



Gero Harder
Social Media & Content Strategist

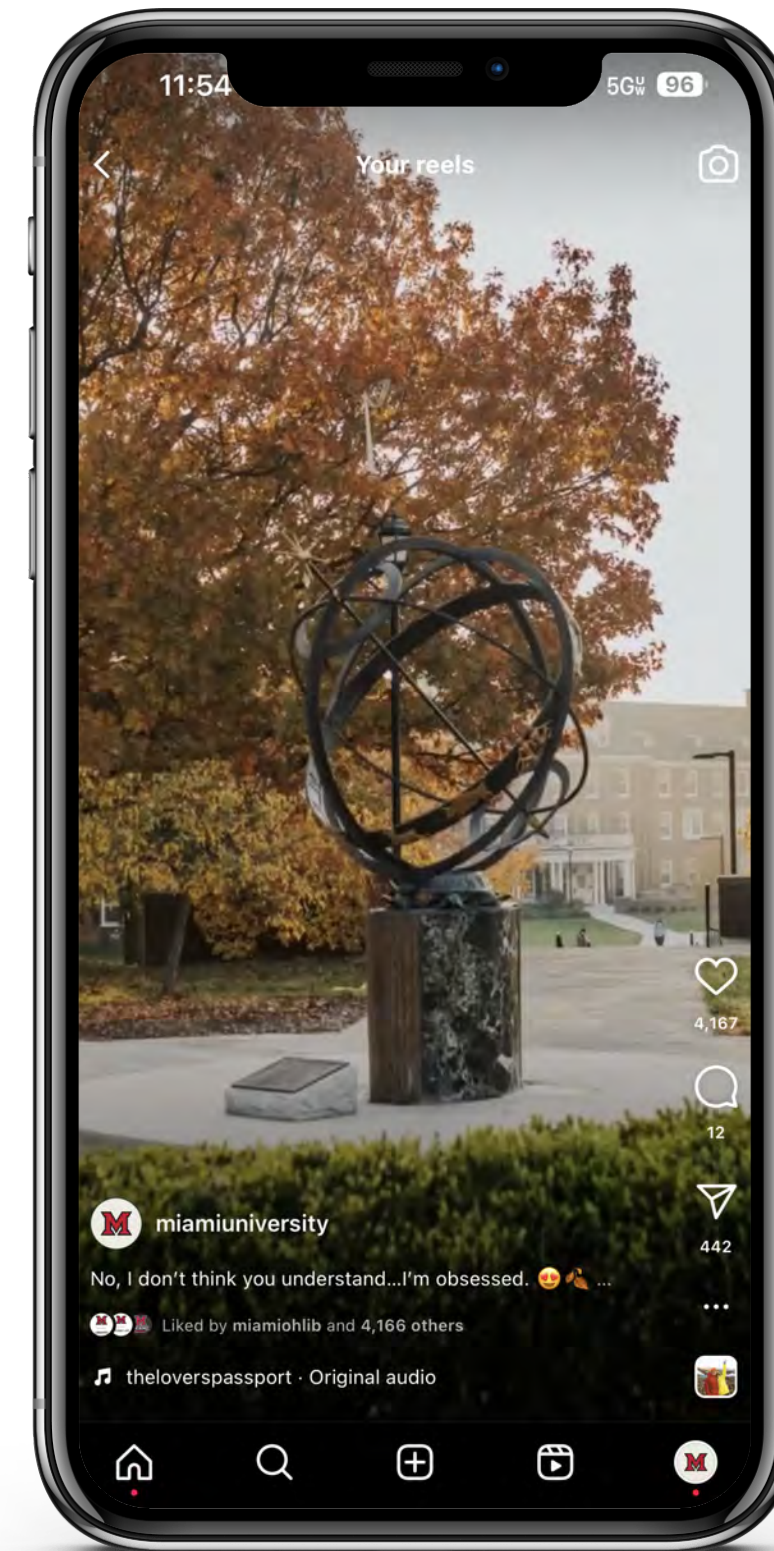
Viral Content



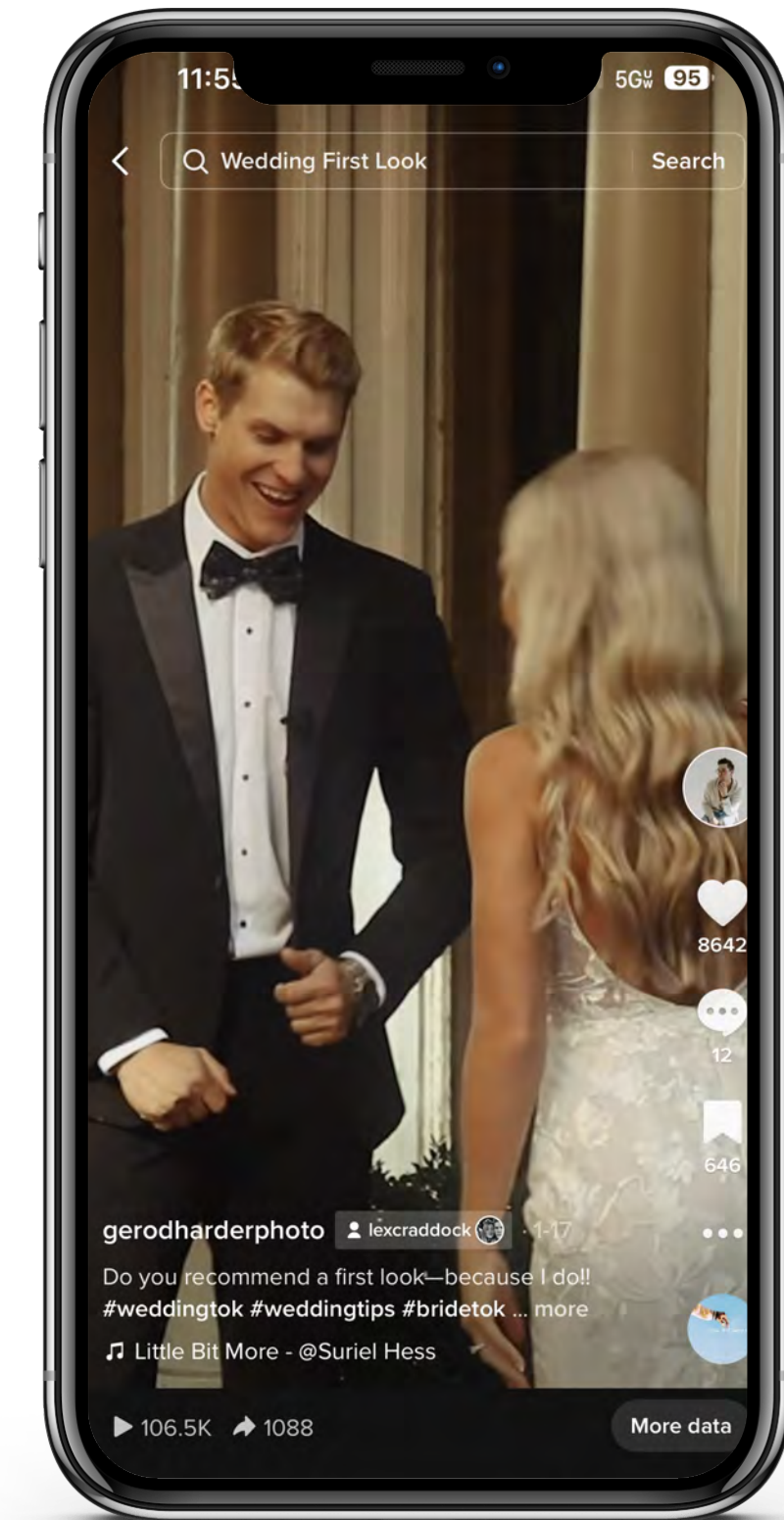
IG Reel: Miami U Tradition
Reach: 1,583,214
Views: 1,595,359
Interactions: 73,359



IG Reel: Gender Reveal
Reach: 908,236
Views: 895,915
Interactions: 12,423



IG Reel: Campus Beauty
Reach: 79,485
Views: 102,059
Interactions: 4,801

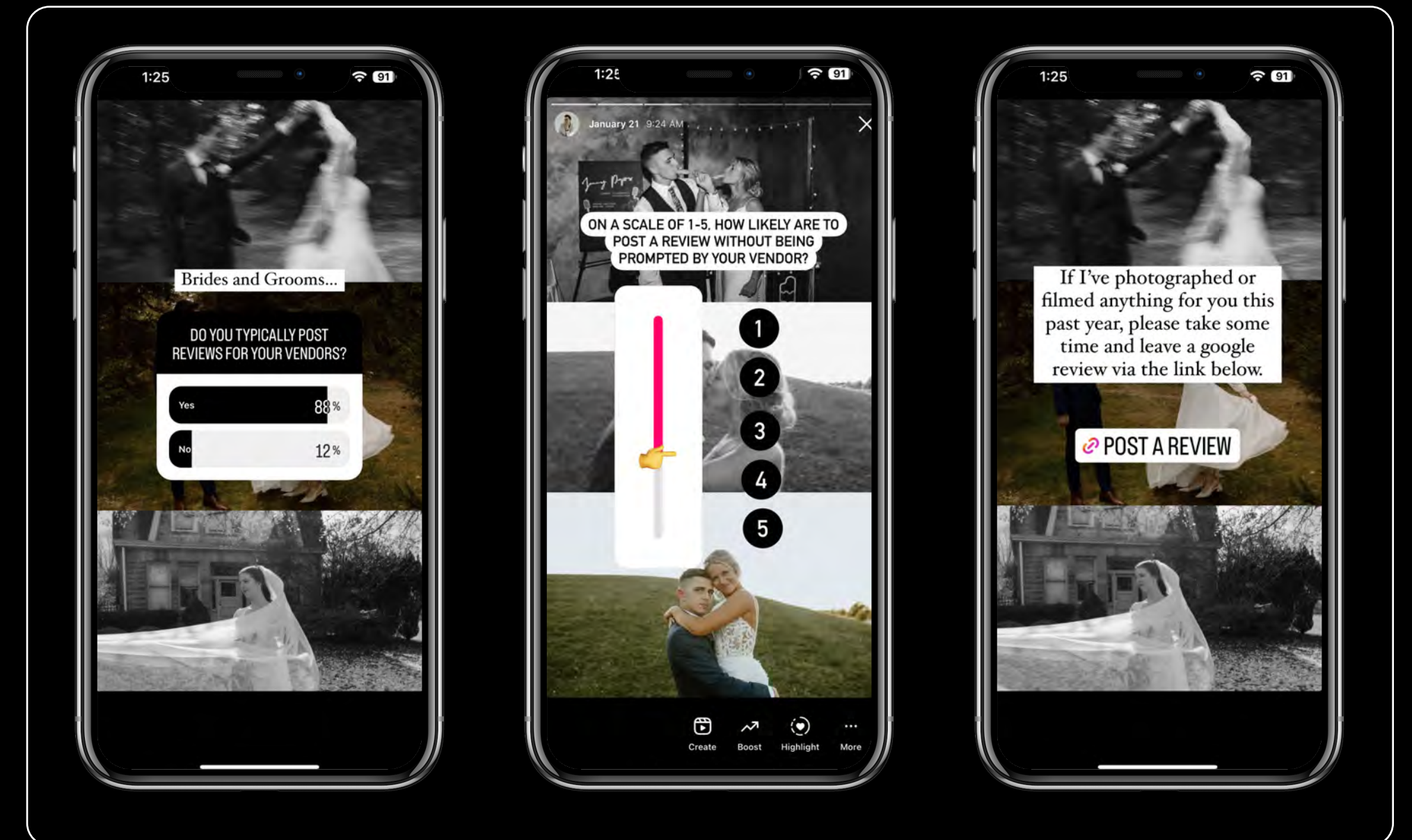
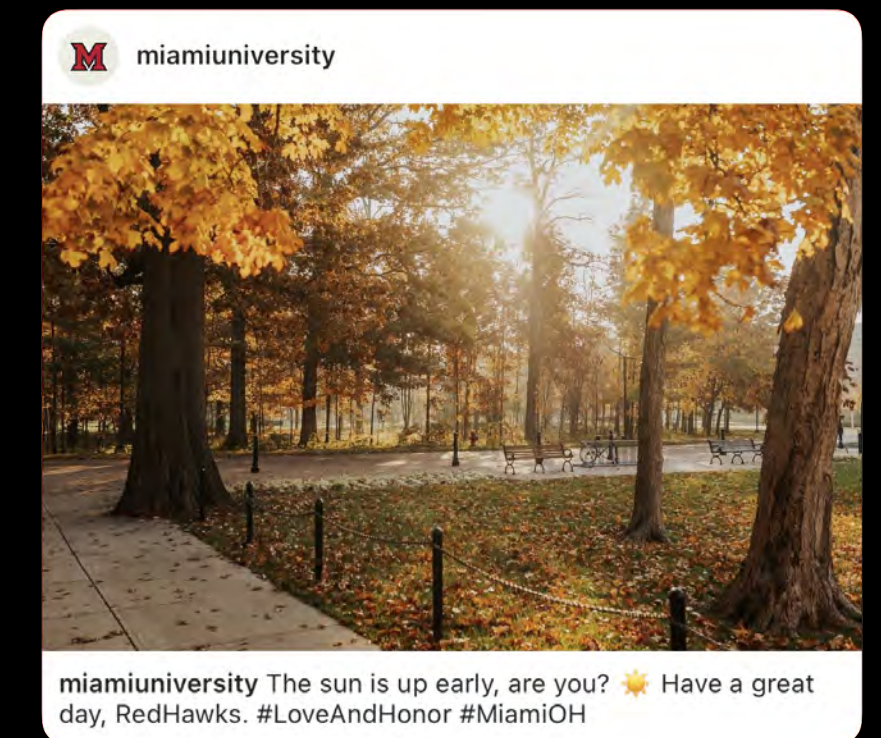
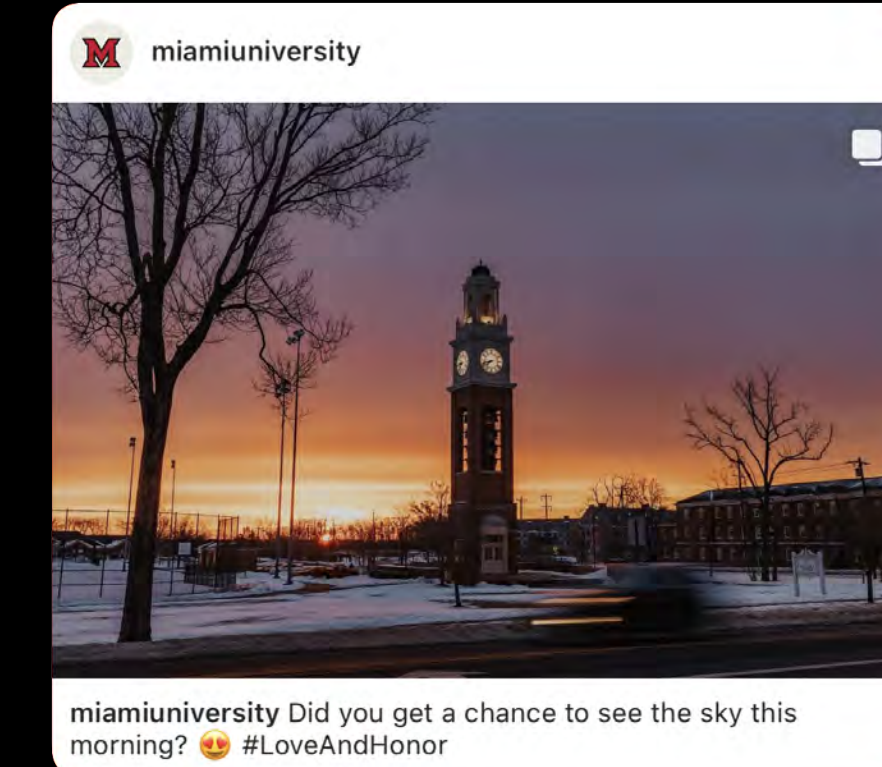
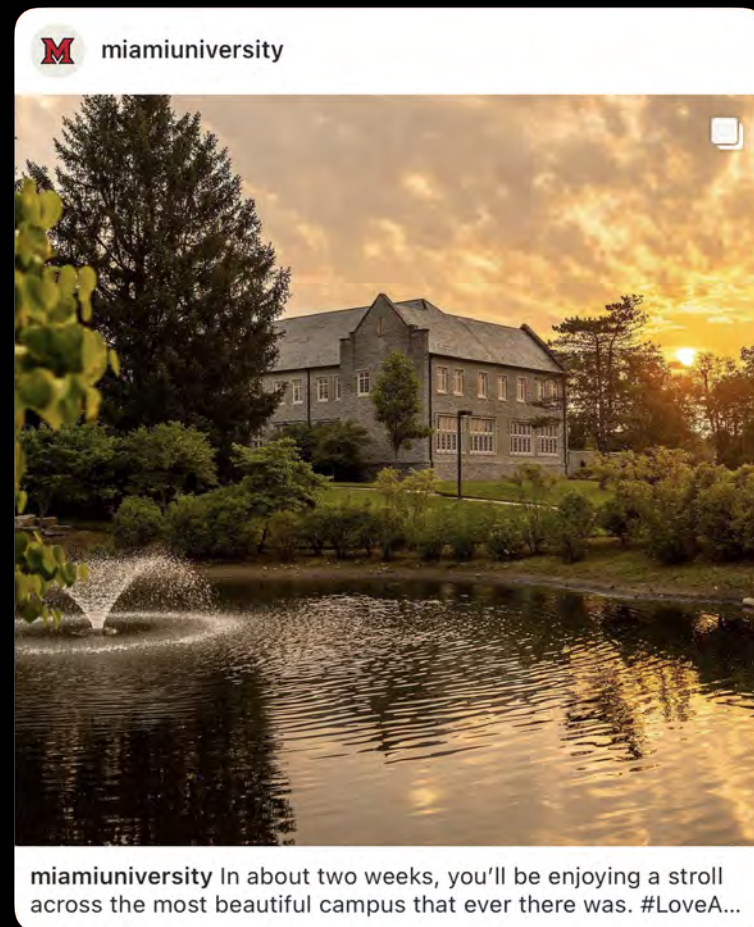
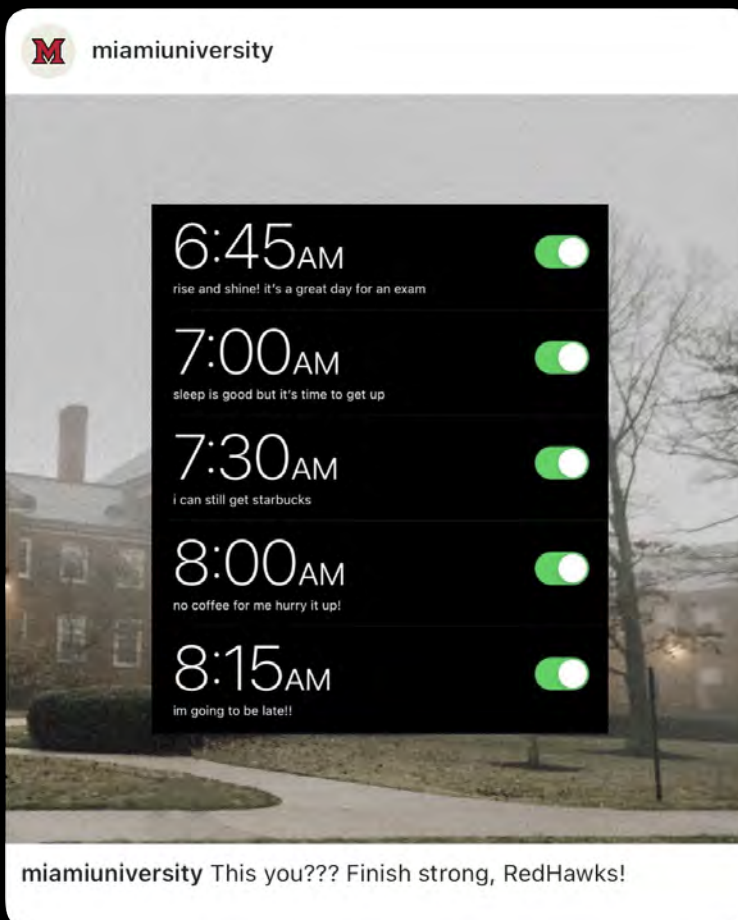
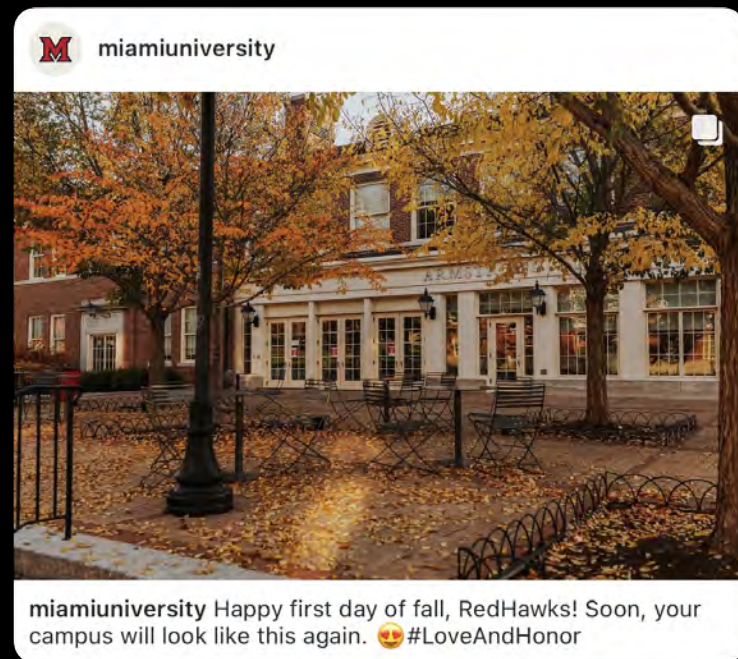


TikTok: First Look
Views: 106,000
Interactions: 10,837
Total Play Time: 270h:1m:34s

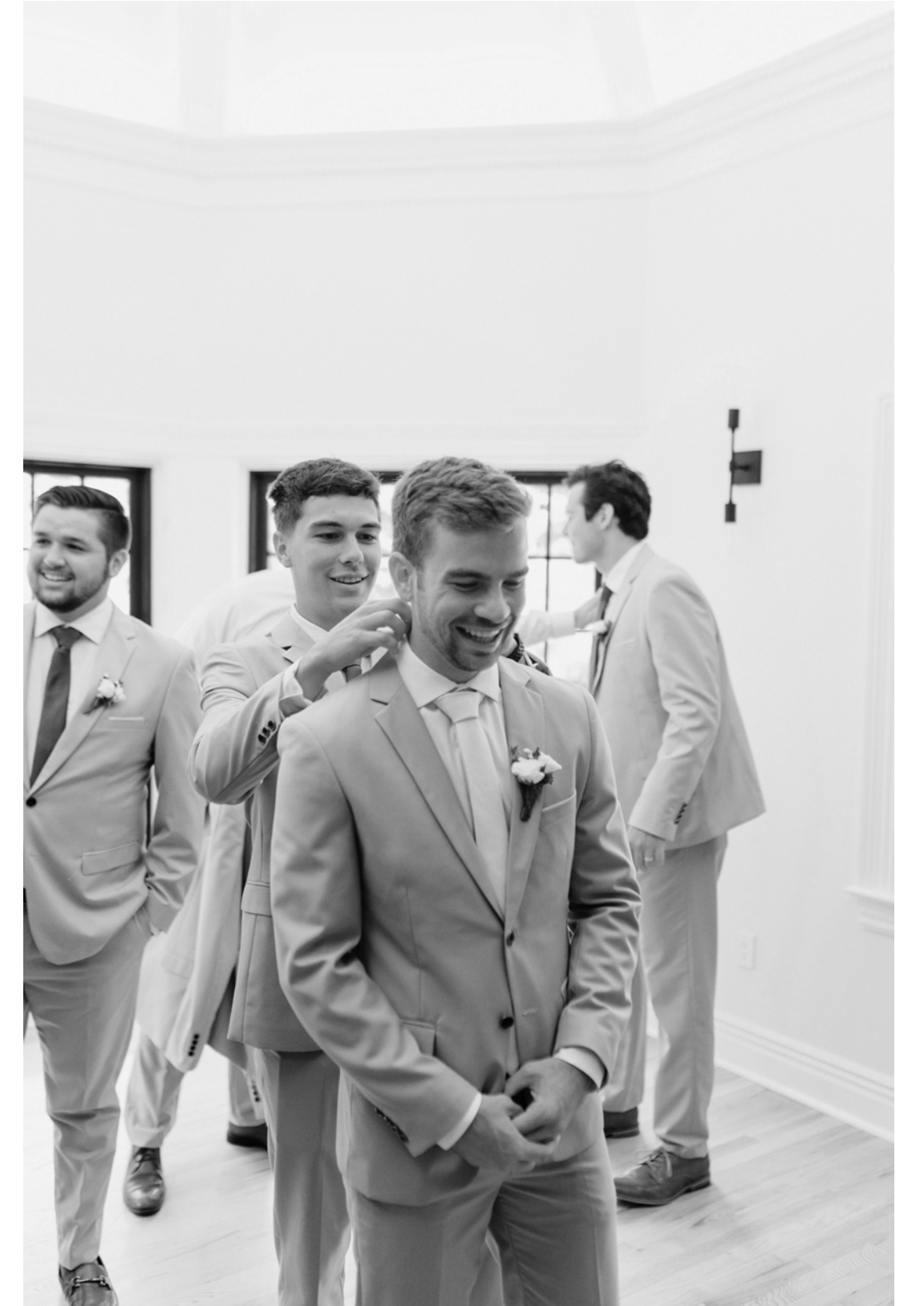
Content Creation

In-feed & Stories

Utilizing Interactive Features





Photography





Copywriting



Instagram

-  miamiuniversity Miami + 🍷 = 🥰
25w
-  miamiuniversity 'Twas the night before Christmas, and all through Oxford...
(📷: @enjoyoxford)

Twitter

-  **Miami University** 🟡 @miamiuniversity · Mar 15 ...
Join us in celebrating the contributions that women have made not only to our country but also to the world. How does Women's History Month empower you? #MiamiOH #WomenHistoryMonth
-  **Miami University** 🟡 @miamiuniversity · Feb 27 ...
It's on the to do list, so you have to do it.

LinkedIn

-  **Miami University**
227,859 followers
1w · 🌐
We are officially one month away from Miami University's 184th Spring Commencement. The 184th Spring Commencement will be hosted on Saturday, May 13, at 10:30 a.m. on the Oxford campus in Yager Stadium. President Gregory P. Crawford will preside over the ceremony, and alumna Nicole Fleetwood '94 will be the commencement speaker. 🎓 #MiamiOHGrad #LoveAndHonor
-  **Miami University**
227,859 followers
1mo · 🌐
Miami University's Oxford campus is growing with the construction of two academic buildings, the creation of academic Corridors of Excellence, facility renovations, and continued energy systems conversions. Construction for the Richard M. McVey Data Science Building is expected to be completed for use in January 2024. Read more about the new building and renovation project updates. 🏗️🏗️🏗️
[🔗: https://bit.ly/3FcJPd4](https://bit.ly/3FcJPd4)

Facebook

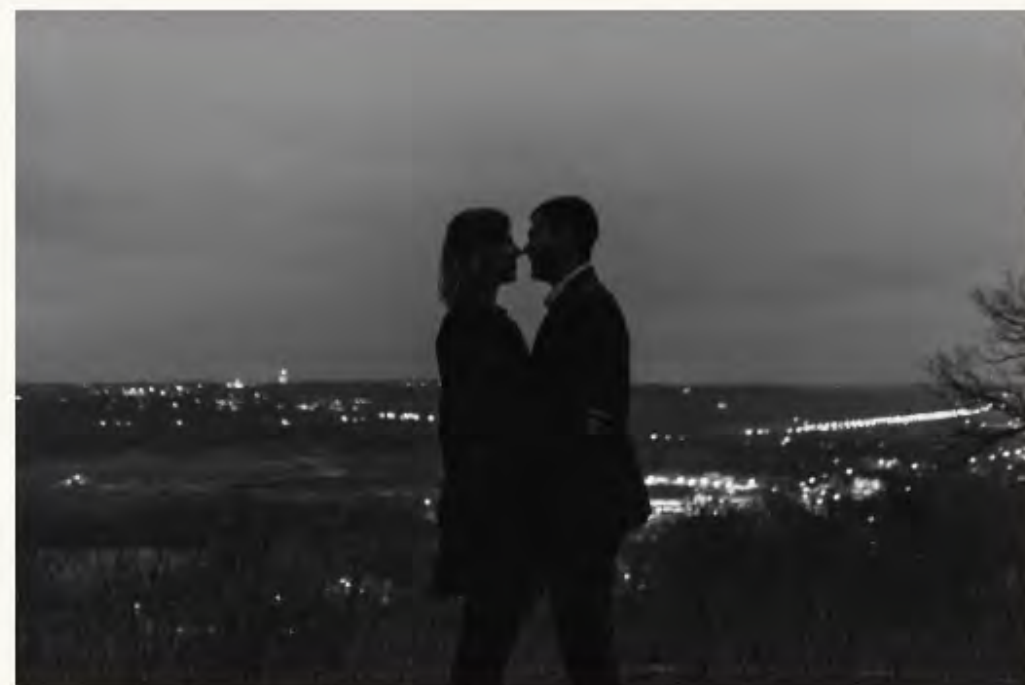
-  **Miami University** 🌐
Published by Sprout Social 🌐 · January 14 · 🌐 ...
On April 9, 1968, just 5 days after the assassination of the Rev. Dr. Martin Luther King Jr., Miami students, faculty, and Oxford residents gathered near the sundial in South Quad for a memorial service. This Monday, Jan. 16, we will celebrate the legacy of Dr. King from 10 a.m. to 12 p.m. in Shriver Center's Dolibois Rooms on the Oxford campus.
-  **Miami University** 🌐
Published by Sprout Social 🌐 · December 27, 2022 · 🌐 ...
Miami Alumni, what was your favorite thing to do during winter term? Let us know in the comments below. 🙌

Blog

Ault Park | Cincinnati, Ohio | Proposal

Marcus & Olivia

March 12, 2023



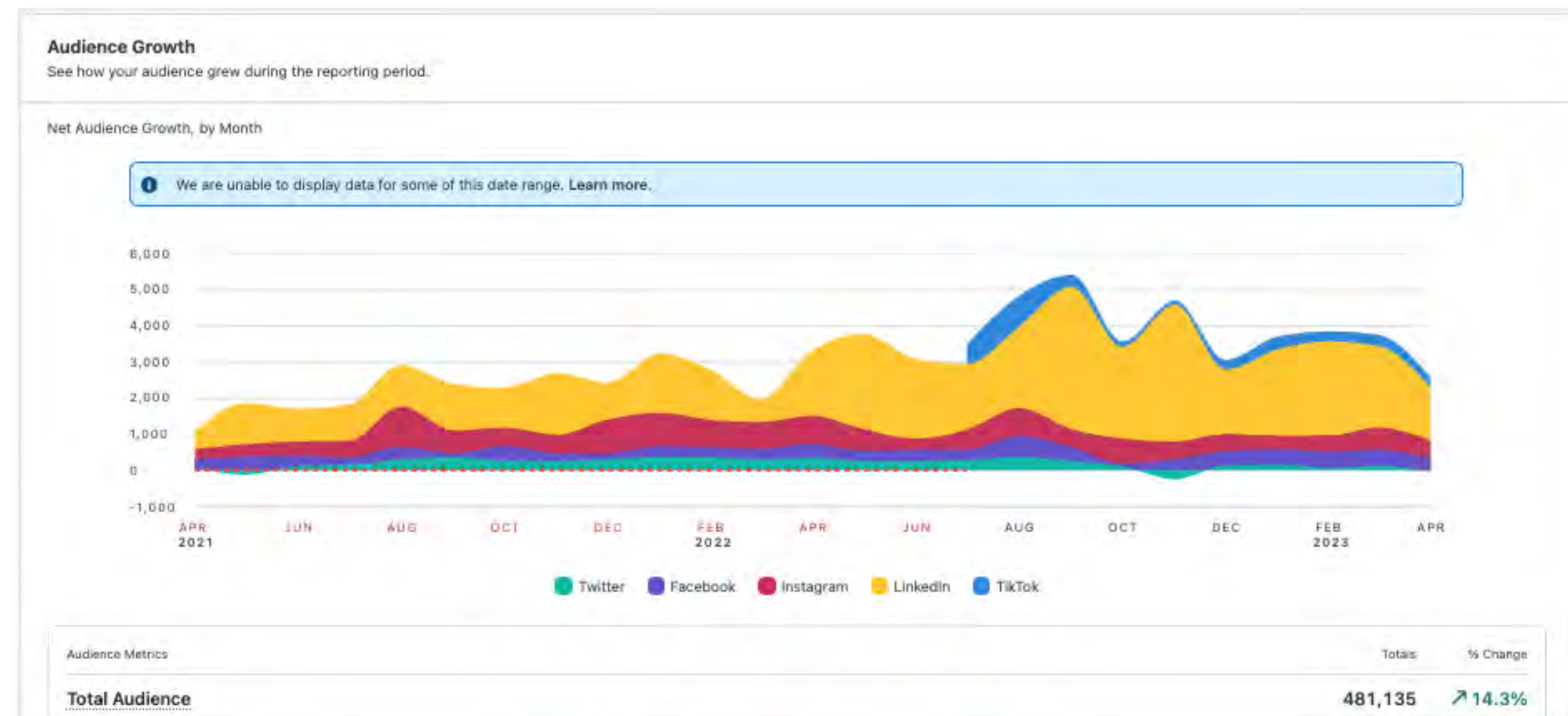
Boooyyyy, was it dark, but we got it done. Marcus surprised Olivia with a beautiful proposal in Ault Park. Funny story; an older gentleman almost ruined it. As Marcus and Olivia walked up the steps and got close to the setup, the gentleman was grabbing my osmo pocket camera that I had set up to record the proposal. He was directly in their way. Luckily, Marcus and Olivia are incredibly sweet people, and they laughed it off and continued with their special moment. We lost light quick, but we were able to make some magic. Check out the last photo for the moment after the man stepped out of the way.



Growth

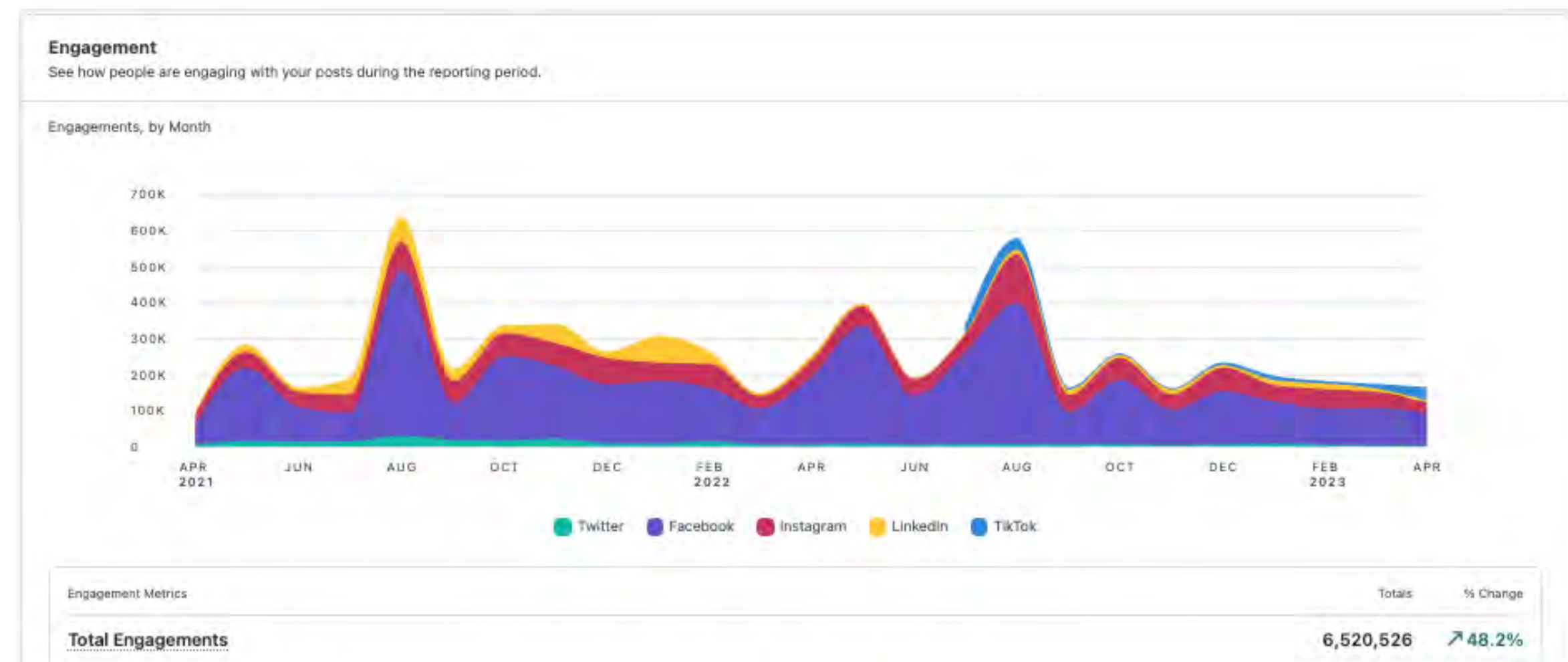
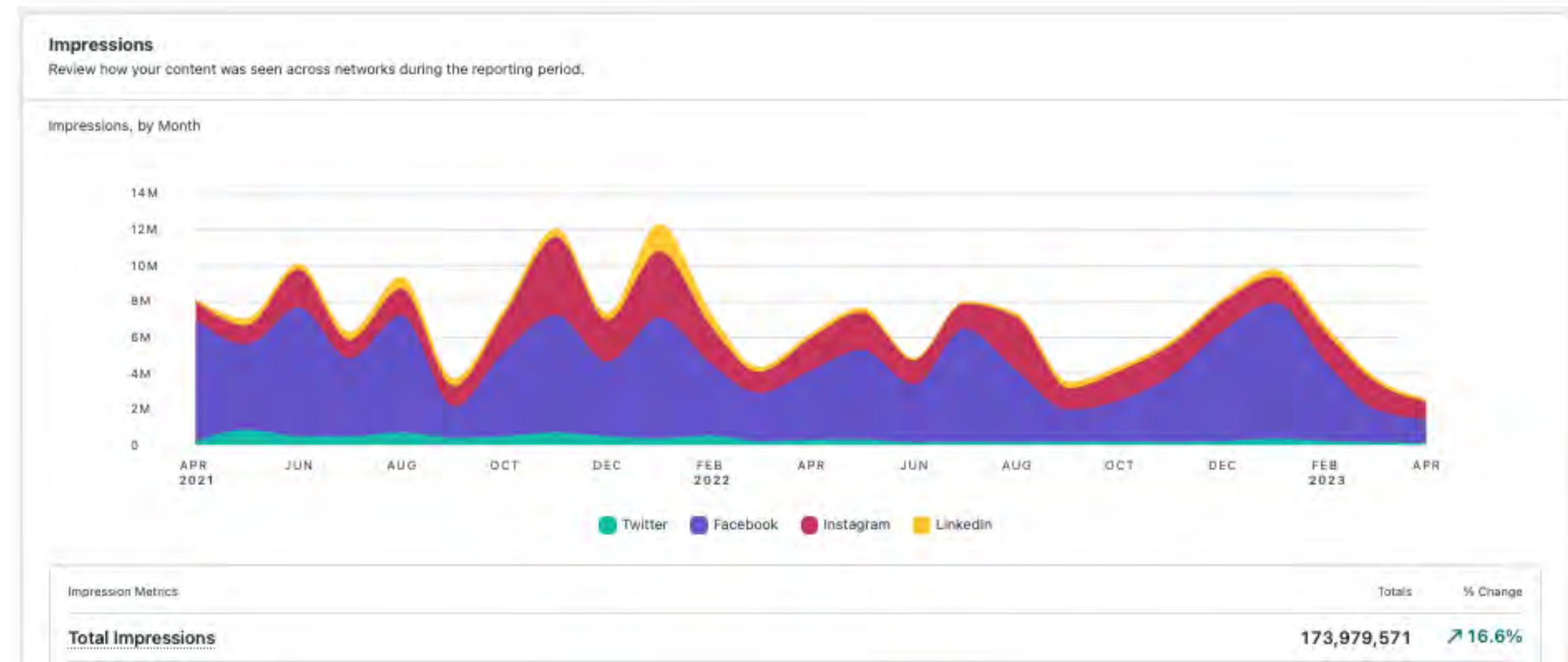
In my time as the Social Media Content Specialist and then the Associate Director of Social Media, I have grown the university's social media presence significantly. Followers, Impressions, Engagements, Link Clicks, and Engagement Rate have all seen positive growth since my start date two years ago.

The graphs shown here have allowed me to better understand which pieces of content aid in growth and which cause a decrease in growth. Having an understanding of how content performs is essential to curating successful content for the future.



*data is being compared to the previous two years

Growth



*data is being compared to the previous two years

Thank you.



Gerod Harder
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