

01 THE CLIENT

The Regional University System of Oklahoma governs six of the state's public, regional universities. The system's campuses educate students from communities across the state.

03 OUR WORK

Anglin PR created a new website for RUSO with design and messaging to unite the six campuses that are under the regional system. In addition to a new logo, we worked with RUSO to determine which existing site pages should be expanded, changed or removed. One way we did this was by adding in engaging statistics about RUSO. We also added beautiful photos that tell a story to personify the university system on a mobile friendly website. Anglin PR creates new content for the site by interviewing successful alumni from the universities and writes stories about their time in college and their path to success. We then publish the stories to RUSO's website. To date, we've written over 35 stories about interesting and successful Oklahomans.

Anglin PR writes monthly social media posts, schedules, monitors and reports results. We manage RUSO's Twitter and Facebook profiles as well as grow their following. In monthly posts, we share important happenings and milestones at each of the universities, comment on trends in higher education and grow awareness of RUSO's impact to users across the state. Social media further drives their mission to house and unite all universities under one brand.

Anglin PR also writes and distributes RUSO's biannual email newsletter to faculty and staff of all six universities.

02 CENTRAL NEED

RUSO needed a way to reach the public, policy makers and the business community to remind and inform them of the impact of the university system. Through creating a strong social and digital presence for RUSO, we can quickly inform audiences about the important impact of RUSO universities and graduates on Oklahoma's workforce and economy.

04 THE RESULTS

By creating content relevant to their audience, Anglin PR helped the Student Success stories on the RUSO website gain more than 2,000 views over the course of a year - an increase of more than 270% over the same time period for the previous year. Currently the RUSO website sees a 12% average increase in the number of visitors annually.

We created a Facebook and Twitter presence for the client and write weekly updates for both channels. RUSO's social media followers include legislators, media outlets, businesses and business owners, university employees and administrators and student groups. Follower counts on both platforms have seen consistent growth over time with upwards of 160 Twitter followers and 200 Facebook fans, with the highest performing content being stories about successful alumni that our office writes.

