Is Social Media Right for Your Department/School?

Jay Brown & Amanda Berneburg
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http://www.youtube.com/user/Socialnomics09
Social Media Landscape

Expressing
- Publication
- Discussion

Networking
- Search
- Niche
- BtoB

Tools
- Search
- Niche
- BtoB

Social Platforms
- Facebook
- Friendster
- Orkut
- MySpace

Content
- YouTube
- Flickr
- Last.fm

Product
- Crowdstorm
- Feedback
- Librarylink

Place
- Brightkite
- Zvents
- Trip

Sharing
- Recommend
- Suggestions
- Share

Gaming
- Casual MMO
- MOG
- MMORPG

FredCavazza.net

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Carnegie Mellon
www.cmu.edu
Social media is hugely popular...

BUT WHO IS USING IT?
Exponential Growth

Facebook users doubled.

Twitter users grew by more than 1,000% percent.

Facebook is now 2nd most visited site on the web (just behind Google)
Twitter Age Groups

12-17 & 18-24 Yrs Old
Growing rapidly

Boomers declining
Facebook Age Groups

18-25 & 26-34 are largest groups

Nearly 1 in 5 teens with a Facebook profile had decreased or discontinued their use of the site as of April 2010.

Source: Teen study from OTX and virtual fashion site Roi world.

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How the university uses it...

FOR MULTIPLE GOALS
General Philosophy

People are already talking. We need to be part of it.
Watch. Listen. Engage.
Be polite.
Let them talk (don’t delete).
Remember, the world is watching.
Using social media for our goals

Audience: prospective students, alumni, thought leaders, current students, faculty, staff

**Facebook**: community building; “customer” service; sharing news; triage

**Twitter**: quick response/“customer” service; giving personal attention; sharing news; promoting sub-brands

**YouTube**: showing versus telling; community building; broad audiences (Last Lecture, Scotty at Carnival)
All things start

WITH A PLAN
Plan for it

1. Define Audience
2. Define Message
3. Set Goals
4. Decide on social media fit
5. Set-up resources
Message

Consider your Content

• Will you be able to have an ongoing conversation?
• Do you have a wide variety of content to share?
• Will you be sharing links to different stories?
Audience

1. Define your audience (be as specific as possible)

   Examples: prospective undergraduate students; parents of current students; students enrolled in biology

2. Are they already on social media? Where on social media are they? And, more importantly, do they want to hear from you on social media?

   Consider a survey; monitor a Twitter stream; search for similar Facebook groups and pages, perhaps competitor sites
Goals

1. What do you want to achieve by using social media?
   - Building buzz and conversation around a particular program?
   - More traffic?
   - Increase in applications?
   - New knowledge about your “customers?”

2. How will you measure your goals?
   - By number of “followers?”
   - Increased comments/conversation?
   - Increase applications?
   - Increased attendees at events?
Resources

Most social media is free of out-of-pocket costs, but what other resources are needed?

- Time
- Personnel
- Video adds another dimension (equipment, more resources)
And now...

Match your audience and goals to social media

Example:

• Audience: Center XYZ alumni
• Goals: Connecting alumni to each other and to the university
• Measurement: Achieve 50 “followers” in six months

Social media: Create new Facebook page
Example #2:

Match your audience and goals to social media

• Audience: Enrolled students
• Goals: Telling new students about orientation

• Leverage student-created existing social media: http://www.facebook.com/group.php?v=wall&ref=ts&gid=110620162287920
Example #3:

Match your audience and goals to social media

• Audience: all current undergraduate students
• Goals: telling them about deadlines for financial aid and bill payments

Social media: Is this a good fit for social media?
Example #4

- Audience: innovators/thought-leaders in computer science
- Goals: brand awareness; media relations
- Measurement: gain 100 followers in first 4 months

Social media: Twitter [http://twitter.com/SCSatCMU](http://twitter.com/SCSatCMU)
If social media is right for you...

DO IT RIGHT.
Execution

It’s not “build it and they will come.”
It takes sound execution and smart promotion.

Good: [link removed to protect identity]

Bad: [example removed to protect identity]
Promotion

How will people find your page?

- Promote internally first (your own colleagues)
- Add it to your email signature
- Link to it from your homepage
- Include it in any printed materials/brochures
- Print posters for your building/office
- Search out followers by monitoring Twitter and university channels
So, is it for you?

• Do you know what you’re doing? (try it personally, first)
• Make a plan
• Re-evaluate and refine
Important link to note:

www.cmu.edu/social-media

Follow-up questions? Tweet us 😊

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