Queen’s 175th Social Media Moments Promotion Campaign (Feb 2017-July 2017)

In total over 6 months (Feb - July) there were 48 promoted moments.

**Facebook:**

The highest engagement was on the April Fools (8.8%) moment, followed by the Ban Righ Centre (7.5%) and Robert Sutherland (6.9%) with an average engagement of 4.3%.

**Facebook Highest Engagement posts:**

April Fool’s Day (8.8%)

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![Facebook post](image-url)
Ban Righ Centre (7.5%)

Ban Righ Hall, an all-female residence, opened in 1925 after female students and alumni raised $80,000 for its construction. From its opening through to 1989, the Alumnae Association managed Ban Righ along with Chown, Adelaide and Victoria residences. They reported budget surpluses that grew year by year. In 1969, the university wanted to bring all its residences under unified management and asked the women to hand over their surplus, which now amounted to $420,000. 

*See More*

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*Inspiring women*

For more than 40 years, the Ban Righ Centre at Queen's has supported mature female students.
Robert Sutherland (6.9%)

Queen's University
Published by Annalisa Boccia | 11 - February 27 -

Queen's first black graduate Robert Sutherland finished his studies in 1854. He went on to be Upper Canada's first black lawyer, as well as practice law in Berlin (now Kitchener) and Walkerton, where he was recognized as a leading citizen.

When he died in 1878, he left his entire estate to Queen's, saving it from being taken over by the University of Toronto. Principal George Grant described his generosity as "the greatest thing done for Queen's."

#queens175

Robert Sutherland
Queen's first black graduate completed his studies in 1854, and on his death, he left his estate to the university.

QUEENSU.CA

Get More Likes, Comments and Shares
Boost this post for $75 to reach up to 12,000 people.
The highest reach was The University Opens its doors (133,189), followed by the Principal’s look-ahead video (96,447), April Fools (57,905), Robert Sutherland (53,070) and the Agnes Etherington video (51,376) with an average reach of 27,338.

Facebook Highest Reach posts:

The University Opens its doors (133,189)
Final Moment: Principal’s look-ahead video (96,447)

April Fools (57,905)

See above for screen shot

Robert Sutherland (53,070)

See above for screen shot
Although thwarted in her efforts to study to become an artist, Agnes Etherington funnelled her passion by building capacity for the arts at Queen’s University and in the Kingston community. As early as the 1930s and 40s, Ms. Etherington hired artists to create a summer school for the arts at Queen’s. Together with artist-in-residence Andre Bieler, they developed a plan to create an art gallery for Kingston.
Twitter:

The highest engagement was on the Tea Room (9.8%) moment, followed by The University Opens its doors (7.2%) and Queen’s Royal visitors (5.9%)/April Fools (5.9%) and with an average engagement of 3.0%.

Twitter Highest Engagement posts:

Tea Room (9.8%)

The University Opens its doors (7.2%)
Queen’s Royal visitors (5.9%)

With our regal name and royal charter, Queen’s has long attracted royalty to campus.
#queensu175 bit.ly/2rcl5vJ

April Fools (5.9%)

Over the years, student creativity and mischief brought elaborate pranks to campus on April Fools’ Day #queensu175 bit.ly/2ocOOnV
The highest number of impressions were on the following posts: The University Opens its doors (35,220), followed by First Female Grads (23,399), Pocket protector (22,404) with an average reach of 14,929.

Twitter Highest Impression posts:

The University Opens its doors (35,220)

First Female Grads (23,399)
Pocket protector (22,404)

Tired of pens ruining shirt pockets, Hurley Smith, BSc’33, invented the pocket protector
#queensu175 bit.ly/2mM7jal