairs

18-24 demographic



/uidahoalumni

25-54 demographic



/uidaho

18-44 demographic



/uigetinvolved

18-24 demographic



/uidahoalumni

25-64 demographic



/uigetinvolved

18-24 demographic



College Facebook Channels

@uicals
@uidahocaa
@uidahocbe
@uieducation
@uicogs
@uidahoengr
@uilaw
@uidahoclass
@uidahocnr
@uidahoscience



/uidaho

35-64 demographic



/school/university-of-idaho/

Entry-level professionals



/uidahovideo

18-34 demographic