

HAWAII

New Post



Hotel Beach

Date Posted 10/24/2014



Life on the Island

Date Posted 10/18/2014

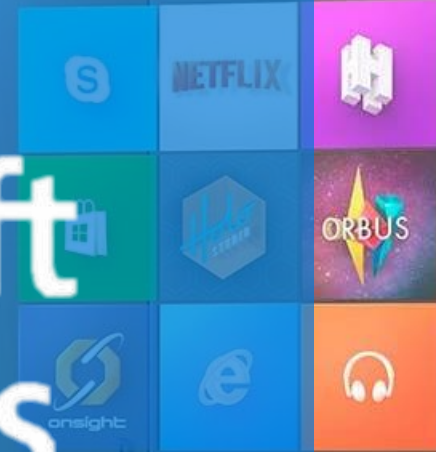


Hawaiian Flowers



Microsoft HoloLens

Colleges and Universities Social Media Campaign



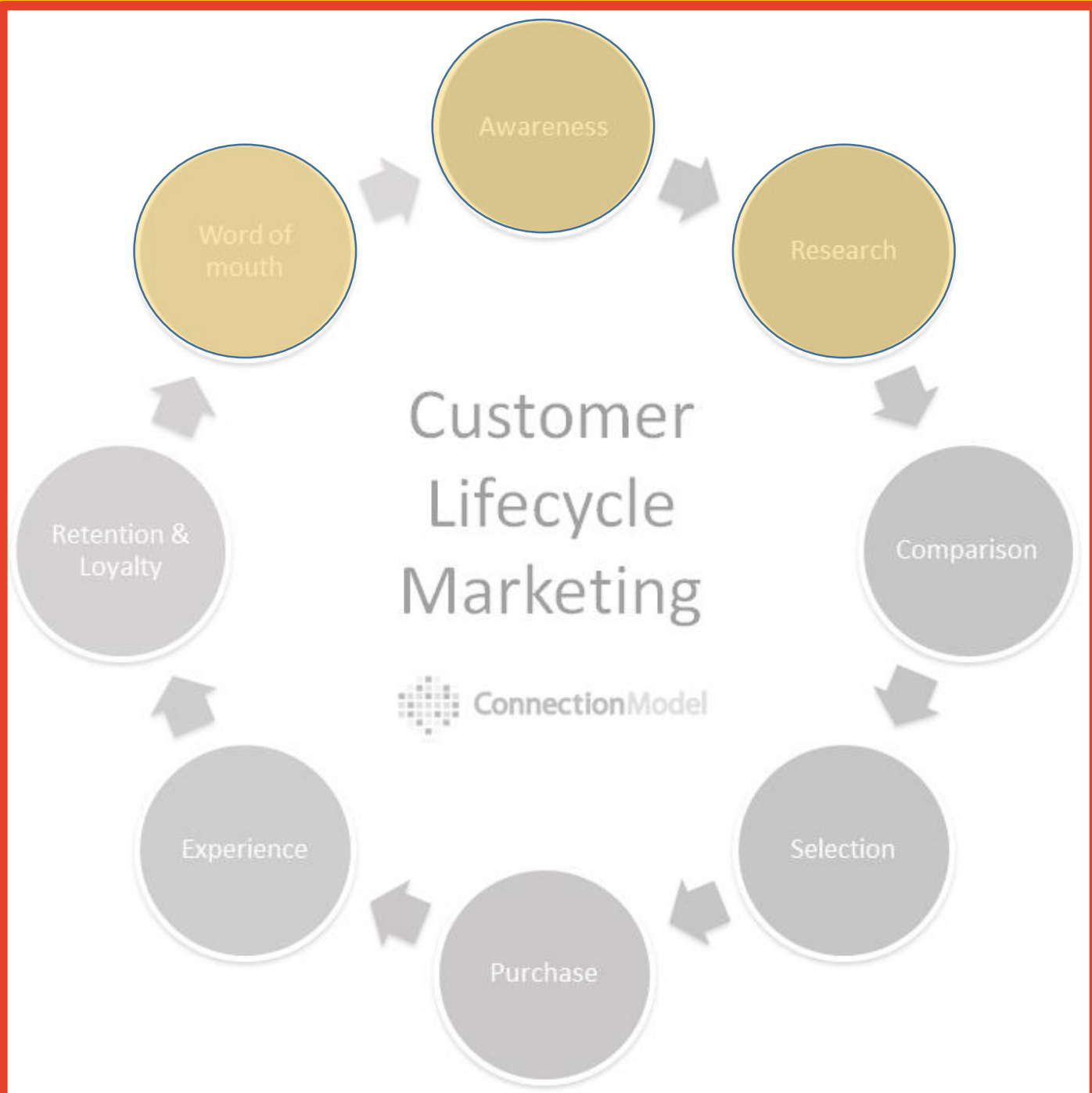
The Opportunity



Increase HoloLens Sales in the University/Education segment

Make complex topics easier to understand

Research, learning, education



Current Events



Opportunity to
become prospector

Partnership with
Pearson

University/Education
segment is ready for
mixed reality

Microsoft Profit
Dependence

Target Audience

- Universities and Education institutes
- Colleges moving towards a digital approach
- Connections
 - Student to Teacher
 - Student to Student



Current Followers



- @Microsoft, @MicrosoftEDU, @HoloLens
- "Empower every student and educator to achieve more with the best of Microsoft tips and resources for education"



- Facebook followers are tech focused
 - Not many comments, but high share volume
 - Focus on real time events



Competitor Analysis

Competitor Analysis

Google Glass



- Rocky start, on the rise again
- Wearable computer
- Voice Activated

Strategy:
Create positive
PR for the
company

Jan 2016: No
Social Media
Accounts

Google Glass will guide a blind man through the Boston Marathon

by: [Stephanie Coueignoux](#) Updated: Apr 11, 2017 - 7:05 PM



BOSTON - It may not sound like much, but together a pair of Google glasses and a cell phone could change the lives of anyone who is blind or visually impaired.

Competitor Analysis

Google Glass



Oculus VR



- Facebook acquired in 2014
- Zuckerberg: "Experience the impossible"

Strategy:

- Images, Videos, Posts
- Watching NCAA Championship, cherry blossoms in Japan

Competitor Analysis

Google Glass



Oculus VR



No Social Media Strategy

Apple



- Leak suggesting Apple has a research team exploring AR
- Investing in product development

Goals and Objectives

Get HoloLens into at least 5 universities within 6 months

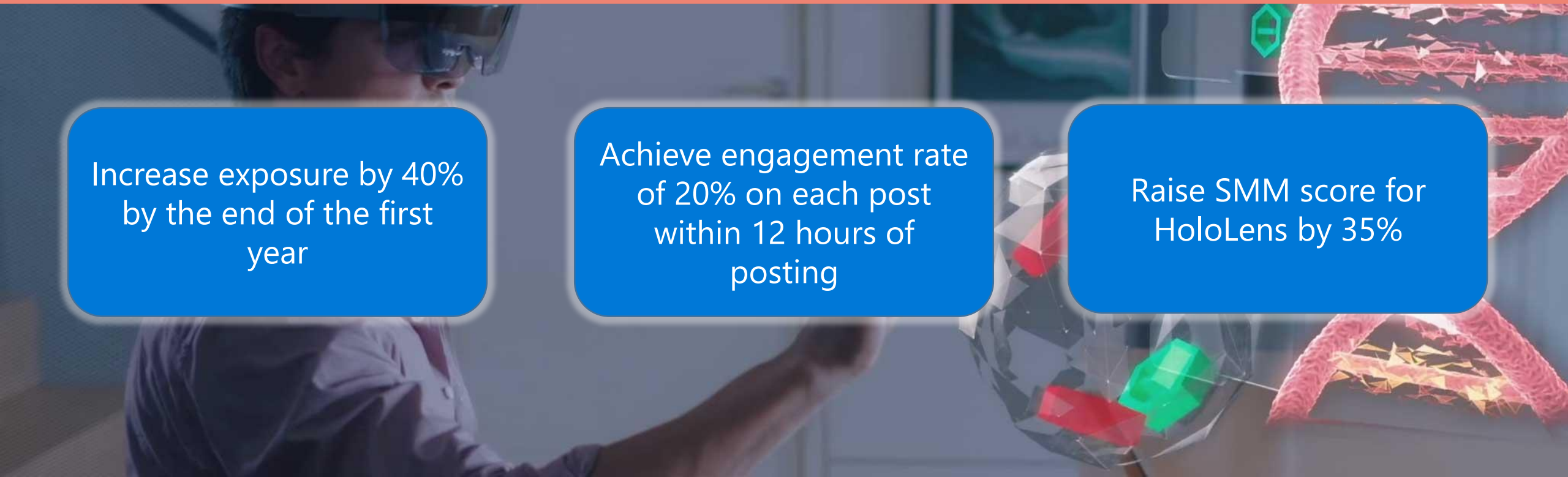
Increase followers for @MicrosoftEDU by 25K by the end of the first campaign year

Increase followers for @HoloLens by 10K by the end of the first campaign year

Increase exposure by 40% by the end of the first year

Achieve engagement rate of 20% on each post within 12 hours of posting

Raise SMM score for HoloLens by 35%



Key Messages

HoloLens is the future of education.

Increases learning for difficult subjects

Enhances the real world

Easier to visualize your work

HoloLens will increase the quality of your University.

Attracts the brightest students

New frontiers in research

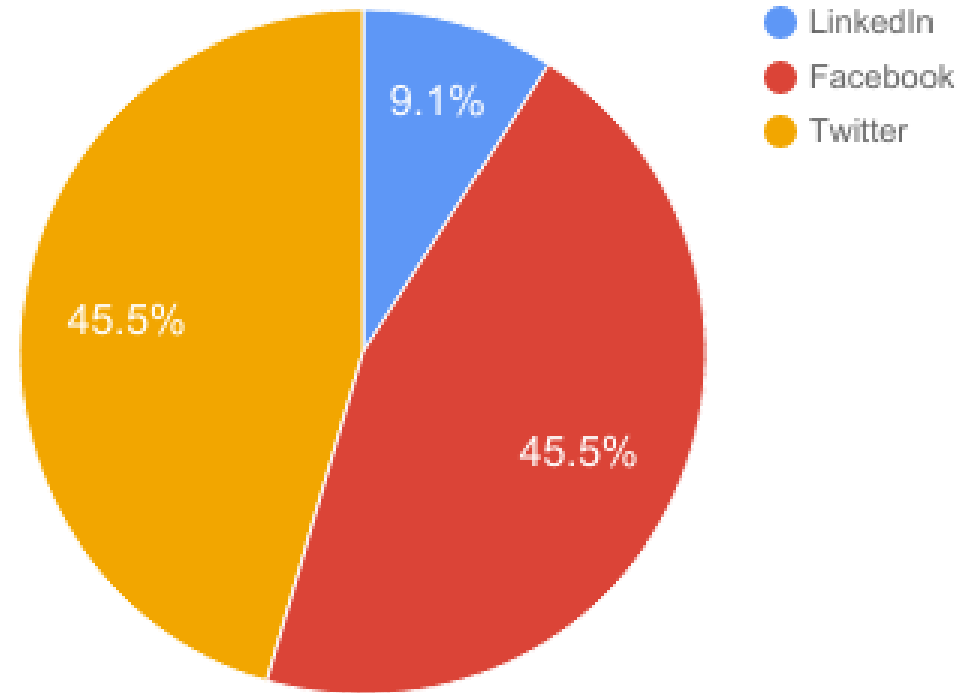
Increases collaboration

Budget and Resources

Featured posts on Facebook –
Microsoft Education page as well
as HoloLens page

Promoted tweets on twitter -
@MicrosoftEdu and
@HoloLens

Allocation of Budget



Roll-Out Plan

Begin in August 2017 – in time for school year

Facebook, Twitter, LinkedIn

Information and statistics about how HoloLens is already impacting education

Colleges already using HoloLens technology

HoloLens Featured Students

Professor success stories

Timely



Microsoft HoloLens

August 14, 2017 at 8:30 AM · 🌐



Here's How HoloLens Could Revolutionise Education With Augmented Reality

Microsoft's ambitious HoloLens project has generated a huge amount of interest of late, and for good reason. Who doesn't love the idea of viewing and interacting with 3D...

SCIENCEALERT.COM

HoloLens continues to change the game when it comes to education.
#HoloLensU
<https://www.sciencealert.com/here-s-how-hololens-could-revolutionise-education-with-augmented-reality>

Like · Comment · Share

👍 521 people like this.


🔄 120 shares


Statistics and Information

- Aimed at raising awareness for followers
- Increasing buzz about HoloLens in universities
- HoloLens page, but also HoloLens Edu

Other Colleges

- Winners of the Pearson contest
- Highlights what other colleges are doing
- Raises awareness to college students

 Microsoft HoloLens
August 15 at 7:00pm · 🌐






We are so excited to work with individuals at the Texas Tech University Health Sciences Center in Lubbock - one of the first universities in history to use revolutionary HoloLens technology in their nursing education program. Check out this video to learn more: #HoloLensU #TexasTech #MicrosoftEdu

Like · Comment · Share

👍 704 people like this.

🔄 302 shares

 Write a comment ...  

Timely

- Engaged with current events
- Catches eye and engages interest



Microsoft HoloLens
@HoloLens



Follow

It's about that time, college students!
Classes are just around the corner...will you
be using HoloLens this year? #HoloLensU



7:00 AM - 17 August 2017

#ThisCouldBeYou

- Featured student
- Paid amplification
- Inspires students to be creative

 Microsoft HoloLens
August 17 at 6:55am · 🌐



Ever dream about pushing the possibilities when it comes to AR and education? Well, [Insert Student name] isn't just dreaming it, he's doing it. His university, [insert college name] gave the opportunity to use HoloLens to pursue new research possibilities. Find out about his journey here. #ThisCouldBeYou #HoloLensU

Like · Comment · Share

👍 543 people like this.

↻ 201 shares

 Write a comment ...  

#ProfessorSpotlight

- Professors who have made an impact in their classroom/research
- Encourages universities to get involved
- Word of mouth

Microsoft HoloLens
August 18 at 7:55pm · 🌐



Professor XYZ at ABC University has always been first in line for innovations. When he heard about HoloLens technology, he got to work, imagining how this new development could help his students. We had the chance to sit down with him and learn more about his progress. Click to watch. #HoloLensU #ProfessorSpotlight

Like · [Comment](#) · [Share](#)

👍 352 people like this.

🔄 146 shares

 Write a comment ...  

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