

UC Davis Aggie Reactions

CASE 2023 Circle of Excellence Documentation

Entry Category: Engagement

Entry Name: Aggie Reactions: Personalized Admissions Acceptance
Video Responses

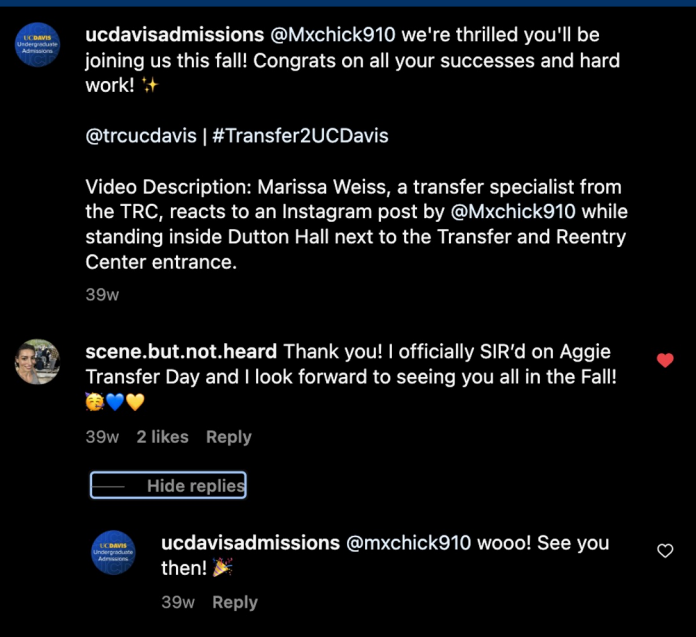
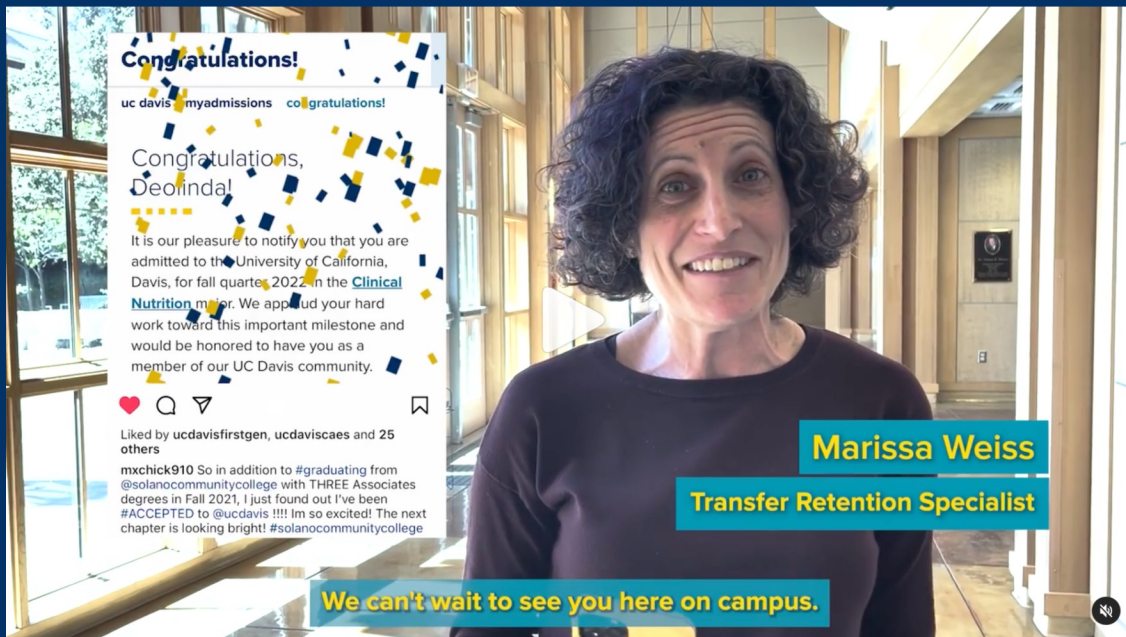
Aggie Reaction Engagement Examples



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Aggie Reaction Engagement Examples



Results

102

Unique
Reactions

from

36

Campus
community
members

Generated

502K

Total Impressions

17.2K

Total Video Views

46.6K

Engagements
(likes, comments,
shares)