

GovLoop Case Study – July 2010

Background

A member of the marketing team discovered a post to an obscure forum, “GovLoop.com” and escalated it to social media team. A user in the forum posted a question regarding AMU and the disaster management program. The social media team, following its SOPs, engaged the user. The result of the engagement was a new student enrollment.

Details

On Monday July 19, 2010 at **10:47am** Amanda sent Nicole a link that had been shared in the Facebook Group. The link was to a site called govloop.com, a site created to be used as a social network for government agencies and employees. A GovLoop user named Brian posted the following:

Does anyone, either employers or students, have experience with American Military University? I am deciding on a Graduate program in Emergency and Crisis Management and I like the courses that this online program offers. My concerns are:

- 1. Is this a reputable program?*
- 2. Would I be better off going with a traditional brick & mortar based program?*
- 3. Are employers weary of online degrees?*

Thanks in advance for any feedback you can provide!

By **10:50am** Nicole had signed up for an account, was waiting for account to be verified and had forwarded the link to Dan for review. By **11:16am** Nicole had responded to the post, and Amanda had sent out a message to her Ambassadors to have someone please reply to Brian.

At **1:21pm** Brian responded, and Nicole responded to his second post at **1:25pm** – four minutes after his second post. At **3:12pm** Robert (an AMU Ambassador) also posted a reply to Brian’s initial inquiry.

By **July 21**, Brian messaged another ambassador (with whom he was communicating with via LinkedIn) to thank him for his input and inform him that he enrolled and will be starting classes in September. He closed his message by saying, “I got a lot of feedback from this group and am very excited about becoming involved in this community...”

The thread on GovLoop can be found here: http://www.govloop.com/forum/topics/american-military-university?commentId=1154385:Comment:916209&xg_source=msg_com_forum

Conclusion

Ensuring that staff members outside of the social media team understand how and when to escalate posts to the social media team is paramount to our success. This case study demonstrates that when SOPs are followed expediently, we can leverage student ambassadors and focused social communities (department LinkedIn groups) to create a transparent and credible engagement experience yielding positive results.