

When a popsocket becomes more than a pocksocket. How we used it as a tangible connection between University of Georgia College of Agricultural and Environmental Sciences graduates and the UGA CAES Alumni Association.

UGA CAES alumni received a preview of the popsocket in the email inviting them to take the social media survey and in posts on UGA CAES social media channels while the survey was open for responses.



Popsockets mailed: 631

Survey respondents who included their mailing address received a Thank You card in the mail along with the #AGDAWG popsocket. The popsocket was secured in the card with sticky dot adhesive.



Text from Thank You card sent to survey respondents:

THANK YOU!

We appreciate you taking time to complete the UGA CAES Alumni Association Social Media Survey and want you to know your responses are important to us! Alumni provided valuable information about communication preferences and the types of content you would like to see in different formats. We are excited about implementing new ideas and sharing results of the survey with alumni later this year!

To thank you for your time, an #AgDawg popsocket is enclosed. We hope it will be a useful reminder of the impact your survey responses have on our CAES Alumni Association's social media content and communications.

We also hope you will bookmark the caes.uga.edu/alumni webpage and check it often for ways to stay involved with CAES – thanks and go Ag Dawgs!

Suzanne Griffeth
CAES Director of Alumni Engagement

P.S. A return envelope is enclosed to share items for class notes or to make a gift to support CAES.

