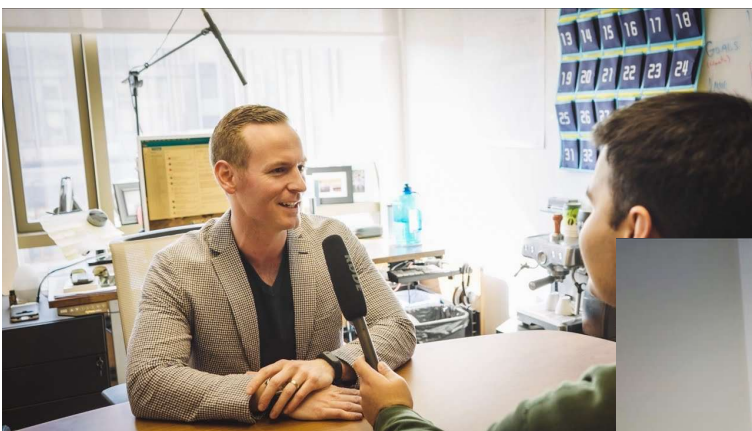


Office Cold Calls – Social Media Campaign

Ivey Business School
CASE Awards Submission
March 12, 2025



Summary:

Objectives:

1. Publish four videos of faculty from diverse programs and disciplines
2. Earn an average of 11,000 views per video
3. Maintain an average engagement rate of 3.5% per video

Video #1:



Features Eric Janssen: teaches HBA2 students, represents the entrepreneurship discipline, and is also an Ivey alum (HBA '09, MBA '21)

- Total Views: 29,918

Instagram: <https://www.instagram.com/reeI/C53vp88RCiZ/>

- 11,611 views
- 5.80% engagement rate

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:ugcPost:7186335910316142592/>

- 18,307 views
- 7.81% engagement rate

**Note: this was the only video in the series to be sponsored on LinkedIn*

Video #2



Features Kanina Blanchard: teaches in the MSc program and at The Ivey Academy (executive education) and represents the communications and general management disciplines.

- Total Views: 22,392

Instagram: <https://www.instagram.com/reel/C69UjYeRei2/>

- 8,481 views
- 7.20% engagement rate

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:ugcPost:7195834208928284673/>

- 13,901 views
- 8.34% engagement rate

Video #3



Features Mary Gillett: teaches in the Executive MBA (EMBA) program but has taught in HBA in the past, represents the accounting discipline, and is also an Ivey alum (HBA '82, MBA '02)

- Total Views: 26,901

Instagram: <https://www.instagram.com/reel/C76uOanRM0n/>

- 4,992 views
- 3.98% engagement rate

**Note: EMBA's are an older crowd, typically 35 years old and older. Therefore, it makes sense that the Instagram numbers are lower for this video.*

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:ugcPost:7203365381309169664/>

- 21,909 views
- 8.84% engagement rate

Video #4



Features Kyle Maclean: teaches HBA1s, represents the management science discipline, and is also an alum (HBA '12, PhD '17)

- Total views: 28,971

Instagram: <https://www.instagram.com/reel/C9U3l4Mx0W9/>

- 8,173 views
- 7.28% engagement rate

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:ugcPost:7216053739667755008/>

- 20,798 views
- 10.30% engagement rate