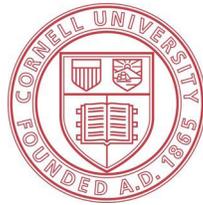




Case Studies





Cornell University

To boost social media reach and encourage social media sharing, Cornell University brought in both Photoboxx and Live Digital Display for their Giving Day campaign. Setting up Photoboxx next to a large step and repeat wall, as well as handing out t-shirts (always a hit), encouraged students to snap photos and tag them on social media with #CornellPhotobooth to receive free prints. Cornell used Live Display for their campaign wide #CornellGivingDay to watch posts populate into the Live Digital Mosaic Display. Live Display made it easy for anyone to participate in Cornell Giving Day, whether they were physically on campus or not.

78
Posts

99,300
People Reached

51
Users





WEBER STATE UNIVERSITY

The final papers are in and the caps are on— it's graduation day. Cameras are flashing and photos are posting to social media accounts in real time.

Commemorate the occasion and give students a fun and simple way to save those photos forever. Photoboxx turned every single one of these Instagram shots into tangible memories at Weber State University's Winter Commencement.

Grads, friends and families tagged their photos to #webergrad to receive free printouts of their Instagram and Twitter posts.

152
Posts

161,100
People Reached

89
Users



10 Ways to Use Photoboxx on Campus

Photoboxx is a natural addition to a wide variety of campus activities due to its mobility and easy set up. Curious about how to maximize the use of Photoboxx? Check out ten of the most popular ways that colleges are using Photoboxx for campus events:

Prospective Student Tours

College tours are exciting for both prospective students and their families. You can expect to see countless photo-ops throughout the day. University of Oregon uses Photoboxx to print photos from Duck Days, the university's official student tour dates throughout the year.



Freshman Orientation

Freshman orientation is another popular event that colleges are incorporating Photoboxx at. Towson University's Admissions office brought hashtag printing to their campus orientation events and saw great success with student engagement on social media. Students and their families posed with signs in front of the branded backdrop to create the perfect photo-op.

Campus Concerts

University of Maryland and Syracuse University both used Photoboxx recently for campus concerts. University of Maryland recently held their 2018 Art Attack XXXV. Syracuse recently held their annual Mayfest, which celebrates the end of the school year. Syracuse set up a colorful backdrop wall for students take photos in front of.



College Sporting Events

Bring hashtag printing to college games for a fun way to increase fan engagement. University of Washington uses Photoboxx for events throughout their athletic department, including basketball games and Dawg' fan events.

Campus Hackathons

Keep attendees engaged at hackathons by providing entertainment at the event. University of Colorado holds their annual Hack CU hackathon every winter. The event hosts over 600 students and alumni for a 24-hour hacking marathon. This years Hack CU event saw over 300 posts from student's during the 24 hour event.



Student Union Building

What better way to capture the daily ins and outs of student life than by encouraging engagement in one of the most widely trafficked buildings on campus? Kansas State University set up their Photoboxx in the campus student union building to encourage the high number of students who frequent the area to engage on social.



Campus Conferences

Conferences are a necessity at most college campuses. Create a buzz around your campus conference by providing hashtag printing before and after the event. Georgetown University brought Photoboxx to their annual Women's Forum and saw 165+k impressions on Instagram and Twitter

Sorority & Fraternity Events

Sororities and Fraternities are known social media fanatics. Leverage this marketing tool by encouraging members to tag the official accounts and use the custom hashtag to curate a gallery of photos from the event. Alpha Xi Delta fraternity used Photoboxx for a national alumni event in Chicago.



Award Ceremonies

Award ceremonies are another great way to utilize Photoboxx. University of Dayton brought Photoboxx to their annual Student Government Association end of the year ceremony. Students and faculty posted to Twitter using the hashtag: #udsga for a fun curation of ceremony photos as well as their individual print-outs of their pictures.



Graduation Ceremonies

College graduation ceremonies are a milestone event for both students and their families. You can expect that the cameras will be out documenting the entire experience. Gonzaga University, Minot State, Idaho State University, Notre Dame, University of Texas, University of Oklahoma and many others used Photoboxx at their graduation ceremonies.