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Content Proposal

Situation analysis:

Who do you think are competitors of our channel? Why?

- Moody College of Communication channel, Emerson College, Gaylord College channel
- All have similar content and are competing journalism/communication colleges

Channel target, content/topics, # of subscribers/videos, viewer engagement, etc.

• OU Digital Advertising:

- <https://www.youtube.com/channel/UC-jOkfUR09ZEJvXa0cFkuzA/featured>
- **Target:** Incoming and current advertising students
- **Content/topics:** Q&A, Gaylord Talks, Gaylord 101, COVID-19, OU community
- **# of subscribers/videos:** 32 subscribers, 24 videos
- **Viewer engagement:** low

• Moody College of Communication:

- <https://www.youtube.com/c/collcomm/featured>
- **Target:** Potential/current students
- **Content/topics:** Student spotlights, innovation + research, lectures, commencement, advice from faculty, college programs, career center, alumni features (specifically Matthew McConaughey, mini series)
- **# of subscribers/videos:** 2.46k subscribers, 326 videos
- **Viewer engagement:** low

• Emerson College:

- <https://www.youtube.com/user/EmersonCollege>
- **Target:** Future students (grad & undergrad), current students, alumni
- **Content/topics:** virtual tours, day in the life, student profiles, campus tours, study program in LA, graduate programs, LGTBQ+ pride, social justice, college news
- **# of subscribers/videos:** 3.03k subscribers, 346 videos

- **Viewer engagement:** moderate
- **Gaylord College:**
 - <https://www.youtube.com/user/GaylordCollegeOU/featured>
 - **Target:** current & future students, alumni, faculty
 - **Content/topics:** college majors, graduate programs, alumni, classroom features, day in the life
 - **# of subscribers/videos:** 411 subscribers, 64 videos
 - **Viewer engagement:** moderate

Strengths/Weaknesses of each channel

- **OU Digital Advertising:**
 - **Strengths:** wide range of topics, student features
 - **Weaknesses:** no profile/cover photo, inconsistent posting, some irrelevant content, no featured video
- **UT Moody College of Communication:**
 - **Strengths:** featured video, wide range of topics, high quality production
 - **Weaknesses:** series not updated consistently
- **Emerson College:**
 - **Strengths:** wide range of topics, consistent formatting & posting
 - **Weaknesses:** closed captioning not available on all videos, no featured video
- **Gaylord College:**
 - **Strengths:** featured video, wide range of topics, profile and cover photo, social media external links
 - **Weaknesses:** no post in five years, no playlists to divide content

SWOTs:

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Informative topics (Tips for tough classes, healthy student friendly recipes, exploring campus corner) (Youtube, n.d.) ● Organized playlists makes navigating the channel easy 	<ul style="list-style-type: none"> ● Low awareness with only 32 subscribers (Youtube, n.d.) ● Tags are not used to make videos more likely to appear on search pages (YouTube keyword tool #1, 2021) ● Inconsistent publishing team; different students post each video

<ul style="list-style-type: none"> • Videos have a lot of positive comments (Youtube, n.d.) • Relevant information for the target demographic of students. 	<ul style="list-style-type: none"> • Inconsistent posting scheduling multiple videos are posted at one time in spurts months apart
Opportunities	Threats
<ul style="list-style-type: none"> • Reaching potential Gaylord students from undecided OU students • Reaching potential OU students and enticing them to study at Gaylord • Communicating more with current Gaylord students and encouraging more involvement • Potential use of other social media platforms to spread awareness of the channel • There are not a lot of other video channels that are specifically targeting the Gaylord community, so there is an opportunity to be the only voice for information 	<ul style="list-style-type: none"> • The Moody College of Communication Youtube channel is well developed and enticing for potential students (Moody, n.d.) • There is potential competition for information about Gaylord with the official Gaylord Youtube channel • Generation Z, the targeted audience, only has an attention span of “8 seconds,” so watching a longer video might be hard to attract (<i>The rise</i>, 2021). • Other social media platforms appeal more to potential students

Content Ideas:

Gaylord 101

Gaylord Accelerated Grad Program

Importance: Gaylord’s accelerated masters program for strategic communication is a very helpful program, but it is fairly unknown to students. The accelerated program may be a great incentive for potential students to enroll at OU. Producing a video will demonstrate more aspects of Gaylord’s accelerated masters program and help increase the program’s awareness. Additionally, beyond the initial program recognition, a video may provide clarity to interested students and give them more confidence and motivation to apply.

Proposed Content: The video will walk Gaylord students and prospective Gaylord students through the accelerated masters program’s offerings and the steps to apply. There will be interview clips from Gaylord advisors, graduate professors and students in the accelerated program. The video will also follow a graduate student through their daily activities in Gaylord from classes to homework to studying in the Scholar’s Lounge in the Bizzell Library.

Title: Faster Masters: Gaylord’s Accelerated Program

Tags: #graduateprogram #gradstudent #strategiccommunication #dayinthelife #masters #college

References

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YouTube keyword tool #1 . YouTube Keyword Tool #1 . (2021). Retrieved October 6, 2021, from <https://keywordtool.io/youtube#:~:text=YouTube%20allows%20you%20to%20add%20a%20list%20of,your%20video%20to%20help%20people%20find%20your%20content%22>.