#OU4SQ Giveaway
April 23-May 11

A QUICK OVERVIEW

Through this giveaway we wanted to foster user-generated content on foursquare with a fresh and unique perspective utilizing OU social media. This is our first marketing push for the newly released foursquare Boomer Badge. We are trying to promote all students (especially seniors with the Class of 2012) to connect with the University one last time as a student and generate excitement about OU and graduation.

- Hashtag reach (#ou4sq) of 50,000 users
- An increase of 250 followers on foursquare
- An increase of 100 followers on Twitter
- Goal of 500 Boomer Badges since release
- More images uploaded on foursquare
- More interaction and promotion of OU social media

TARGET AUDIENCE

Web Communications targeted two audiences: (1) graduating seniors and (2) all current OU students.

LOGISTICS

How to enter:

1) Use foursquare to check in at 5 or more places on the OU Senior Bucket List. Use the hashtag #ou4sq to push your check-ins to Twitter.

2) After your 5th check-in you will unlock the Boomer Badge.

3) Your tweets will be entered to win prizes like a Bob Stoops autographed football, a 32-inch TV, an Apple TV, Beats by Dre headphones and much more!

Prizes:

Signed Bob Stoops football (President’s Association), Class ring/Alumni Association memberships/leather portfolio/license plate frame (Alumni Association), Couch/Crossroads Vouchers (Housing & Food), Museum tickets and art books (Fred Jones), Leather career portfolios (Career Services), 32” Toshiba TV/Dre Beats/Apple TVs (IT Store), Fine Arts package of cards/t-shirts/posters/Pride CD (Fine Arts), Color changing cups/T-shirts (Summer Session), Cap & Gown (Grad Office)
#OU4SQ Giveaway Results

PUBLICITY/MEDIA

- Student-produced video promoting the contest
- Graphic elements for Facebook, OU homepage, OU foursquare landing page, email, napkin holders, posters
- Posters in 25 buildings on campus
- Featured spot on the OU Nightly student news show
- Promoted by @foursquarecampus
- OU Mass Mail E-mail sent out to students a week before contest started
- Tweeting prize winners and prizes
#OU4SQ Giveaway Results

RESULTS

RESULTS SUMMARY
The three-week campaign was a huge success, with well over 300 check-ins pushed to Twitter using #OU4SQ and students winning over 30 prize packages. Over 50,000 unique users received tweets from #OU4SQ and 1.1 million impressions were generated (the tweet has been delivered to the Twitter stream of a particular account).

YOUTUBE
http://www.youtube.com/watch?v=5-jwK57OJPU
PROMO VIDEO: 731 views

Video promo featuring popular social media savvy senior, Chinh Doan.

TWITTER
1,996 clicks on bit.ly link
75 Tweet Contributors
1.1 million Impressions
50,600 Reach

Hashtag reach (#ou4sq)
goal: 50,000
actual: 50,600

Twitter Followers
goal: +100
actual: +1,162
#OU4SQ Giveaway Results

**FOURSQUARE**

Foursquare Followers  
goal: +250  
actual: +391  
total: 18,191

Boomer Badges Unlocked  
goal: 500  
actual: 600

**PARTICIPANTS**

37 entrants (total number of people who completed 5 or more check ins)  
45 participants (total number of people who checked in at least once)

**WHAT WE LEARNED**

- First foursquare campaign of this scale at OU  
- Acquiring a variety of prizes and packaging them to be enticing  
- If winners weren’t following @uofoklahoma we could not direct message them to let them know they won. Fortunately, all students had their name on their Twitter account and we were able to find them using search.ou.edu.

**THE TEAM**

Cassandra Ketrick (JR New Media Specialist), Kam Stocks (SR New Media Specialist), Sara Brown (New Media Assistant), Amanda Toohey, Erin Yarbrough (Director), Ray Lin (Foursquare Marketing Associate), Jesse High (Web Comm student), Jen Herrmann (Web Comm student), Evan Pierson (Web Comm intern).
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**TOOLS INVOLVED**

Bit.ly - Hashtracking.com - YouTube Analytics - Google docs to keep track of entrants and winners - Facebook - Twitter - Pinterest - foursquare - foursquare Brand Book - Web Comm website landing page - Mail Chimp - Qrstuff.com - Photoshop - Final Cut Pro - OU Mass Mail
# OU4SQ Giveaway Results

## Survey of Participants

### Your Classification
- Freshman: 17%
- Sophomore: 0%
- Junior: 6%
- Senior: 22%
- Graduate Student: 33%
- Student: 22%

### How did you hear about the giveaway?
- Flier: 0%
- Napkin Dispenser: 0%
- Friend: 25%
- Twitter: 8%
- Facebook: 67%
- Email: 8%

### Overall did you feel like the contest was fun?
- 1 (Boring): 0%
- 2: 25%
- 3 (ehhhh): 67%
- 4: 8%
- 5 (let’s do it again): 8%

### Would you participate in another foursquare giveaway in the future?
- Yes: 50%
- No: 50%

### Before this giveaway, had you USED foursquare?
- Yes: 92%
- No: 8%

### Before this giveaway, had you HEARD ABOUT foursquare?
- Yes: 8%
- No: 92%
Any other feedback? How could we improve on foursquare giveaways in the future? What did you like about this giveaway? Tell us anything!

“I really enjoyed it, but I think it would be cooler if you got better odds the more places you visited; for example, checking at every location gives you two entries per location, and checking in at the minimum number gives you one or two entries.”

“I thought it was a great idea! I love it. It was very adaptable to things like who checked in at CAC events and stuff. I loved it! Now that I’m Alumni, maybe have a #OU4SQHomecoming for us returning”

“Choose your prize—first come, first serve.”

“Foursquare party!”

“Better prizes! The flash drive was kind of lame.”

“This was a really fun contest AND I learned how to use foursquare! Way to go!”

“The quality and quantity of prizes were both great. Entries were easy. I guess making it more clear that entering early gives you a better chance at prizes would have been helpful (I thought all prizes were drawn at the end of the contest period). Other than that, it was great and got me interested in checking in at other OU places on Foursquare!”

“Bigger and better prizes for everyone! Not that I didn’t love my thumb drive and Crossroads certificates, but even the little prizes could be a little better!”

“I loved that it was open to anyone and not just seniors. I like the competiveness of checking in to the most places.”
University of Oklahoma
“Senior Bucket List” Foursquare Giveaway
Terms and Conditions

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

ELIGIBILITY REQUIREMENTS

Participant Requirements:

Participants in The University of Oklahoma “Senior Bucket List” Foursquare Giveaway should remember that:

• Contest is open to all OU students.

Specifications For All Entries:

- Participants must be an OU student.
- Participants must check-in to at least five of the 15 spots on the “Senior Bucket List” and acquire the Official OU Foursquare badge,
  The Boomer Badge ([https://foursquare.com/uofoklahoma/list/senior-bucket-list](https://foursquare.com/uofoklahoma/list/senior-bucket-list))
- To officially enter the contest participants must push their 5 check-ins to Twitter using the hashtag #ou4sq.
- The five spots must be checked-in to and tweeted with the hashtag #ou4sq by 10 p.m. Friday, May 11, 2012. See Method of Entry section for details.

METHOD OF ENTRY

How To Check-in:

Participants should download the Foursquare application on their respective devices.

If all requirements are met, the participant of the giveaway will be entered to win one of giveaway prizes. The finalists will be selected at random and posted on Twitter @uofoklahoma by May 18, 2012.
The giveaway period shall begin 9 a.m. Monday, May 9, 2012 and end 10 p.m., Friday, May 11, 2012. The Board of Regents of the University of Oklahoma, its officers, employees, vendors, or agents assume no responsibility for lost, stolen, misdirected, illegible or late entries.

ALTERNATIVE METHOD OF ENTRY
If users do not have a smartphone Foursquare is also available using mobile web on your phone or a desktop computer, www.foursquare.com.

PRIZES

Prize Packages:
- Apple TV
- Alumni Association membership
- Class ring
- Cap and gown
- Dr. Dre Beats headphones
- Signed Bob Stoops football
- Foursquare T-shirt
- Fine Arts package
- Couch Restaurants vouchers
- Crossroads Combo vouchers
- Packet of Museum Tickets from Fred Jones Jr. Museum of Art
- Leather OU portfolio
- OU Alumni License plate frame
- Career Services Packet
- Summer Session swag

Prize:
Winner need not be present to win. Winners will be selected at random from the check-in tweets using #ou4sq. The winners will be featured on the “uofoklahoma” Twitter account. The decision will be final. Entrants agree that The University of Oklahoma has the sole right to determine the winners of the giveaway and all matters or disputes arising from the giveaway and that its determination is final and binding.

Selection and Notification of Winner:
The winners of the giveaway will be contacted via Twitter. The odds of winning will depend upon the number of tweets received with the #ou4sq hashtag The University of Oklahoma will contact the winner to notify him/her of the award.

Void where prohibited. Prizes are non-transferable and non-redeemable for cash. No substitution of prize is permitted. ALL FEDERAL, STATE, AND LOCAL TAXES, IF ANY, ARE THE RESPONSIBILITY OF THE INDIVIDUAL WINNER. Records for all entries will be kept for at least one year.
ELIGIBILITY

Subject to state laws, the sweepstakes is open to all legal residents of the United States who meet all requirements of the contest, except OU Web Communications employees and their immediate families (defined as parents, spouse, children, siblings and grandparents) or household members. This giveaway is void where prohibited by law. The University of Oklahoma, their subsidiaries, vendors and agents (of all), assume no liability or responsibilities, financial or otherwise, for any damage or loss resulting from this giveaway or arising out of the acceptance and use of any prize or defective prizes.

PUBLICITY

Except where prohibited, participation in the contest constitutes consent to the University of Oklahoma’s use of the participant’s name, photograph and/or likeness for promotional purposes in any media and/or trade purposes, without further payment or consideration.

GENERAL CONDITIONS

OU reserves the right to cancel, suspend, and/or modify the contest if fraud, technical failures or any other factor beyond OU’s reasonable control impairs the integrity of the competition, as determined by OU in its sole discretion. OU reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the sweepstakes or to be acting in violation of these official rules or disruptive manner. Any attempt by any person to deliberately damage OU’s or any promoter’s website or undermine the legitimate operation of the sweepstakes may be a violation of criminal and civil laws, and such an attempt be made, OU and promoters reserve the right to seek damages from any such person to the fullest extent permitted by law. OU’s failure to enforce any term of these official rules shall not constitute a waiver of that provision.

RELEASE and LIMITATION OF LIABILITY

By participating in the sweepstakes, entrants agree to release and hold harmless OU and, promoters, their respective officers, directors and employees from and against any claim or cause of action arising out of participation in the sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the sweepstakes or the processing of entries; or (e) injury or damage to persons or property which may be causes, directly or indirectly, in whole or in part, from entrant’s participation in the sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, OU’s liability will be limited to the cost of entering and participating in the sweepstakes, and in no event shall OU be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to punitive, consequential, direct, or indirect damages. Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this sweepstakes or any prize awarded shall be resolved under the laws of the State of Oklahoma, U.S.A., without respect to any conflict of law issues, and entrant agrees that such shall be resolved individually, without resort to any form of class action, and exclusively by a court of competent jurisdiction in the State of Oklahoma.