REVIEW: **Think Big. Think Global.**

- U-M can change the world, but the world must know what we’re doing and thinking.

- U-M has been global from the start. It’s part of our DNA.

- All the great universities are expanding globally, becoming transnational institutions.

- The world’s problems are complex, demand global cooperation and solutions.

- English can’t be our only language if we want to tell our story worldwide.

- Leverage trips to boost your global profile.

- Social is a great way to start a global conversation.
UPDATES
UPDATES: U-M @ SXSW

• South by Southwest in Austin, Texas, since 1987
• Over 85,000 attendees
• Film, tech and interactive focus
• U-M booth five years running
• Entrepreneurship: Innovate Blue
• Multiple U-M sponsors
• Digital wall — all 19 schools and colleges represented
UPDATES: U-M @ SXSW
What’s on the iPads?

- Rankings
- Degree programs
- Faculty/researchers
- Notable alumni
- Student opportunities

- Career opportunities
- Student Life
- Campus Support
- Cost
- Applying
UPDATES: Congratulations to...

SREYASHI DEY
Senior Marketing Communications Specialist, ITS Communications

HEATHER KIPP
Senior Marketing Communications Specialist

KAT BERGMAN
Communications and Marketing Manager, Gerald R. Ford School of Public Policy

GINA LIPOR
Marketing Communications Specialist, CoE Division of Integrative Systems + Design (ISD)
UPDATES: Notable News

- MSC farewell event: **Friday, March 14**
- President Schlissel update
- Innovate Blue
- U-M basketball in NCAA tourney
- Diversity at U-M
- Spring Commencement
- New U-M license plates
TAKING THE “SHINY” OUT OF SOCIAL

Nikki Sunstrum, U-M Director of Social Media

nikkisun@umich.edu
Key Points

- Social Media is not new
- Not everybody needs Social Media
  *Did the Director of Social Media just say not to do social?*
- Think, measure, engage…and measure again
- Strategy and Innovation
The Stats

• 1 in 4 people use social networking sites
• Globally, in 2012 over 1.73B registered users of social — By 2017 2.55B
• 73% of adults are using social media — 56% in America
• 43% of senior citizens in the U.S. now use social media
• There are now more smart devices than people
• 57% of people are talking more online than they do in real life
• Nearly two-thirds of Americans sleep with their cell phones
SOCIAL MEDIA IS NOT NEW!
The way in which we get our point across has changed, not the concept or necessity of information distribution.
Transparency

Customer Service

Promotion and Marketing
NOT EVERYBODY NEEDS SOCIAL MEDIA…

WAIT, WHAT?
Looking at the bigger picture

Assessing long-term strategy

Embracing collaboration
CONTENT OVER CREATION
@ArionTSun “why do you keep putting the poop emoji on everything? It’s weird.”

ATS: What? That’s chocolate ice cream! #kidswithtech #fail
ariontsun
4 months ago
I miss you mom. Counting down till Wednesday to see you! <3 <3

♥ nikkusunstrum, ariontsun, alivia_benedict and 4 others like this.
Focus on your strengths

Identify where your audience is

Drive the message

Engage, Inform, Educate
VALUE ADD AND ROI
BOTTOM LINE: Are we seizing the available opportunity to elevate the perception of our programs and the success of our overall institution?
#UMSocial 2.0
## BEST PRACTICES

### FACEBOOK
- An Introduction: The Basics of Facebook
- An Introduction to Facebook Page Development and Strategy

### TWITTER
- Social Media Best Practices: Selecting a Hashtag and Livetweeting

### INSTAGRAM
- Instagram 101: The Basics

### PINTEREST
- A Beginner’s Guide to Pinning Pins

### SUBMIT CONTENT

<table>
<thead>
<tr>
<th>Department</th>
<th>Follow on</th>
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<tbody>
<tr>
<td>Alumni Association</td>
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<td>College of Engineering</td>
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<td>College of Literature, Science &amp; The Arts</td>
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<tr>
<td>Michigan Athletics</td>
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Here is where you will find all of the resources you need to #StaySocial and #GoBlue!
Strategy and innovation

Streamlining

Leveraging success

Promoting a unified message
TAKE-AWAYS: Taking the “Shiny” Out of Social

• The method is new, not the concept: tweets are the new press release
• We can’t all be red skittles: not everyone needs social media
• Don’t underestimate the power of strategy: measuring and goal setting
• Embrace opportunities for collaboration: we are stronger together
• Don’t get caught thinking poop is ice cream: know your content and audience
• Running with a bed sheet sells nothing: seize the opportunity to engage
• socialmedia.umich.edu: resources, inventory, content and strategy
Q & A
SHOW & TELL

Malinda M. Matney, Ph.D., Senior Research Associate
Eric Heilmeier, M.A., Director, Campus Information Centers
SOCIAL MEDIA SURVEY FINDINGS
Current First-Year Students Were in 4\textsuperscript{th} Grade When Facebook Started

- When we marvel over social media, it is as if we are marveling over electricity or a wheel.
- Just over 92\% use Facebook; 47\% use Twitter.
- Other than Facebook and YouTube, there is no majority platform. Students are scattered.
- Student survey conducted annually since 2007 in response to university concerns about student interaction with Facebook.
Q56: As a student, how do you feel about the following entities/groups following through social technology? – U-M offices/departments

- Excited: 3.25%
- Good: 15.16%
- Ambivalent: 40.79%
- Concerned: 10.20%
- Disapproving: 24.56%
Faculty/Staff Still Working Through Their Own Online Presence

- We have both early adaptors and laggards.
- Just over 82% use Facebook; 35% use Twitter.
- Faculty/Staff receive an average of 67 email messages daily.
- Faculty/Staff survey conducted annually since 2009 in response to increasing anxiety from these populations about Facebook.
Faculty and Staff are Getting Less Anxious about Social Media

Q24: How do you feel about the following entities/groups following you through social technology?
– U-M offices/departments
SHOW & TELL

Shannon Riffe, Assistant Marketing Director of Online Engagement
Office of University Development

sriffe@umich.edu
Twitter, Data & Donors
@LeadersandBest
Twitter

Leaders and Best
@LeadersandBest

Through this great institution, you can become a leader in the global good, influence trends, shape the world, and make good things happen.

Link to website: [leadersandbest.com](http://leadersandbest.com)

Tweets:

1. HELP! I’m stuck in a social media rut! Tips for getting out of a social media rut.
2. Leaders and Best: 7th MT: EUPHORIA! Blue 80% of waste from plastic/foil/film packaging from @leadersandbest

Excel Sheet:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Company</th>
<th>Industry</th>
<th>Location</th>
<th>Department</th>
<th>Email</th>
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<th>Website</th>
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<td>President</td>
<td>TechCorp</td>
<td>Technology</td>
<td>San Francisco</td>
<td>Sales</td>
<td><a href="mailto:john.doe@techcorp.com">john.doe@techcorp.com</a></td>
<td>555-123-4567</td>
<td>techcorp.com</td>
</tr>
<tr>
<td>Jane Smith</td>
<td>Marketing Manager</td>
<td>AdWorld</td>
<td>Advertising</td>
<td>New York</td>
<td>Marketing</td>
<td><a href="mailto:jane.smith@adworld.com">jane.smith@adworld.com</a></td>
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<td>adworld.com</td>
</tr>
<tr>
<td>Joe Bloggs</td>
<td>CEO</td>
<td>Global Inc</td>
<td>Global</td>
<td>Los Angeles</td>
<td>Operations</td>
<td><a href="mailto:joe.bloggs@globalinc.com">joe.bloggs@globalinc.com</a></td>
<td>555-321-456</td>
<td>globalinc.com</td>
</tr>
</tbody>
</table>

Total: 556
Data

Alums v. Non-Alums
- Non-Alumni: 283 (51%)
- Alumni: 270 (49%)

Home State: MI v. Other
- Other: 172 (34%)
- Michigan: 337 (66%)

Male v. Female
- Female: 291 (52%)
- Male: 265 (48%)

Home State Breakdown Minus MI

Date of Recognition Credit

30 Major Gift Prospects
Donors
COMMUNICATORS’ FORUM: Up next

SHORTENING THE DIGITAL CYCLE
HOW TO GO TO MARKET QUICKER
Christopher Billick, Director of Digital Media

May 22 | Possible location: North Campus?
THANK YOU

You can go back to work now :)

M