



## UTM Tracking Guidelines

Le Moyne uses UTM tracking to measure the success of our marketing tactics, including all paid advertising, organic social media campaigns and marketing materials. UTM codes help track the outcomes of each of our campaigns. Developers should encourage marketers to set-up UTM codes for analytic purposes, in particular on links to website landing pages.

For print and text messaging use, it's preferable to create a short vanity URL. Going to the vanity URL in a web browser will expand to the full website URL with UTMs included. Each marketing material and tactic should have a unique vanity URL for individual tracking of the pieces. Vanity URLs are not necessary for digital tactics such as email and social media where the UTMs can be included in the hyperlink.

Example URL from a Google Ad:

- [https://lemoyne.edu/Academics/Graduate-Programs/Graduate-Nursing/Doctor-of-Nursing-in-Family-Nurse-Practice?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=phg\\_grad\\_DNP](https://lemoyne.edu/Academics/Graduate-Programs/Graduate-Nursing/Doctor-of-Nursing-in-Family-Nurse-Practice?utm_source=google&utm_medium=cpc&utm_campaign=phg_grad_DNP)

Example URL from a Facebook Ad:

- [https://lemoyne.edu/Academics/Graduate-Programs/Graduate-Nursing/Doctor-of-Nursing-in-Family-Nurse-Practice?utm\\_source=facebook&utm\\_medium=cpc&utm\\_campaign=phg\\_grad\\_DNP](https://lemoyne.edu/Academics/Graduate-Programs/Graduate-Nursing/Doctor-of-Nursing-in-Family-Nurse-Practice?utm_source=facebook&utm_medium=cpc&utm_campaign=phg_grad_DNP)

Example URL from a Enrollment Management email to prospective students:

- [https://lemoyne.edu/Visit/Admissions-Events-and-Tours?utm\\_source=slate&utm\\_medium=email&utm\\_campaign=undergrad\\_visit](https://lemoyne.edu/Visit/Admissions-Events-and-Tours?utm_source=slate&utm_medium=email&utm_campaign=undergrad_visit)

Example URL from an organic social media post:

- [https://lemoyne.edu/Values/About-Us/Our-Stories/Story/StoryId/643?utm\\_source=social\\_showcase&utm\\_medium=social&utm\\_campaign=dolphin\\_tale](https://lemoyne.edu/Values/About-Us/Our-Stories/Story/StoryId/643?utm_source=social_showcase&utm_medium=social&utm_campaign=dolphin_tale)

**Note: Best practice is to use all *lowercase* letters in the UTM string.**

### *Order of UTMs*

The utm values can be listed in any order, however, best practice uses the order listed in the examples above. If the url is too long, which can be the case when an ad platform uses its own tracking codes, all tracking will be lost if the utm\_source and utm\_medium values are dropped from the url, so it is best to list those first.

### *Vanity or Shortened URL Redirects*

If you have created a shortened URL that redirects to a much longer URL, the UTMs need to be on the expanded

URL, not on the shortened URL. These types of URLs work great on print pieces and in QR codes, but make sure they are used only on a specific medium, otherwise the UTM data will be inaccurate.

## Medium

How the link is being shown (the method by which it's shared). Think of this as HOW the visitor was sent to the site. Required. Structure: utm\_medium=[marketing method]

Examples include:

banner	high-impact	referral
billboard	lead-ad	slate
carouselAd	native	sms
click	outdoor	snapchat
cpc	organic	social
display	print	tiktok
email	promo-post	video

## Source

Where the link is being shown (a platform, tool, or service). Think of this as WHO or WHAT sent the visitor to the site. Required. Structure: utm\_source=[platform/tool name]

Examples include

4icu.org	collegetransitions.com	higheredjobs.com	op.nysed.gov	social_showcase
ad	connect.lemoyne.edu	instagram.com	paeaonline.org	syracuse.com
apply.transfer.commonapp.org	crouse.org	instagram	paprogramsearch.com	syracusecityschools.com
appsupport.commonapp.org	division-d	law.buffalo.edu	paschoolfinder.com	syracusecom-recruitology
artsadministration.org	duckduckgo	law.syr.edu	registerednursing.org	twitter
baidu.com	ecosia.org	linkedin	search	thepaplatform.com
bigfuture.collegeboard.org	facebook	linktr.ee	shrm.org	tiktok
bing	en.m.wikipedia.org	management.fju.edu	sjhcon.edu	twitter_showcase
caspa.liasoncas.com	en.wikipedia.org	mass_mailer	slate	us.search.yahoo.com

centerstateceo.com	enroll360_cultivate	mypabox.com	snapchat	usnews.com
classroom.google.com	facebook	ncaamarket.ncaa.org	snapchat.com	wnyschoolcounselor.org
clrc.org	fb_engagement	newyorkscioly.org	social	yahoo
cluep	fb_showcase	niche.com	social_news	youtube.com
collegelists.pbworks.com	gen-cyber.com	nursingprocess.org		youvisit.com
	google			

## Campaign

Top-level grouping of promotions to achieve a goal. Inclusion of college/division and topic of promotion is necessary to separate data from that of other colleges/divisions. Required.

Examples include:

alumni	fy_{string}	outcomes
apply	Google	phg_grad_{string}
campus_life	graduate	program_spotlight
CSCEO	inquiry	rankings_{string}
dolphin_tale	LEM_{string}	Think_Forward
Dolphins20{class year}	news_{string}	undergraduate
event_{string}	nurture	undergrad_{string}
	NTSW	yield_{string}