



UNIVERSITY OF ILLINOIS

AT URBANA-CHAMPAIGN

2013 BUSINESS LEADERSHIP CONFERENCE

**Marketing Your Unit
with Social Media**

March 11, 9 a.m. and 1:45 p.m.

Destination Success

Workshop Presenter(s)

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Please ...

- Turn off cell phones.
- Avoid side conversations.
- Feel free to ask questions.
- Sign the attendance roster.
- Complete the evaluation at the end of the workshop.

Workshop Objectives

- Discover which social media platform(s) might be best for your unit
- How your unit can benefit from social media
- How to (and how not to) manage social media
- Tips and tricks

Who We Are

- “The Almas”
 - University of Illinois Alumni Association
 - Public Affairs
 - Institutional Advancement
 - Annual Giving
 - University of Illinois Foundation
 - Campus Unit(s)
- Responsibilities
 - Manage Illinois_Alma Twitter account and University of Illinois at Urbana-Champaign Facebook fan page, Pinterest
 - Manage the campus YouTube EDU page

Why?

- Facebook
 - 500 million active users, 200 million using mobile devices
 - More than half of all users log in every day
 - People spend 700 billion minutes per month on the site
- Twitter
 - Estimates range from 75 million to 145 million
 - More passive users than active users
 - 140 million average tweets per day last month
 - 572,000 new accounts created on Saturday
- YouTube
 - Views per day exceed two billion
 - 24 hours of video is uploaded to the site every minute

Why: Marketing & Communications

- Complement to traditional communications
- Shorter and/or more frequent outgoing messages
- Low cost, high impact
- Reach an audience where they already frequent
- Monitor your brand
- Enable two-way communication, akin to customer service
- Search engine optimization
- Gain media exposure
- Identify supporters/evangelists
- Become the “public” go-to expert
- It’s personal and conversational
- [If you aren’t doing it, you’re behind](#)

Why: Staying Current

- News
- Global industry updates
- Emerging trends
- Recent research
- Governmental and legislative policy changes
- Hiring/recruiting
- Education related to the industry
- Networking
- Best practices
- Funding opportunities
- Inspiration
- Finally, it's fun (and funny)!

How: Our Favorite Tools

- [HootSuite](#)
 - Tweeting original content with URLs
 - Scheduling tweets
 - Monitoring stats
- [Tweetdeck](#)
 - Seeking content and Retweeting
 - Monitoring “chatter”
- [GoogleReader](#)
 - Identifying content

How: Alma's Sources of Content

- Campus and community RSS feeds (see Handout)
- Tagged Flickr photographs
 - University of Illinois at Urbana-Champaign
 - Illini
- Illinois Here and Now
- Campus calendars
- Unit tweets
- Items on the Facebook fan page wall
- Illinois in the News
- News Bureau

How: Alma's Popular Tweets/Posts

- Videos
- Photos
- [QuadCam](#)
- Illinois in the News
- Big impact topics
- [List of campus Twitter feeds](#)
- [Dress Alma](#)

Who Cares: Who's following Alma?

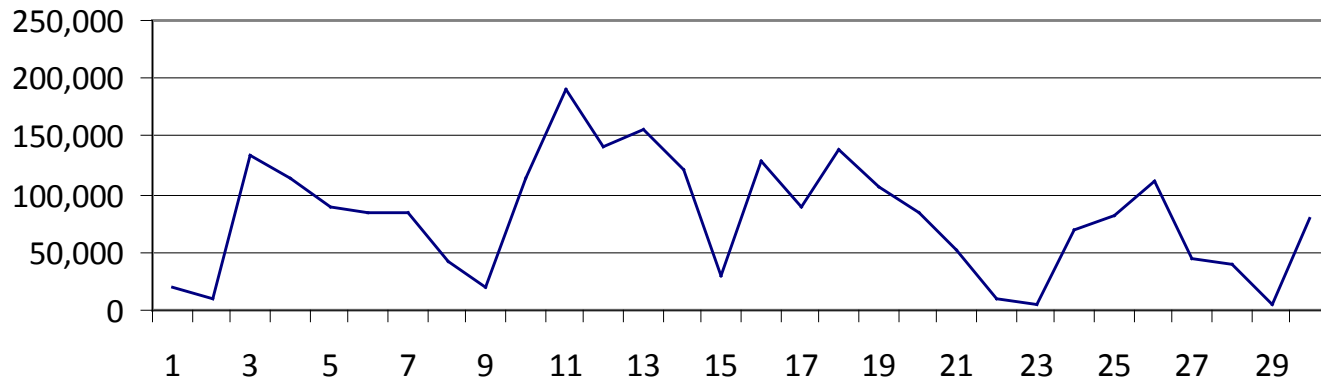
Gender Description	People	Age Description	People	Regional Division	People	PC Member	People
Female	447	Unknown	32	Unknown	12	N	798
Male	364	17-21 Years	166	East North Central	688	Y	15
Unknown	2	22-24 Years	189	East South Central	2		
		25-29 Years	123	Middle Atlantic	16	Donor	# Dollars
EntityType	People	30-34 Years	80	Mountain	9	No	561 \$ -
Alumnus	459	35-39 Years	63	New England	2	Yes	252 \$ 911,720
Student	290	40-44 Years	56	Pacific	21		
Non-Alumnus	64	45-49 Years	36	South Atlantic	33		
		50-54 Years	30	West North Central	16		
Spouse/Partner Status	People	55-59 Years	25	West South Central	14		
Has Spouse/Partner	143	60-64 Years	9	PMTYPE	People		
No Spouse Partner	670	65-69 Years	1	Not in Management	800		
		70-74 Years	1	LM	3		
RichZip	People	75-79 Years	1	PM	9		
No	804	80-84 Years	1	SM	1		
Yes	9						

Who Cares: Who “likes” Alma?

Demographic Makeup of Alma's "Fans"

	13-17	18-24	25-34	35-44	45-54	55+
Male	5.1%	18.9%	13.5%	6.8%	3.3%	1.9%
Female	4.5%	16.1%	14.2%	7.5%	4.2%	2.4%
Unknown	0.0%	0.4%	0.5%	0.2%	0.1%	0.1%

Daily News Feed Impressions Daily (Total Count)



— Daily News Feed Impressions Daily The number of times people (Fans and non-Fans) have viewed a News Feed story posted by your Page. (Total Count)

Other Social Networking Sites

- [Always Illinois](#)
- [Flickr](#)
- [Foursquare](#)
- [iTunes U](#)
 - [Illinois iTunes U](#)
- [LinkedIn](#)
- [YouTube](#)
 - [YouTube EDU](#)
- [Wordpress](#)
- [Others](#)

Questions?

To Tweet or Not to Tweet

- What is Twitter?
 - 140 character “status updates”
 - Public Texting
 - Micro-blogging
- Who cares?
 - It’s generational
- Is it secure?
 - All access or limited access
- Who are my friends, followers, fans?
 - Who knows...
- What’s with all the weird lingo?
 - Direct Message (DM)
 - Retweet (RT)
 - Hashtags (#)

How: Best Practices

- Be cautious but not too cautious
 - Have some standards and policies
 - When in doubt, consult others
 - Be an early adopter
 - You can make mistakes while few are paying attention
- Be effective
 - Post interesting content
 - Interesting to the majority, not just to you
 - Post often but not too often
 - Our standard is typically no more than once per 30 minutes
 - Create a personality
 - Even mistakes are more accepted that way
 - Be engaged and conversational

How: Best Practices

- Be efficient
 - Schedule content
 - Busy day? At least your shift is covered.
 - Integrate, integrate, integrate
- Be aware
 - Track data and identify trends
 - What messages resonate? You might be surprised.
 - Show return on investment
 - Which came first—the chicken or the egg: were followers engaged before following or after following?
- Be courteous
 - Retweet, rather than create new content

Have a Suggestion for Alma Content?

- Contact Alma [Webform](#)
- Email IllinoisAlma@gmail.com
- YouTube: email youtube.illinois.edu

Campus Social Networking Information

- [Public Affairs Best Practices and Posting Policy](#)
- [List of Illinois Twitter Accounts](#)
- [List of Illinois Social Media](#)

Questions / Concerns?