

OHIO SEA GRANT AND STONE LABORATORY

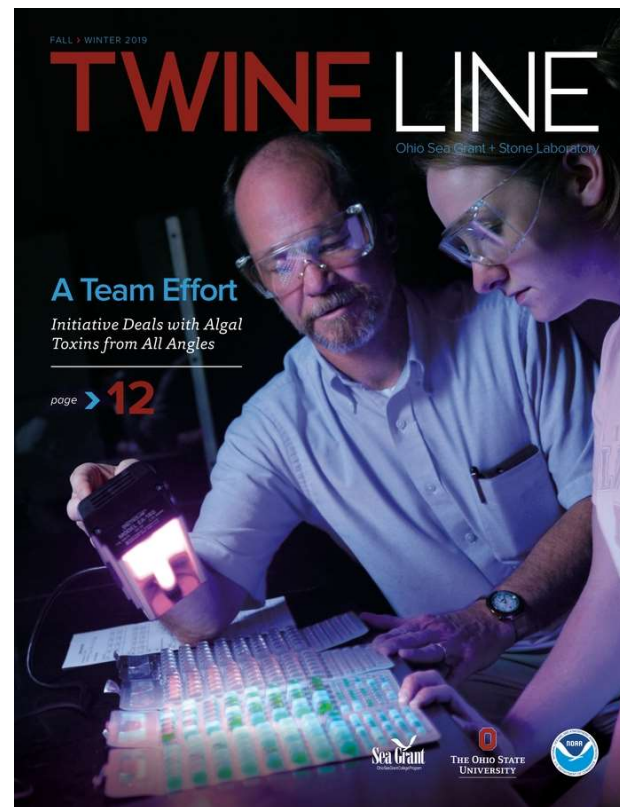
Use What You Have: Publishing a magazine when resources are restricted

Christina Dierkes
Ohio Sea Grant & Stone Lab



The Old Normal

- 20-page print magazine
- Layout by outside designer
- 3000 print copies
- 1800 mailed out
- 1200 for events



And then COVID-19 happened

No non-essential expenses.

No outside contract work.

No printing.

No mailing.

No events.



Focus on what's possible

- Cover mock-up
- Online articles
- Email promotion
- Social media



Were we successful?

- Facebook: 967 engagements
 - 4,980 engagements on separate story posts
- Twitter: 2,211 impressions on magazine post
 - 5,281 impressions on separate story tweets
- Email open rate: 25%
- Email click rate: 6%
- Web traffic June 1 and June 2:
 - 1006 unique hits
 - 50% increase in page views per session from June 1 to June 2

[ohioseagrant.osu.edu
/products/twineline](http://ohioseagrant.osu.edu/products/twineline)

