

# increasing student engagement

*THROUGH SOCIAL MEDIA*

Prepared by J. Pitt & T. Robertson

@deakindragons



# acknowledgment of traditional owners



*Booroo*  
Jack Sampi



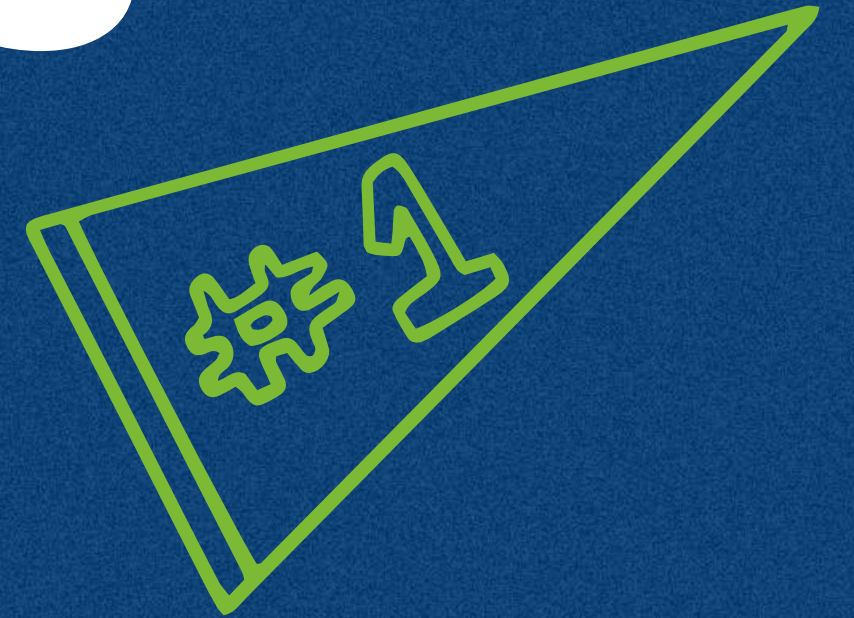
*Karreengalabee*  
Nyawi Black



*Pathways of Connection, Knowledge and Unity*  
Wytasie Walker



# socials & sport



# DUSA

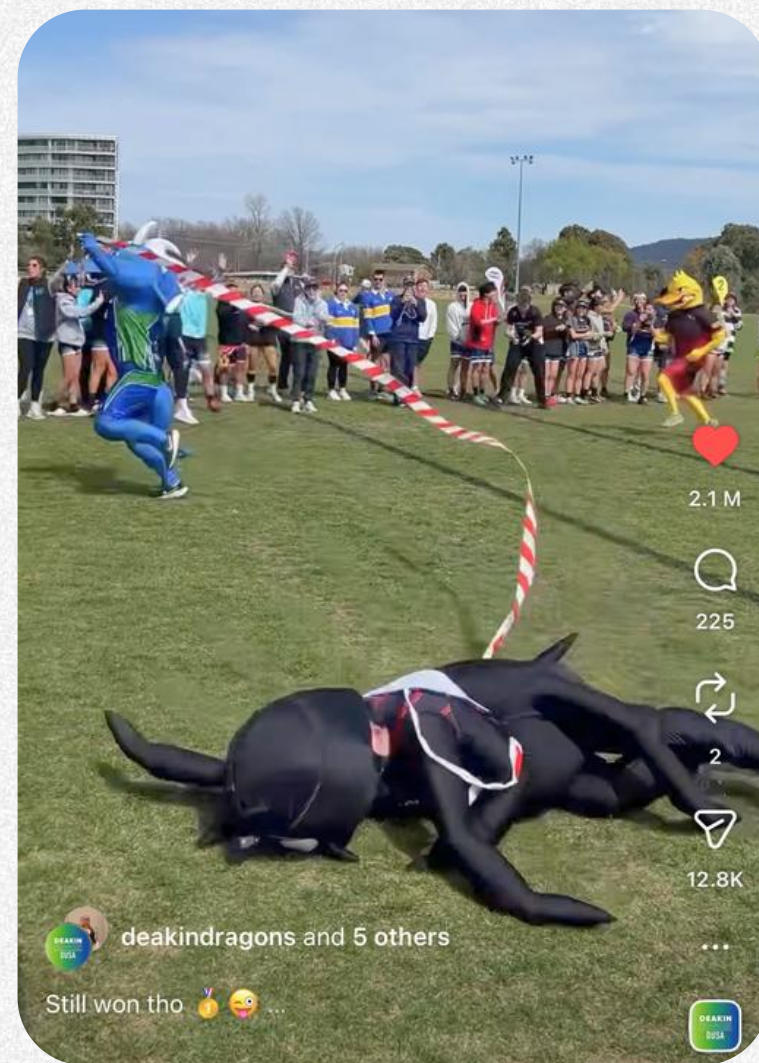
## WHY?

- Student engagement
- Increased visibility across the University
- Central location to direct students

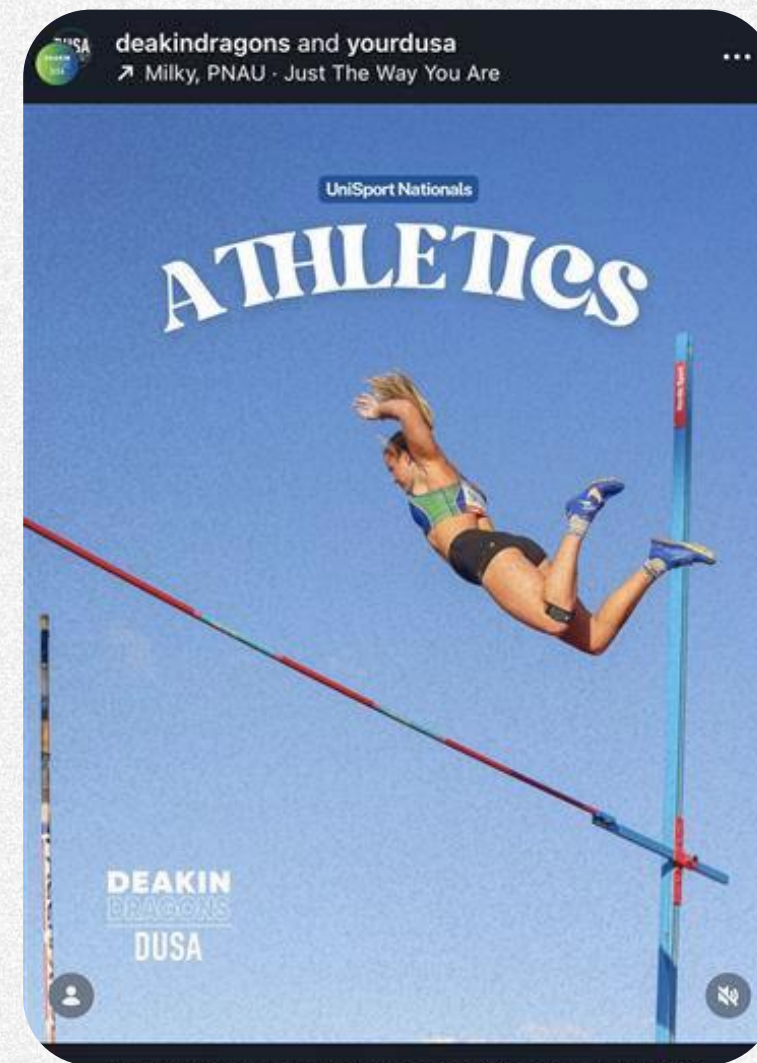
# @deakindragons



PRE 2024



2024-2025



2026



# objectives

## ESTABLISH BRAND VOICE

Develop a consistent and engaging tone across all platforms that reflects the university's sporting culture, values, and student experience.

## INCREASE THE NUMBER OF FOLLOWERS

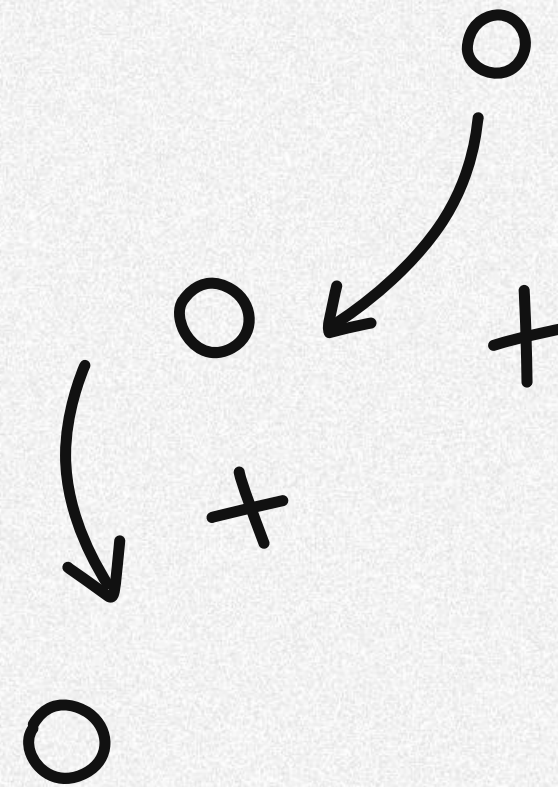
Grow the page's online community by creating engaging content that attracts new students, athletes, supporters, and alumni.

## COLLABORATE

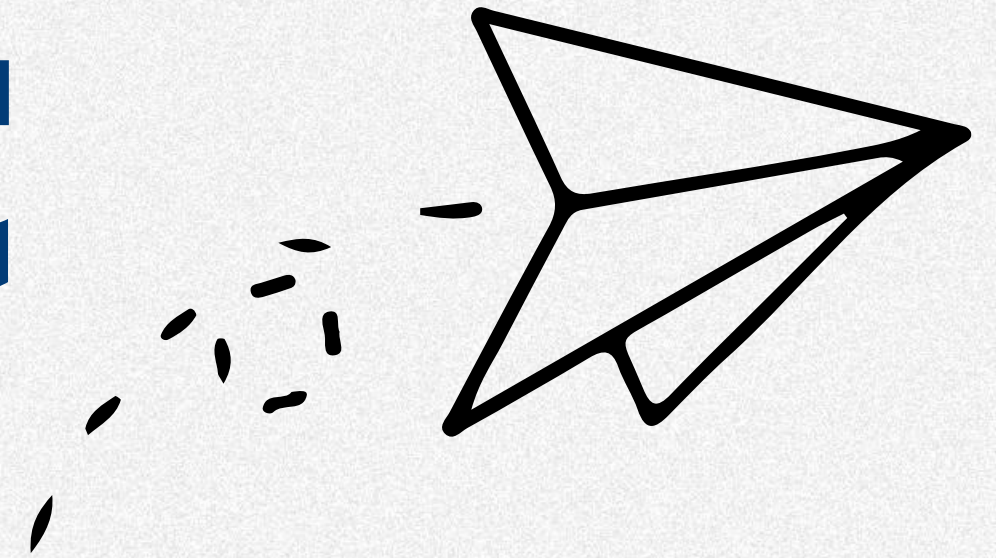
Build partnerships with clubs, athletes, university departments, UniSport, and it's members to create diverse and impactful content opportunities.

## INCREASE BRAND AWARENESS

Strengthen the visibility and recognition of the university sports program by showcasing achievements, events, and campus sport culture to a wider audience.



# engagement



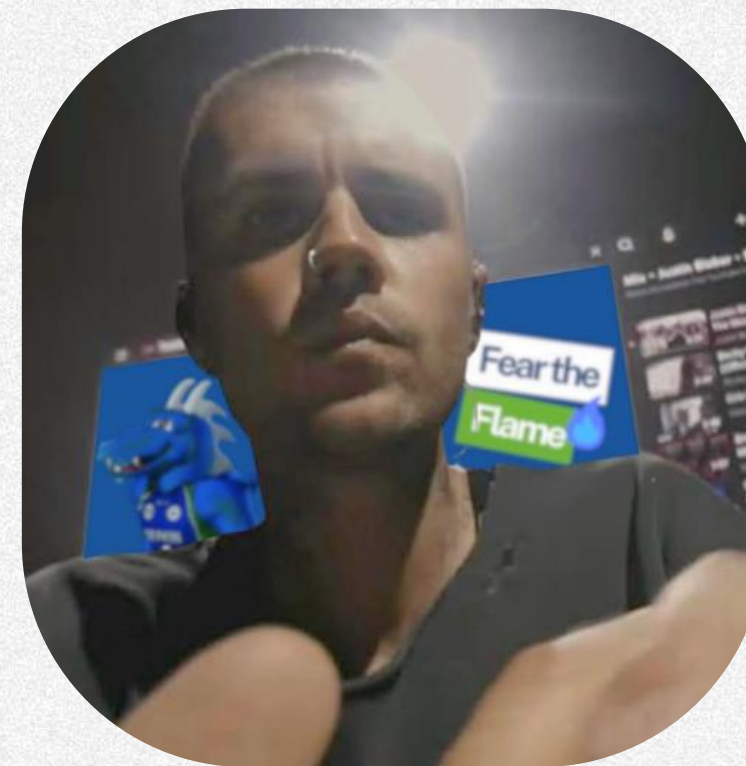
## THE NEW BASELINE

Since making a conscious effort to improve our content, we have seen an increase across several key engagement metrics.



IEWS & REACH

810K &  
90K



INTERACTIONS

10,000+



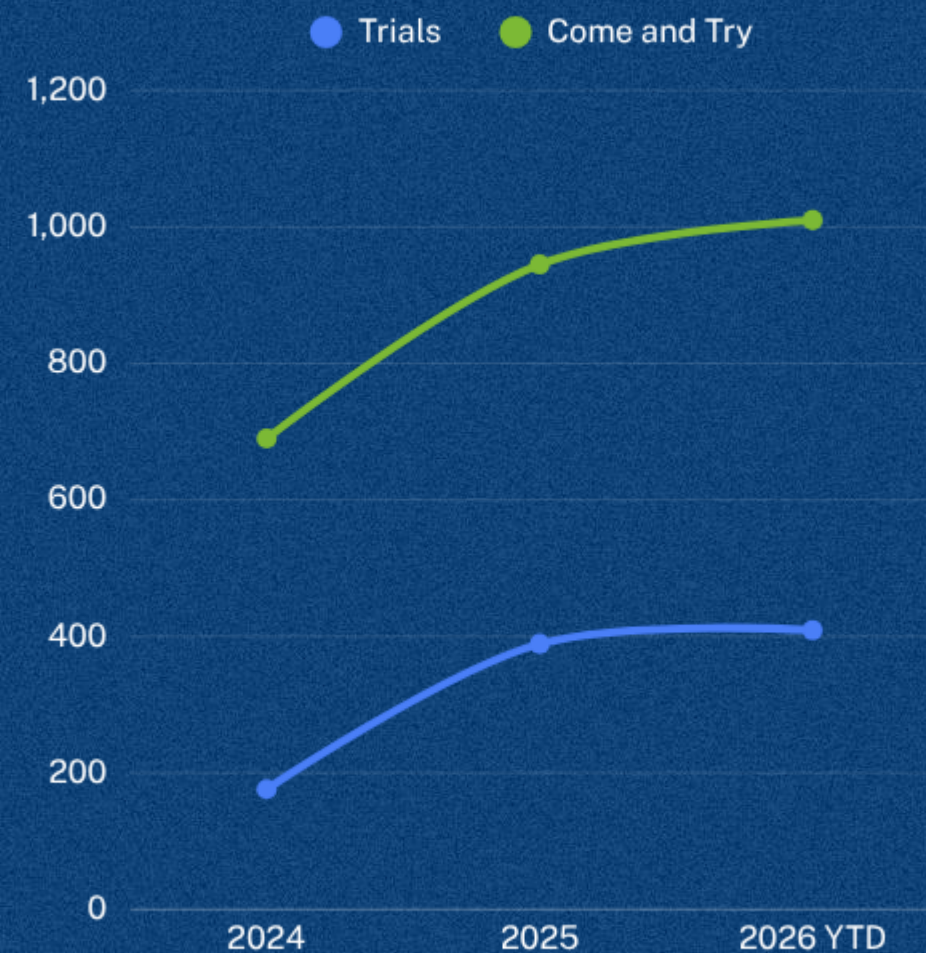
FOLLOWS

1,200+

# participation



## ON-CAMPUS ENGAGEMENT



**thank  
you**



**We look forward to your feedback!**

**DEAKIN**  
**DRAGONS**  

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**DUSA**