

CASE Award

DIGITAL COMMUNICATIONS: SOCIAL MEDIA
SOCIAL MEDIA TEAM - #CAROLINAHEROESDAY

ENTRY TITLE

Carolina Heroes Day



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

SUMMARY

In honor of National Superhero Day on April 28, 2020, the Office of University Communications, working closely with Carolina's Athletics Department, encouraged the Carolina community around the world to thank our Tar Heel superheroes: our faculty, staff and essential workers at UNC-Chapel Hill as well as health care workers at UNC Health. We asked Tar Heels everywhere to post on their social media platforms a picture of themselves wearing Carolina blue and a message of appreciation, using the hashtag #CarolinaHeroes. The multi-platform, multi-brand effort vividly demonstrated the immense value of the heroic work being done by Carolina's faculty, staff, essential workers and health care workers; mobilized the Carolina community into a powerful, visible show of support for their fellow Tar Heels; and created a morale boost during a difficult time.

METHODOLOGY AND STRATEGY

Research: In mid-April, with a premise and a name — Carolina Heroes Day — already determined for our campaign, a member of our social media team researched “internet holidays” and noticed that April 28 is National Superhero Day. The approaching date gave us a meaningful time peg for our celebration and an internet trend we could capitalize on in promotion and execution.

Collaborations: Carolina's Athletics department came up with the idea for a day to honor our Carolina Heroes and suggested it to University Communications. In short order, a theme, name and date were established, as were collaborations with UNC Health, dozens of communicators in departments across campus and partners in the Chapel Hill area.

Design: Once a superhero theme was established, our UNC Creative team quickly conceived a comic book motif for our art design that is immediately recognizable to social media users of all ages. Fueled by our community's fierce affinity for Carolina blue, the bold and engaging design was incorporated into graphics, video elements and gifs.

Content development: With only two weeks to turn Carolina Heroes Day into a reality, we knew we had to mobilize our most powerful motivators to help drive engagement. Champion coaches Mack Brown, Roy Williams and Courtney

Banghart, along with Chancellor Kevin Guskiewicz, are among our University's most influential advocates. Each agreed to participate in videos that amplified our core message points and encouraged participation.

Communications strategy: At the time we were planning and executing Carolina Heroes Day, it was clear everyone needed something to feel good about — including essential workers, our team members or those in the broader Carolina community. We made relentless optimism and gratitude key elements of our communications strategy in order to celebrate and thank our heroes and highlight their tremendous work through storytelling on UNC.edu, thewell.unc.edu, collateral designed by UNC Creative and signage in athletic venues. Further, we used every tool at our disposal: social media channels across Carolina's myriad departments, units and schools; more than a dozen Carolina Athletics teams; UNC Health accounts spanning multiple facilities and entities across our state; our social media ambassadors group of more than 400 Carolina advocates; and strategic outreach to partners across town and across the region seeking their participation and amplification. All that aided us in motivating hundreds of social media users to thank their Carolina Heroes on April 28.

Resource deployment: The push to celebrate our Carolina heroes came at a time when communicators in every team within University Communications and in departments and units around campus were already working on multiple high-profile projects. Weeks earlier the University had moved all classes online and told most employees to begin working from home. With a number of important health and safety messages to relay and a rapidly approaching online celebration for 2020 graduates to plan and execute, resources were already stretched thin. The purpose of Carolina Heroes Day served as a powerful motivator for writers, videographers, copywriters, designers and content specialists to make the time in already jam-packed days and drove an all-hands-on-deck mentality.

Constituent engagement: Utilizing our social media listening software, we set up a dashboard that tracked uses of the #CarolinaHeroes hashtag in real time. We shared the dashboard with key stakeholders, which allowed our team and others to engage with users as they joined in recognizing our heroes. We interacted, started conversations and asked for permission to repost content, all of which fueled an even greater sense of community and celebration.

RESOURCES

\$2,840

RESOURCE ALLOCATION

This multi-department, multi-brand effort involved the collaboration of more than a dozen employees across the Social Media, Content, Internal Communications, Executive Communications and Creative teams within the Office of University Communications, along with support from their colleagues at UNC Health and Carolina Athletics. Their exemplary work included the creation of videos, graphics and gifs; written stories for UNC.edu and thewell.unc.edu; copywriting for posts and stories on the University's flagship Twitter, Facebook, Instagram, YouTube and LinkedIn accounts; talking points and notes for three of Carolina's most-recognizable coaches for videos encouraging user participation; an email and suggested copy to a group of more than 400 social media ambassadors; targeted outreach to dozens of communicators across the Carolina campus, the Town of Chapel Hill and other partner organizations requesting their participation in the campaign; and engagement with user-generated content by multiple Carolina-affiliated accounts on Carolina Heroes Day. The \$2,840 spent on the campaign paid for graphic design work by the University's in-house Creative team.

DISTINCTIVE ENTRY

While any number of brands and institutions made conscious efforts to recognize and honor our society's superheroes during the COVID-19 pandemic, few will have seen the levels of coordination, planning and execution that generated the success of Carolina Heroes Day — all while our team also faced the challenges of communicating about an enterprise as large as UNC-Chapel Hill shifting to a remote environment. Additionally, we were able to salute the heroes of the day while building brand awareness and highlighting the remarkable, meaningful and, in many instances, lifesaving work happening at UNC-Chapel Hill, UNC Health and in our community. All the while, we offered our online audiences and members of the Carolina community a mood boost at a time when many were struggling to come to grips with the changes the coronavirus was inflicting

on our daily lives. Our team members did all this while coping with those very same changes themselves, working under tight deadlines and with few external resources. Our entry is distinctive because of the way it localized the global push to honor essential workers and harnessed the power of a broad internet holiday into a targeted, precise brand- and community-building exercise.

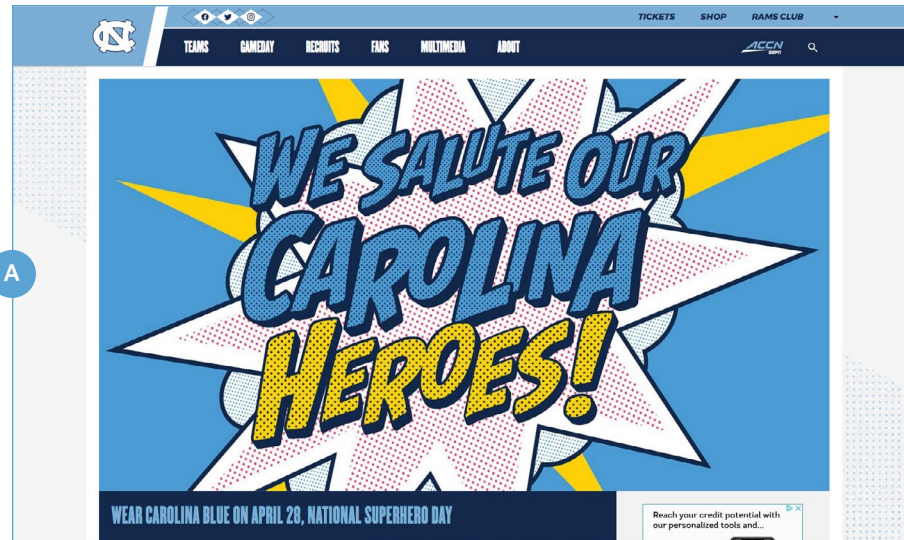
OUTCOMES

Our goals were to demonstrate the immense value of the heroic work being done by Carolina's faculty, staff, essential workers and health care workers by recognizing and thanking them for being true superheroes; mobilize the Carolina community into a powerful, visible show of support for their fellow Tar Heels; and create a morale boost for the Carolina community during this difficult time. The response was clear and overwhelming:

- More than 420 public uses of the #CarolinaHeroes hashtag on the day of the event (private uses of the hashtag, of which you could expect many from a community that includes college students and young alumni, are shielded from hashtag usage counts).
- Trending topic in the Raleigh/Chapel Hill area on Twitter.
- More than 39,000 engagements with public uses of the #CarolinaHeroes hashtag on social media.
- A potential reach of more than 15 million users on public posts that used the #CarolinaHeroes hashtag across social media.
- More than 370,000 views of the #CarolinaHeroes gif sticker.
- A potential earned media reach of 854,000 people.
- More than 3,600 page views of #CarolinaHeroes content on UNC.edu and thewell.unc.edu.

CAROLINA HEROES DAY

Execution



A

A. goheels.com

goheels.com/news/2020/4/24/general-wear-carolina-blue-on-april-28-national-superhero-day.aspx

B. unc.edu

unc.edu/posts/2020/04/24/wear-carolina-blue-on-april-28-national-superhero-day/



B

**A. Celebrating our #CarolinaHeroes:
A message from Chancellor Guskiewicz**

youtube.com/watch?v=cSafs0cawZ0


**B. Salute our #CarolinaHeroes on National
Superhero Day**

youtube.com/watch?v=UTVZnD3YdOE

C. #CarolinaHeroes: Day is Tuesday, April 28

youtube.com/watch?v=JNrOm-o4ehk

A



Today is National Superhero Day.

6,187 views · Apr 28, 2020

67 3 SHARE SAVE ...


UNC-Chapel Hill
11K subscribers

SUBSCRIBE

On National Superhero Day, Chancellor Guskiewicz thanks our Carolina Heroes who are working at the University and at UNC Health during the COVID-19 pandemic. Guskiewicz also encourages students starting final exams this week to finish the semester strong, and he talks about planning

SHOW MORE

B



CAROLINA IS,
AT ITS HEART,
ITS PEOPLE

Salute our #CarolinaHeroes on National Superhero Day

191 views · Apr 28, 2020

12 0 SHARE SAVE ...

UNC-Chapel Hill
11K subscribers

SUBSCRIBE

April 28 is National Superhero Day, and we couldn't think of a more fitting day to celebrate the superheroes at Carolina and UNC Health who are working furiously and bravely during the COVID-19 pandemic. Snap a photo, post it on social media using #CarolinaHeroes and tell us why you are

SHOW MORE

C



CELEBRATE OUR
CAROLINA HEROES!

Wear Carolina blue on April 28,
take a picture and post a message
of gratitude with the hashtag
#CAROLINAHEROES

#CarolinaHeroes Day is Tuesday, April 28

116 views · Apr 28, 2020

4 0 SHARE SAVE ...

UNC-Chapel Hill
11K subscribers

SUBSCRIBE

April 28 is National Superhero Day, and we couldn't think of a more fitting day to celebrate the superheroes at Carolina and UNC Health who are working furiously and bravely during the COVID-19 pandemic. Snap a photo, post it on social media using #CarolinaHeroes and tell us why you are

SHOW MORE

AHEAD OF NATIONAL SUPERHEROES DAY

A. Twitter

twitter.com/UNC_Health_Care/status/1254755864206073857/

B. Twitter

twitter.com/UNC/status/1254041470757191683/

C. Facebook

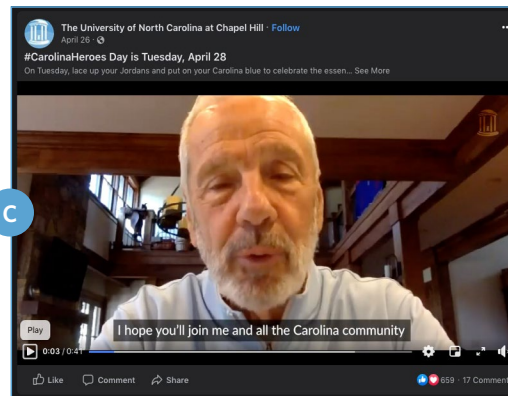
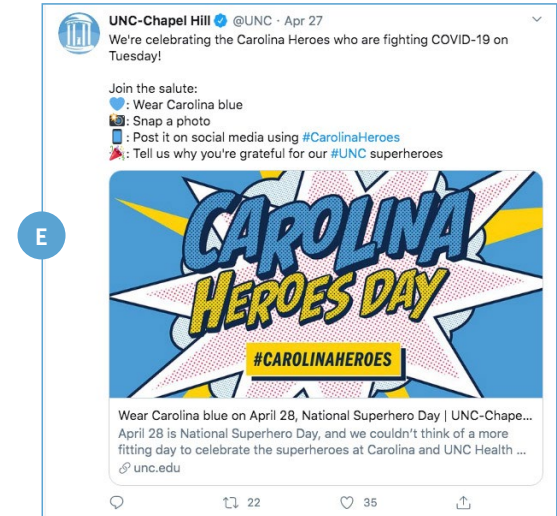
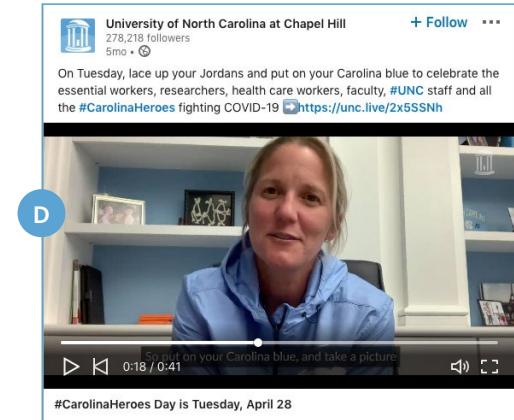
facebook.com/watch/?v=3371453096218062

D. LinkedIn

linkedin.com/feed/update/urn:li:activity:6660333827111571456

E. Twitter

twitter.com/UNC/status/1254913245711908865/



DURING NATIONAL SUPERHEROES DAY

A. Instagram

[instagram.com/p/B_htdEWni3x](https://www.instagram.com/p/B_htdEWni3x)

B. Twitter

twitter.com/Odum_Institute/status/1255180540740808704/

C. Twitter

twitter.com/GoHeels/status/1255179977391136769/

D. Twitter

twitter.com/GoHeels/status/1255163426051100672/

E. Twitter

twitter.com/UNC/status/1255227817077477376/



A



B



D



C



E



DURING NATIONAL SUPERHEROES DAY

A. Instagram

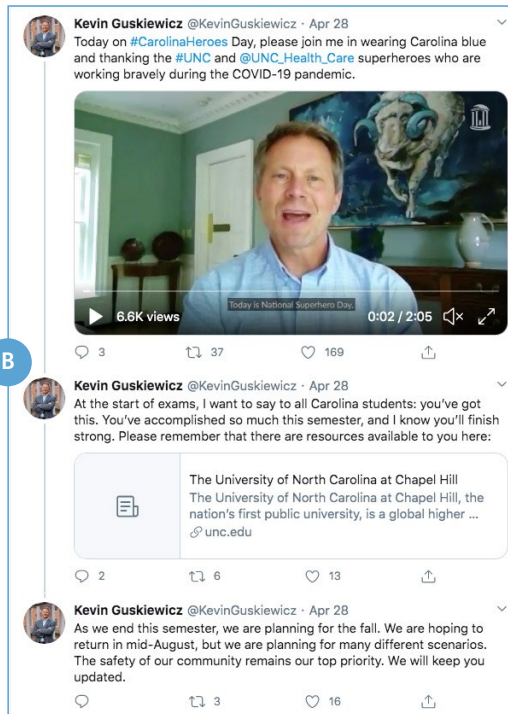
[instagram.com/p/B_huURbDf0-](https://www.instagram.com/p/B_huURbDf0-)

B. Twitter

twitter.com/KevinGuskiewicz/status/1255117896981807105/

C. LinkedIn

[linkedin.com/feed/update/urn:li:activity:6660939977590874112](https://www.linkedin.com/feed/update/urn:li:activity:6660939977590874112)



USER GENERATED

A. Instagram

instagram.com/p/B_iftWvHMow

B. Instagram

instagram.com/p/B_iuNd6lt29



USER GENERATED

A. Twitter

twitter.com/jennyachiu/status/1255217105860952072/

B. Twitter

twitter.com/melmillerphd/status/1255232739084820482/

C. Twitter

twitter.com/LGlovesSicily/status/1255092285978492930/

D. Twitter

twitter.com/chtransit/status/1255187524021964800/

A

Jenny Chiu @jennyachiu · Apr 28
Wearing Carolina Blue today to celebrate the #CarolinaHeroes on #NationalSuperheroDay fighting COVID-19.
Thank you to everyone working to keep us safe! We appreciate you so much. @GoHeels

C

Lisa Gangarosa @LGlovesSicily · Apr 28
Heading into work with my fellow #CarolinaHeroes

B

Melissa Miller, PhD @melmillerphd · Apr 28
A few of the many #CarolinaHeroes in the @UNCMedCenter Clinical Microbiology Lab doing COVID testing. @momont12

D

Chapel Hill Transit @chtransit · Apr 28
Essential workers are our heroes! #CarolinaHeroes

AFTER NATIONAL SUPERHEROES DAY

A. Instagram

[instagram.com/p/B_k2YrOHrWx](https://www.instagram.com/p/B_k2YrOHrWx)

A



Animated Flying Rameses

giphy.com/search/carolinaheroes-stickers



A. WRAL News

wral.com/unc-celebrates-superhero-day/19075094

LOCAL NEWS

UNC celebrates Superhero Day

Tags: [9AM Show](#), [9AM Show Extras](#), [superheroes](#), [heroes](#), [UNC](#), [coronavirus](#), [good news](#)



CORONAVIRUS
UNC CELEBRATES SUPERHERO DAY
#CAROLINAHEROES

WRAL NEWS
WRALTV @WRAL

11:02

Tuesday is National Superhero Day and UNC-Chapel Hill is asking you to join in a special celebration for those who may not have super powers, but are heroes nonetheless.
Producer: Valerie Aguirre
10:46 a.m., Apr 28, 2020



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

@UNC #UNC

