Inspiring innovations that change the world.

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Retweets, Hashtags and Mentions: Using Twitter to Communicate

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But before we get to that…

A little bit about what we do.
Messaging Comes First

Based on recent market research we’ve done, three key messages will best heighten brand awareness – a key University Advancement goal

- Students who employers want to hire (ex. WSJ rankings/Facebook)
- Ground-breaking, high-tech research (ex. Eye360)
- World-renowned professors taking a genuine interest in their students (ex. Rubin)
Homepage presents multiple options for rich storytelling of our brand
Specialty sites for key message-based projects
Specialty sites and pages for University Advancement participation goals
Extending our brand messages further

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Carnegie Mellon’s App for iPhone & iPad

Featuring a campus map, directory search, Carnegie Mellon homepage stories, social media feeds, videos, photos, wallpapers, ringtones and more.

The iPad version also includes quick access to Carnegie Mellon Today online.

Learn more » Download now!

Version 2.1 Updates

You spoke. We listened. Version 2.1 has all the features you’ve grown to love and more.

You can now turn off unread count badges on the home screen and in the tab bar. You can also swipe sources in the “Feeds” and “Multimedia” tabs to mark all as read.

News/Social Media Feeds

Choose from a broad range of Carnegie Mellon feeds to stay up to date on university stories — and share favorites with your friends.

Video, Photos & More

Browse photos and video created by Carnegie Mellon and our users on YouTube and Flickr through our multimedia feature.

Directory Search

Search the university directory and add results to your own address book.
And…

Social media.
Social media, anchored by key messages and coupled with customer service

- Part message center, part interactive help desk
- Social media is 3rd highest traffic source to www.cmu.edu
- Great tool to share CMU in the news (TechCrunch, New York Times, etc.)
Social media has broad audience—alumni, prospective students, parents, investors, researchers, news media...

- Our focus:
  - Facebook – 25,000 + “likes”
  - YouTube – 15,700 + subscribers
  - Twitter – 8,200 + followers

- Work with colleagues across campus who are managing social media in an official capacity

Find a sampling of CMU’s social media outlets at: www.cmu.edu/social-media
Selected Social Networking Sites Unique Visitor (000) Trend
Source: comScore Media Metrix, U.S., Jun-2010 to Jun-2011

- Facebook.com: +14%
- LinkedIn.com: +63%
- Myspace: -50%
- Twitter.com: +31%
- Tumblr.com: +204%

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What is Twitter?

- A micro blogging tool
- 140 characters or less, oh my
- Meant to give a quick teaser, then link to more info
- It’s not Facebook
  - More business-y
  - More frequent
  - Does not have 712 million users
Who’s out there?

Twitter Site Usage by Age
% of U.S. respondents who use site at least once per month

Source: CMB Consumer Pulse 2009-2010
Why we use it.

Carnegie Mellon is an innovative university, yes?

Twitter allows us to share university news, connect our community and interact with our audiences: alumni, prospective students, parents, friends, students and faculty/staff.
Let’s take a look

www.twitter.com/carnegiemellon
A new language. But an easy one to learn.

RT = Retweet
DM or D = Direct message
HT = Heard through (some also say “hat tip)
Via = Heard through

# tag = lets you search for a particular subject (can also be sarcastic/funny)
@
= symbol must go in front of any Twitter username
A new language. But an easy one to learn.

Sending a message to someone; public, but not to all of your followers (http://bitly.com/pMrUaB)

Or, send to all of your followers by starting with anything but @

This site offers a great primer, too: http://bitly.com/pyrW6t
So, should you jump on the bandwagon?

- How to get followers
  - Interesting content…
    - Updated often…
    - That users want to know.
  - Remind them at every single turn.
    - Your website
    - Your email signatures
    - Your newsletter
    - Everywhere
So, should you jump on the bandwagon?

- Think about what you would say.
- Think about who you would say it to.
- Then decide if Twitter is the best place to say it.
- Let’s talk.
Questions? We’re here.

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