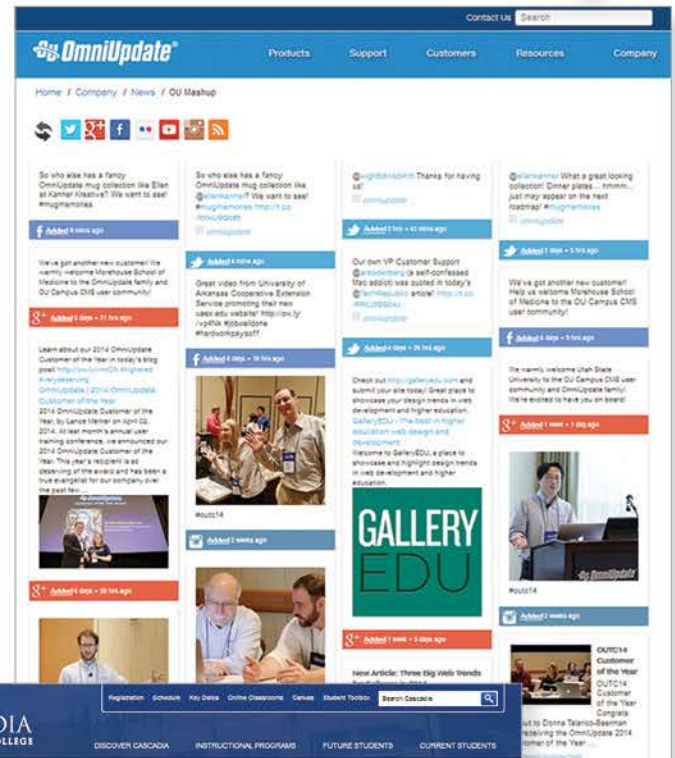


Display Social Feeds All in One Place

In today's social world, media feeds are scattered and visitors have to navigate away from your website to get the latest scoop. Create a focal point for social engagement on your public site with OU Mashup™. This social media hub is a one-stop interactive display of everything that's important to your institution.

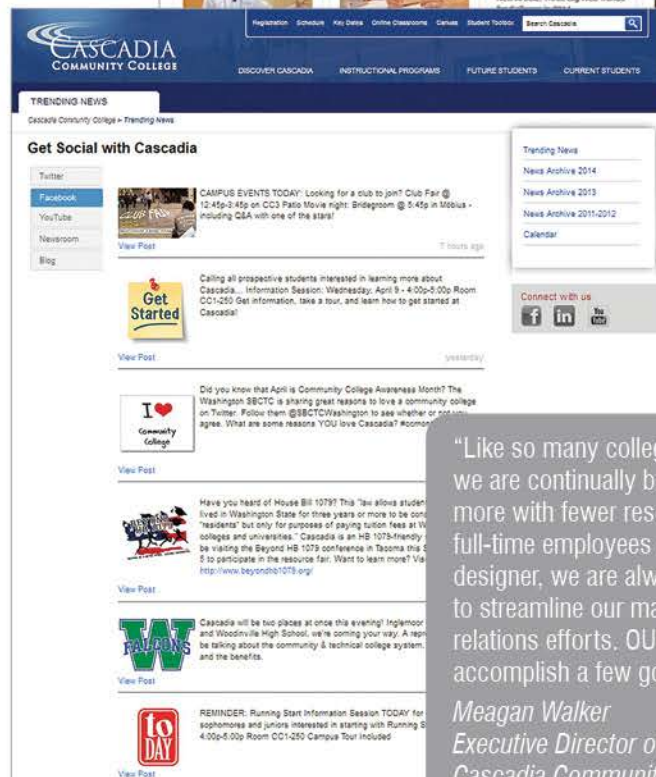
OU Mashup allows you to easily display content from your choice of social media networks, including Facebook, Twitter, Instagram, YouTube, Flickr, and more. It can be modified to display posts from usernames, pages, or specific hashtags by simply updating content settings in the OU Campus™ web content management system.

A customizable display allows you to showcase your social media content the way you want it and where you need it. We provide the template or integrate with your existing templates; you simply choose the content to be displayed. OU Mashup is great for mobile sites (integrates with jQuery Mobile), blogs, events, or any landing page! Plus, content is updated automatically. Site visitors are able to toggle between individual networks to see the latest posts or view them as an aggregate.



Benefits

- **Easy Implementation** – We build the OU Mashup templates to match your site
- **Customizable Display** – You choose what networks to connect, how the content is presented, and where to show it off on your site
- **Real-Time Engagement** – New content appears as it's created and posted to your channels
- **Amplifies Your Social Efforts** – Make it easy for prospective students to find your curated social messaging



"Like so many colleges and universities, we are continually being asked to do more with fewer resources. With two full-time employees and a ¾ time graphic designer, we are always seeking solutions to streamline our marketing and public relations efforts. OU Mashup helped us to accomplish a few goals at once."

Meagan Walker
Executive Director of College Relations
Cascadia Community College

