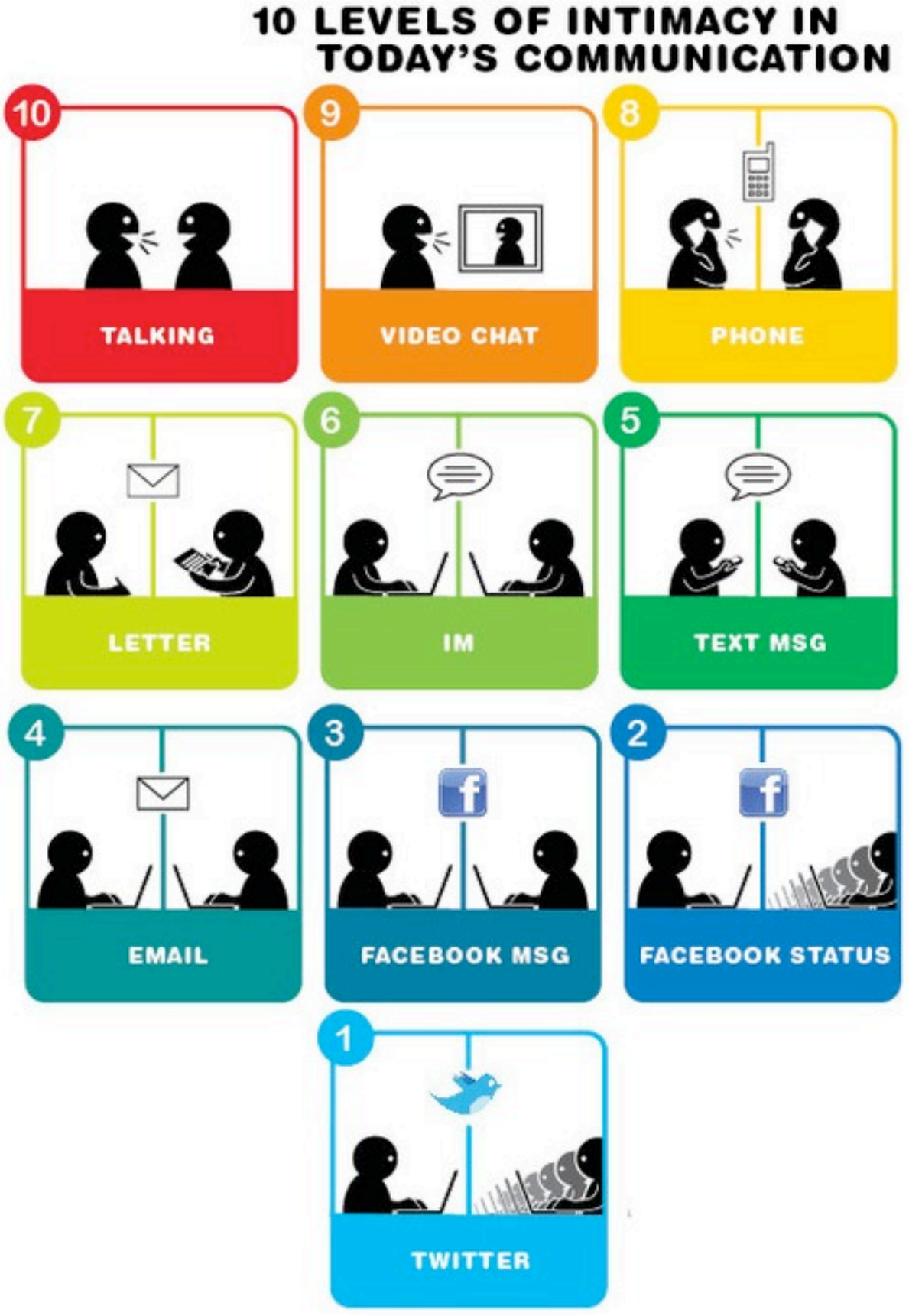
The Team Social

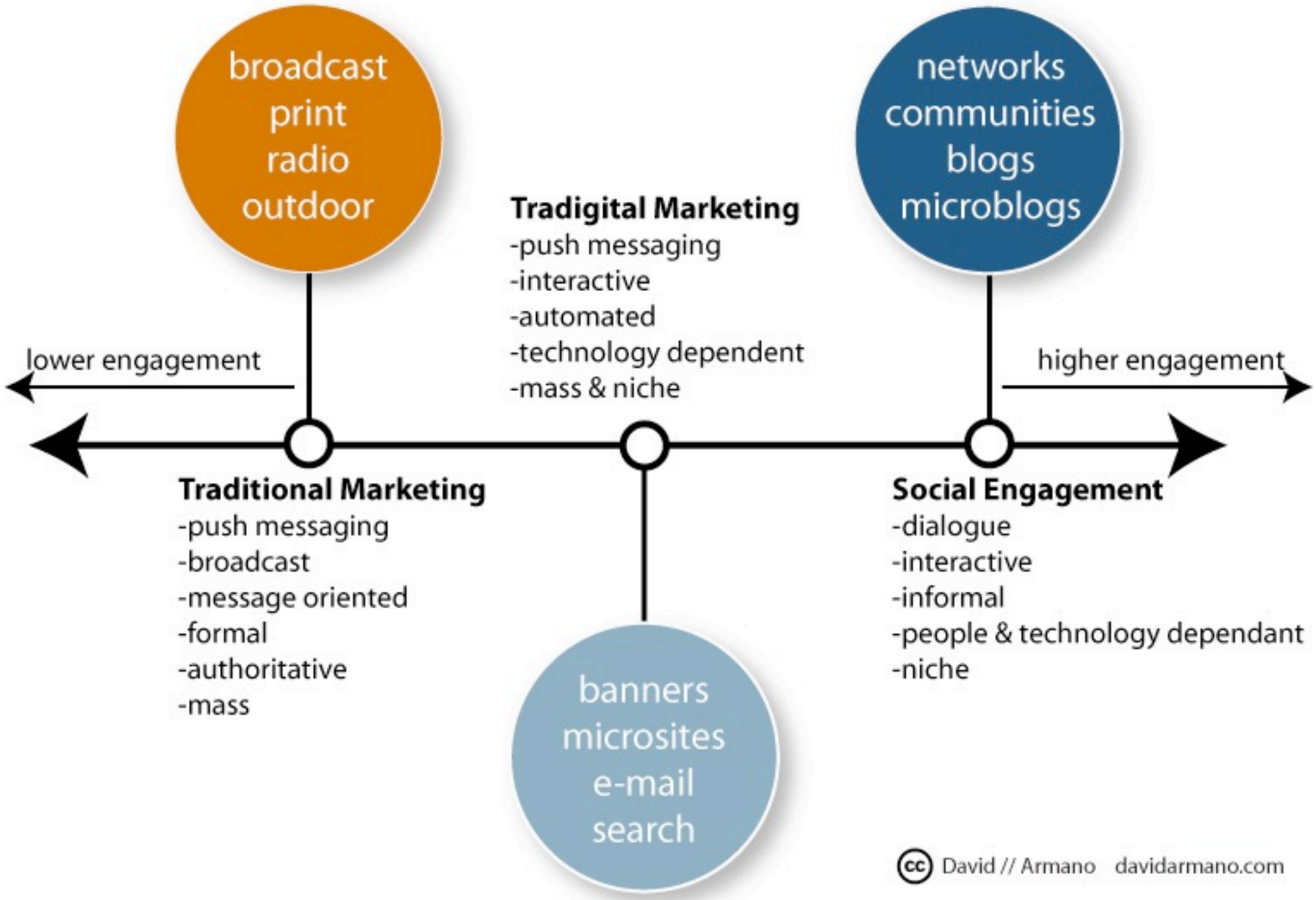
Social Media for Large Organizations

Agenda

- Social Media for Universities
- Problems faced by large organizations and team division
- Team-based account management
- Social Media Crosstraining - Tools for Campaign Success
- Measuring Success - Tools & Techniques


10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION
10
TALKING
9
VIDEO CHAT
8
PHONE
7
LETTER
6
IM
5
TEXT MSG
4
EMAIL
3
FACEBOOK MSG
2
FACEBOOK STATUS
1
TWITTER

AIM TUNDRA
RECEDING GLACIERS OF AOL AND WINDOWS LIVE
SEA OF FORGOTTEN MEMES
BEBO
117 MILLION*
ORKUT
100 MILLION*
YAHOO
EBAY
GOOGLE INFORMATION GATHERING OUTPOST
GOOGLE INFORMATION GATHERING OUTPOST
FARMVILLE VALLEY
GOOGLE INFORMATION GATHERING OUTPOST
DRUNK PICTURES MOUNTAIN RANGE
FRIENDSTER
115 MILLION*
LAKE OF MYSPACE BANDS
FACEBOOK
500 MILLION
FORMER KINGDOM OF MYSPACE
125 MILLION*
NOT ALL USERS ARE ACTIVE
@FJORDS
OMFG WTF TTYL OCEAN
*AS OF 2009
Hi5
70 MILLION*
TWITTER
114 MILLION
STRAHT OF BING
HABBO
178 MILLION
SEA OF PERSONAL INFORMATION
DEATH VALLEY OF JOHN MAYER TWEETS
GOOGLE INFORMATION GATHERING OUTPOST
FLIXSTER
VOLCANIC ISLAND OF IPHONE APPS
DIGSBY
BAY OF TAGS
FLICKR
FOURSQUARE
TWEETDECK
TWITPIC
WORDPRESS
ISLES OF APPS
STUMBLEUPON SEA
BLOGSPOT
LIVEJOURNAL
LAST.FM


broadcast
print
radio
outdoor
networks
communities
blogs
microblogs
Tradigital Marketing
-push messaging
-interactive
-automated
-technology dependent
-mass & niche
lower engagement
higher engagement
Traditional Marketing
-push messaging
-broadcast
-message oriented
-formal
-authoritative
-mass
Social Engagement
-dialogue
-interactive
-informal
-people & technology dependant
-niche
banners
microsites
e-mail
search
David // Armano davidarmano.com

SM for Universities

Student Usage

SM for Universities

- Boost Student Enrolment – Provide a feel for school life through an online community.

- 3 to 5 times more successful than standard marketing targeting

- Peers are more influential in school choice than advertising.

- FB fans are almost 70% as likely to recommend a product. Twitter followers higher.

Social Media Inside Educational Institutions Heiberger, “Have You Facebooked Astin Lately?”, “New Directions for Student Services” no. 1247

Prospective Students Today

Social Media Use

"Scrolling Toward Enrollment," Noel-Levitz, 2009 Pew Internet & American Life Project, 2010

Prospective Students Today

- Grew up with Internet technology
- Nearly three-quarters use social media
- 18 percent use Twitter
- More than 9 out of 10 own a cell phone
- 67 percent own an MP3 player

"Scrolling Toward Enrollment," Noel-Levitz, 2009 Pew Internet & American Life Project, 2010

Prospective Students Today

- 81 percent access the Internet wirelessly
- 70 percent believe colleges should have a presence on social networks
- 70 percent want online contact with a school as they complete an application

"Scrolling Toward Enrollment," Noel-Levitz, 2009 Pew Internet & American Life Project, 2010

Prospective Students Today

Want to be Engaged

“Scrolling Toward Enrollment,” Noel-Levitz, 2009, “Recruit at Bowling Green State University: The Role of Social and Digital Media,” Glassford , Dec. 2010

What do they Want?

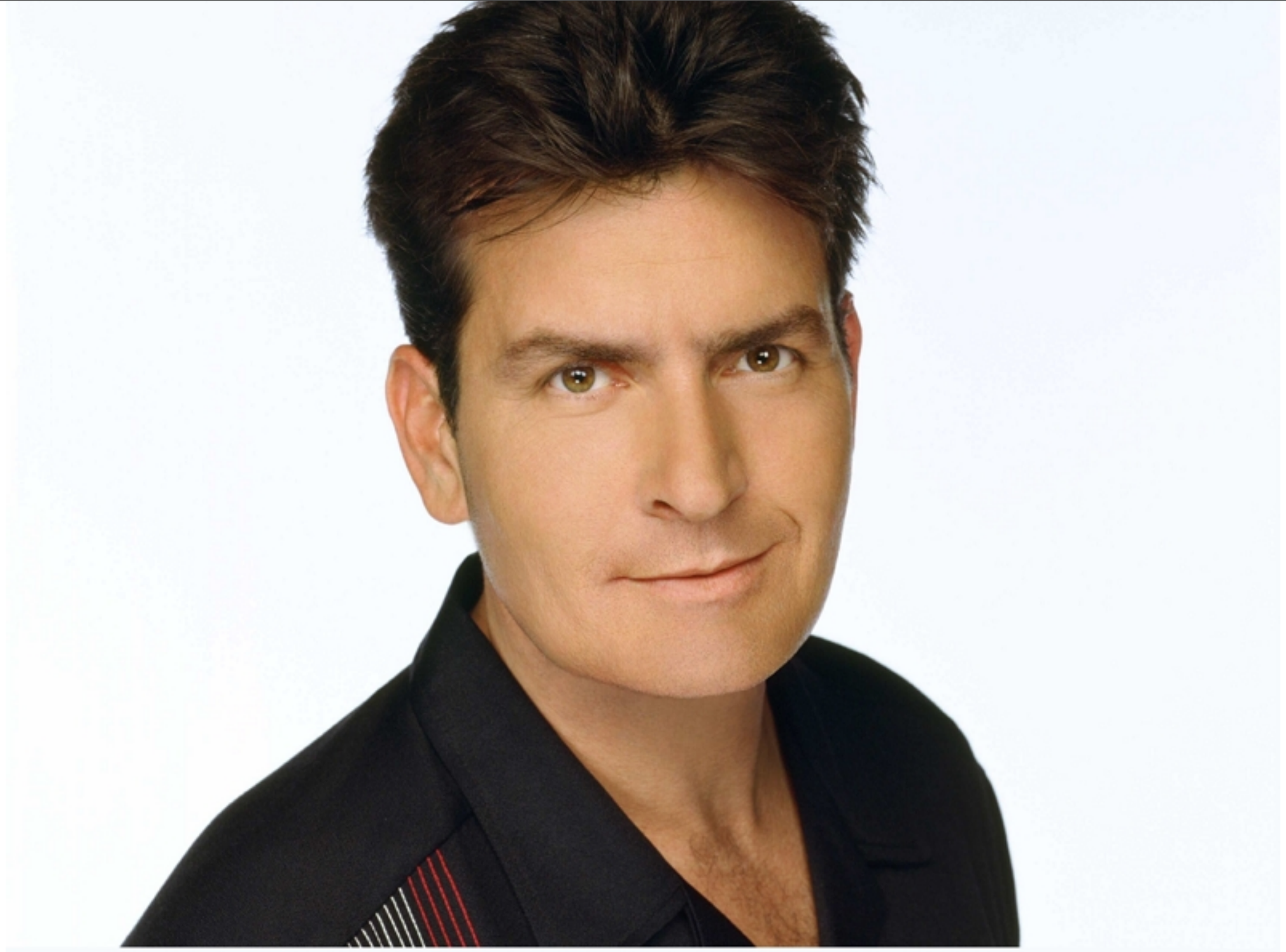
- 70% of prospective students want colleges and universities to create a social media presence
- 51% want to be contacted directly through a social network
- 75% want schools to create private communities

"Scrolling Toward Enrollment," Noel-Levitz, 2009 Pew Internet & American Life Project, 2010

What do they Find Most Effective?

- 50.1% said event notifications
- 47.7% said posts from other students
- 46.6% said posts from the school itself

"Scrolling Toward Enrollment," Noel-Levitz, 2009 Pew Internet & American Life Project, 2010

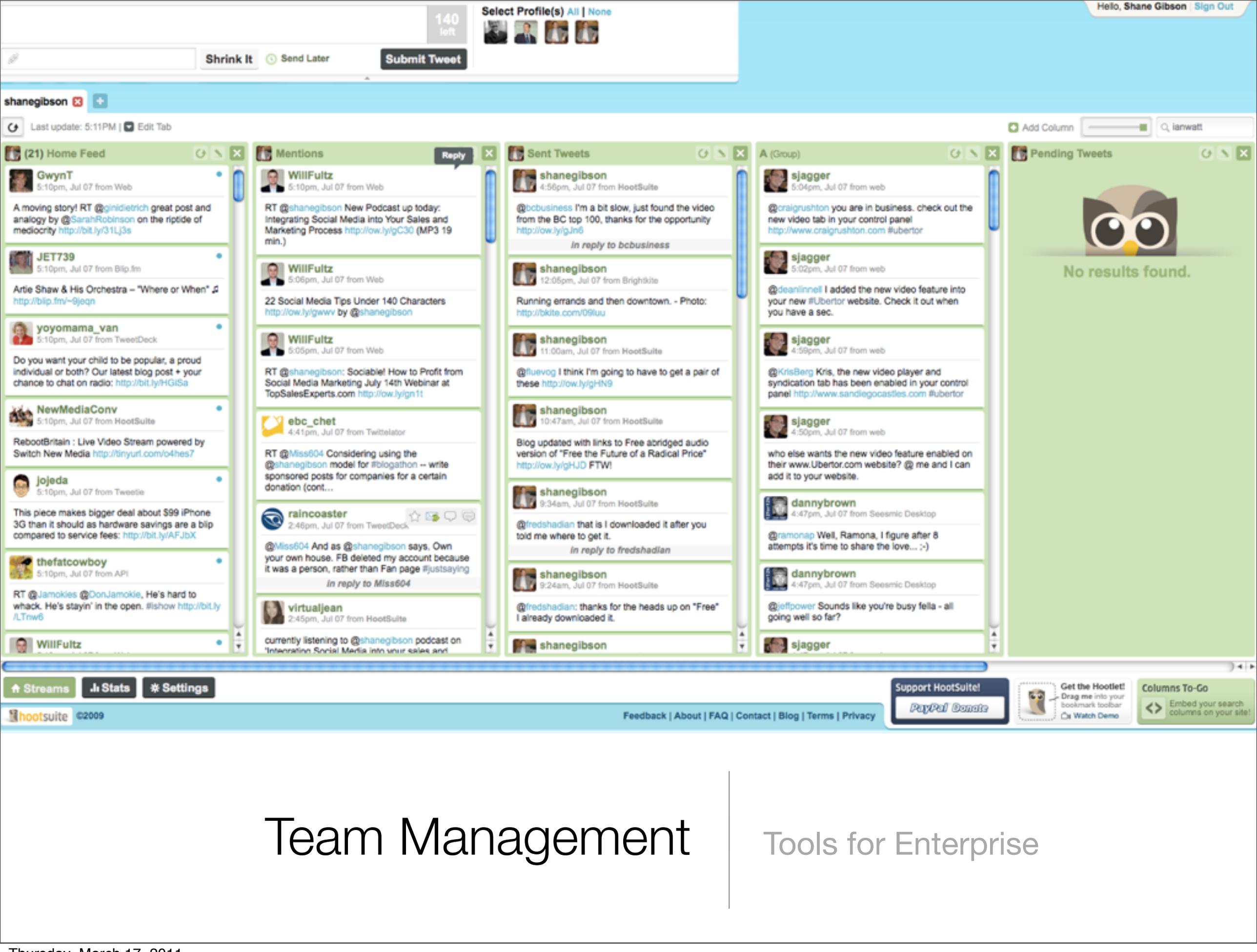


Social Media is #Winning

Why aren’t we doing it?

Why Aren’t More Schools Doing it?

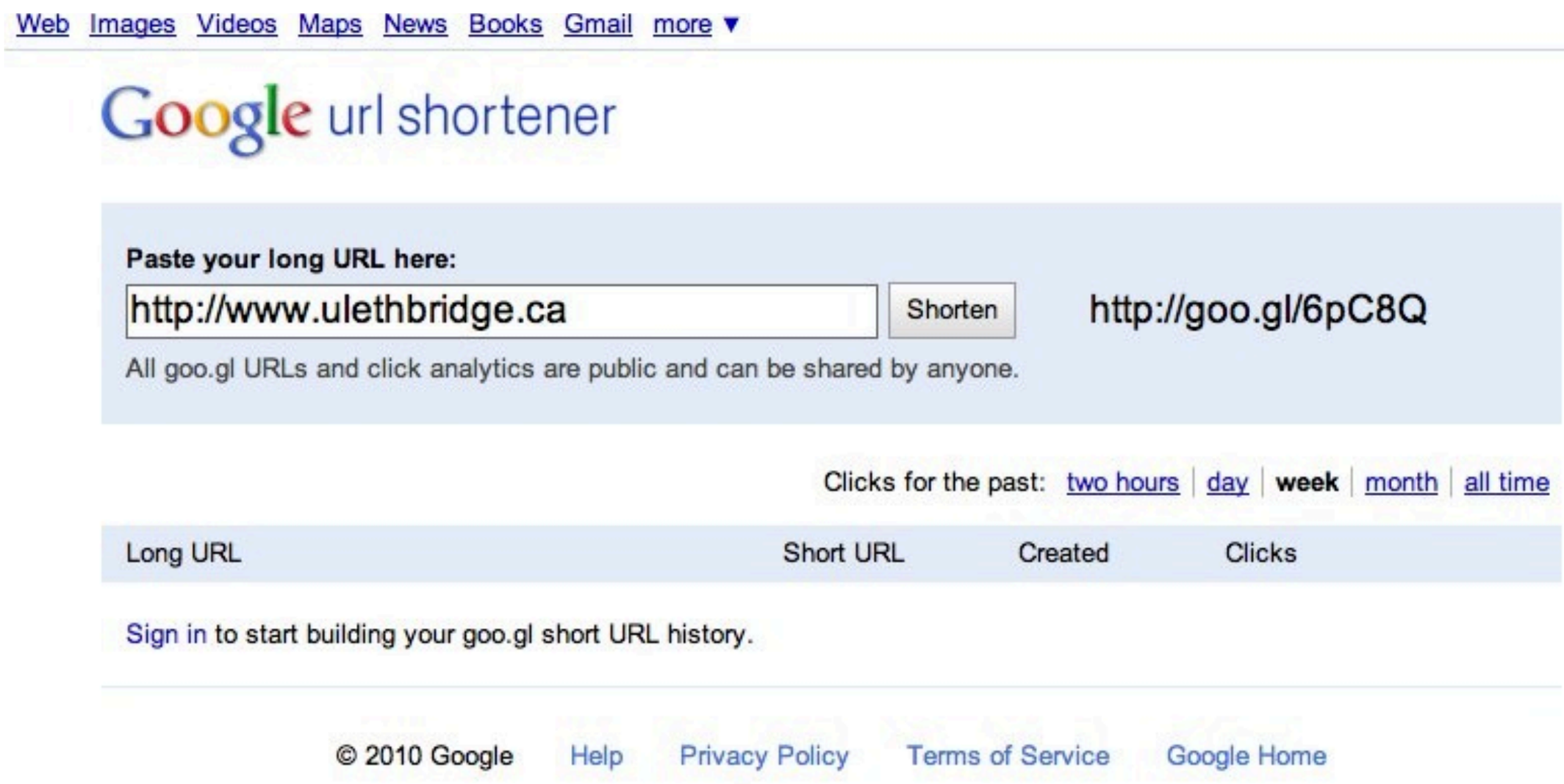
- Overwhelmed by all the choices
- Measuring success seems difficult
- It requires dedicated staff
- Confusion of ownership



Team Management

Tools for Enterprise

Team-based Tools



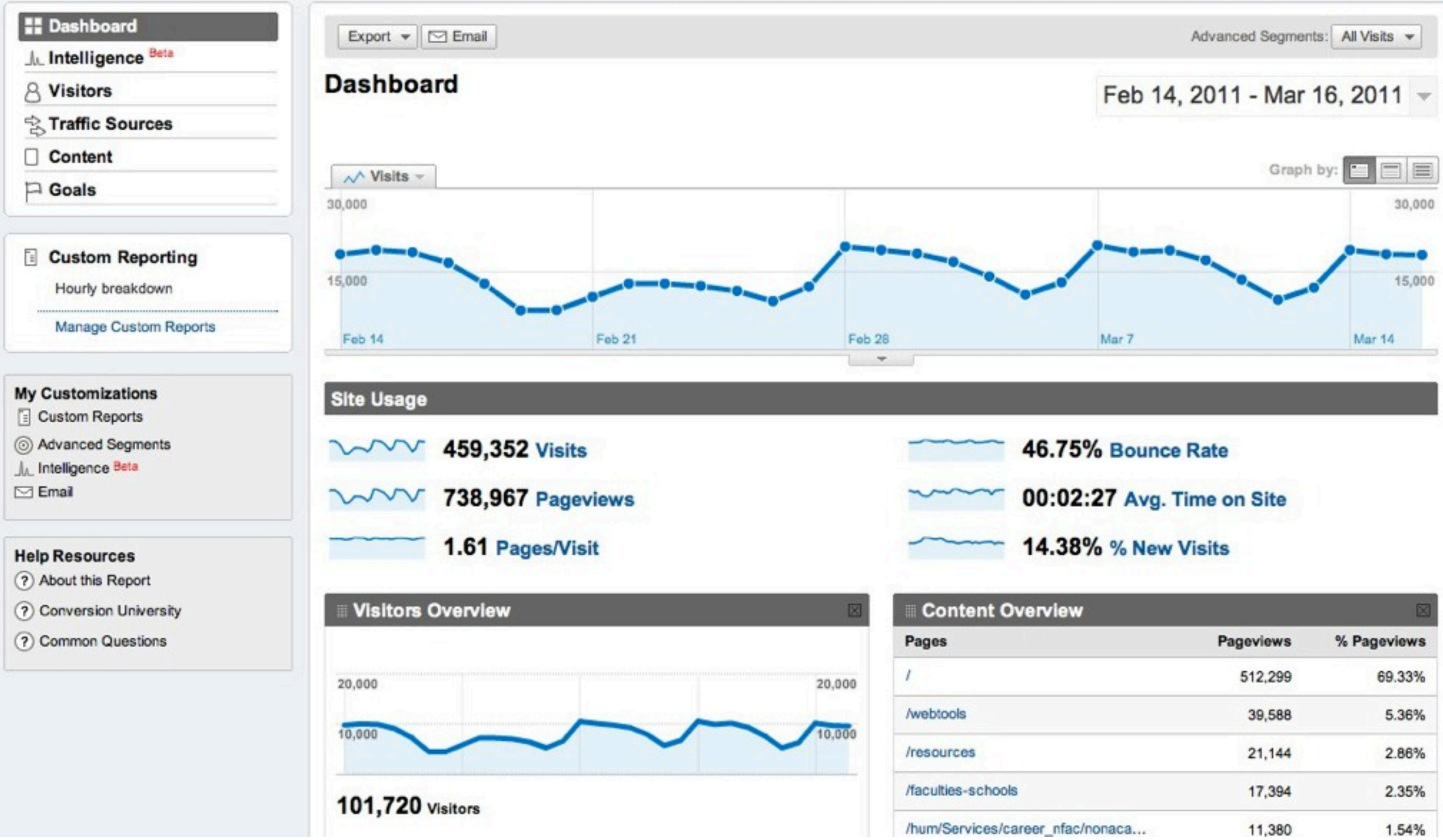
Google's URL Shortening Service

SCAN THIS CODE
Get Festival Info Delivered
Instantly to Your Smartphone!
1. USE SMARTPHONE TO GO TO bit.ly/QR & DOWNLOAD A QR READER APP.
2. SCAN THE QR CODE ABOVE WITH YOUR NEW QR READER APP.
3. INSTANTLY BROWSE FESTIVAL INFO RIGHT FROM YOUR PHONE!
m.rochesterjazz.com
QR Program/Mobile Site Created by: PhilipsonGroup.com
Sponsored by:
KODAK HALL AT EASTMAN THEATRE
GLADYS KNIGHT
KEB' MO'
HERBIE HANCOCK
BERNIE WILLIAMS BAND
JEFF BECK
KILBOURN HALL
MAX OF EASTMAN PLACE
HARRO EAST BALLROOM
MONTAGE
XEROX AUDITORIUM

QR Codes

Measurement

Social Media Analytics



Setting Goals

Conversion

Discover What The World Is Saying

- Monitoring of all brand-related topics across thousands of social media websites

- Near-real time updates on published content – High priority or important posts – Can be delivered right away, daily or weekly

- Monthly trend reports examining – Key topics of conversation – Trends in content categories – Activity across multiple social media types – Tracking of student outreach – Expert analysis and recommendations

Manage Your Social Media Presence

- Social Engagement – Reach out to prospective students, existing students and alumni – Go beyond just a Facebook page – Show thought leadership in your industry

- Aggregate discussions to showcase interesting conversations about the industry as a whole

- Manage all of your social media presences through one control panel – Assign tasks, manage approval processes and schedule content publishing – Seamlessly cross-publish across multiple networks – Track unique visitors from each social network to target more efficiently

Improve Student Satisfaction

- Social Media CRM Solutions – Proactively address student issues before they become a problem – Get real-time updates as issues appear online – Manage workflow through social media engagements – Auditing engagement trails – Analyze positive interaction

Increase Retention or Enroll-to-Start

- Retention-Focused Communities – 76% of incoming students in 2009 said they want their school to provide a private social network – Customized communities address your students core needs – Impact enrolment and engagement by driving interconnectedness

Help Graduates Get Hired

- Alumni engagement networks – Help alumni network – Create active job message boards and recruitment channels – Aid in fundraising – Disseminate prestigious alumni news

Thank You

@mwarf

Frequent Users

- Participate more often and spend more time in campus organizations

- Interact face to face daily with close friends and feel strong connections to them

- Twitter increases student engagement and improved grades

- Helps transition and adjustment to student life

Downsides

- Miscommunication occurs because of limited context with digital communication
- Rumour propagation
- Harassing content
- Little or no consequences