Today’s Agenda

• Welcome
• New Hires
• Notable News
• Show & Tell: U-M Media Co-Op Program
• Featured Event: Optimizing Content Marketing for Results
WELCOME
Communicators’ Forum — May 4, 2017
UPDATES
UPDATES: Congratulations to...

Karly Schafer
Events and Communications Coordinator
College of Literature, Arts and Sciences

Melissa Bauernfeind
Events and Communications Specialist
College of Literature, Arts and Sciences

Katharine Barker
SSC Training and Communications Manager
Shared Services Center

Paula Sorrell
Director
Institute for Research on Labor, Employment, and the Economy

Dale Parry
Associate Director of Marketing
School of Information
UPDATES: Alumni Census Toolkit

Encourage alumni to participate.
umalumni.com/census-toolkit

Resources include:
- Customizable logos
- Bicentennial Census platform
- Example Census form
- Launch timeline
- Copy & images for each phase (awareness, action, remind)
- Internal FAQs on Census project
- Census page: umalumni.com/census

Questions?
Contact Jennifer Janssen, Marketing Manager
janssenj@umich.edu
UPDATES: Alumni Census Toolkit

S/C/U COMMUNICATIONS

Spread the word via:
- Dean’s emails to your alumni
- Newsletter items
- Social media
- Magazine stories or ads
UPDATES: **Notable News**

- Made at Michigan
- Michigan Impact
- Commencement
- Bicentennial Summer Festival
UPDATES: Made at Michigan

Coming May 8: madeatmichigan.umich.edu
UPDATES: Michigan Impact

MESSAGE FROM THE PRESIDENT

Dear President,

From the moment the University of Michigan was established in 1817, our university has cultivated a culture of excellence and innovation that has shaped the course of history for more than 200 years. Our commitment to the pursuit of knowledge, discovery, and creative expression continues to inspire generations of students and scholars.

As we celebrate UIU's Centennial during the course of 2017, we are very proud of the benefits we are providing to our students, faculty, and staff. With new initiatives, unique partnerships, and expanded research opportunities, our University is poised to remain a leader in higher education.

President's Message

STORIES BY REGION

Zuburica

North Michigan

Central Michigan

WEBSITE NAVIGATION

Home

About Us

Contact Us

Send story ideas to Kim Broekhuizen
UPDATES: Commencement

Learn more in the U-M in Review
UPDATES: Bicentennial Summer Festival

• The Evolving Bargain Between Research Universities and Society (June 26 & 27)

• MStaff200 Celebration (June 27)
SHOW & TELL

UM Media Co-Op Program

Stephen Schram | Executive Director, Michigan Public Media
Kathy Agosta | Director Corporate Support, Michigan Public Radio
U-M Media Co-Op Campaign

• Now in its 3rd successful year

• Funded by the Office of the Vice President of Communications, nearly 50 U-M units have benefited from the program this fiscal year

• The co-op dollars are used in The University Record and/or Michigan Radio by the qualifying S/C/Us to extend their advertising reach
U-M Media Co-Op Campaign – What is Co-Op?

• Co-Op is a special fund of earmarked dollars that can be added to your media investment to make it go further.

• If you understand, *Buy One, Get One*, then you can master the art of co-op.

• This is **Free Money**, added to your budgets, for your media expenditures the *University Record* and *Michigan Radio*. 
U-M Media Co-Op Campaign—Quick Factoids

• It’s a tangible, valuable benefit to communication units across the U-M campus

• Co-Op funding which can serve as an initial entre to external media marketing for your department

• There is no other program among our peer higher-ed institutions that provides this type of cooperative funding

• Expanding the ability for U-M S/C/Us to promote special programs and event offerings to broader audiences
U-M Media Co-Op Campaign—How does it work?

- Any U-M S/C/U can qualify >>> this means YOU :)
- If you have a shortcode, you are ready to participate
- Use your U-M Media Co-Op spend to promote events, concerts, activities, campus services, clinical trials, evening classes, etc.
U-M Media Co-Op Campaign—How does it work?

- New accounts to U-M Media earn 1:1 (100%) co-op support
- Returning accounts to U-M Media earn 1:2 (50%) co-op for every dollar you spend
U-M Media Co-Op Campaign—How does it work?

Your $1,500 + $1,500 Co-Op = $3,000 Total U-M Media spend

New account earns 1:1 co-op with minimum $1,500 investment
U-M Media Co-Op Campaign—Returning Accounts

Your $1,500

$750 Co-Op

$2,250 Total U-M Media spend

Returning account earns 1:2 co-op with minimum $1,500 investment
U-M Media Co-Op FY17 Honor Roll—Is Your Name Here?

Ford School of Public Policy
ITS SS Computer Showcase
LSA/Helen Zell Writers Program
LSA/International Institute
LSA/Near Eastern Studies
Matthei Botanical Gardens & Nichols Arboretum
Michigan Creative
Office of VP for Government Relations
Osher Lifelong Learning Center
School of Kinesiology
School of Natural Resources & Environment
Stamps School of Art & Design
Student Life Auxiliary Marketing
U M-Dearborn
U-M Arts & Culture
U-M Bicentennial

U-M Center for the History of Medicine
U-M College of LSA
U-M Comprehensive Stroke Center
U-M Construction Services
U-M Dearborn College of Business
U-M Department of Physics
U-M Depression Center
U-M Dept of Electrical & Computer Engineering
U-M Division of Gastroenterology
UM-Flint Graduate Programs
UM-Flint School of Education & Human Services
UM-Flint School of Management
U-M Golf Course
U-M Health Research /MICHR
U-M Institute for Healthcare Policy & Innovation
U-M Institute for the Humanities
U-M Media Co-Op FY17 Honor Roll—Is Your Name Here?

U-M Master of Health Informatics
U-M Museum of Art
U-M Office of Diversity, Equity & Inclusion
U-M Poverty Solutions
U-M Rackham Graduate School
U-M Ross School of Business
U-M School of Natural Resources & Environment
U-M Tauber Institute for Global Operations
U-M Transportation Research Institute
U-M Weiser Center for Emerging Democracies
U-M Zell Lurie Institute (Capital Symposium 2017)
U-M Zell Visiting Writers Series
University Human Resources

In FY 17, nearly 50 individual Schools/Colleges/Units at U-M participated in the U-M Media Co-Op Program.
U-M Media Co-Op Campaign—Here’s what our clients say:

"The University of Michigan Comprehensive Stroke Center, like Michigan Radio, is committed to the community it serves … Partnering with Michigan Radio has enabled us to reach you, the community, with this important information."
—Jenevra Foley, Operations Director, Michigan Medicine, Comprehensive Stroke Center

"The co-op program gave the International Institute the ability to triple its ad placement for the year with a minimum increase to our advertising budget. The return on investment was a significant boost in event attendance and campus exposure … and working with the Record sales team was effortless."
—Margo Lakin, Communications Editor, LSA International Institute
U-M Media Co-Op Campaign—
Here’s what our clients say:

"Michigan Radio’s staff is well versed in crafting a message that will effectively reach their audience. We are pleased to reach such a coveted audience and to be associated with the strong programming that Michigan Radio provides."

—Mary Nickson, Associate Director, U-M Zell Lurie Institute for Entrepreneurial Studies

"The University Record allows us to reach current customers and units who may not have used our services in the past, and the co-op program has helped to expand our message by significantly increasing our ability to get our message out to the University community."

—Paul Guttman, Construction Services Director, AEC Construction Services
U-M Media Co-Op Campaign—Next Steps:

- FY18 Co-Op campaign funds are accessible for booking on U-M Media
- Contact Todd McKinney (The University Record) and/or Kathy Agosta (Michigan Radio)
- Get program details and short-form application after today’s forum, or…
- Visit the U-M Media websites for specifics:
  record.umich.edu/advertise#coop
  sponsorship.michiganradio.org/?page_id=1037
That’s All Folks!
FEATURED EVENT
Break Through the Digital Noise with Content Marketing

Jessica Teal, Teal Media

Melinda Wuellner, Council on Foreign Relations
IT'S LIKE MARKETING

BUT WITH "FRIGGING LAZERS"
What is ‘content marketing’?

Content marketing is the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting the brand itself.

At the center of content marketing is your audience. Content is produced with specific audiences in mind, with specific engagement goals.

The end goal is a happy audience, however you choose to define that.
COUNCIL on FOREIGN RELATIONS
What Does Content Marketing at CFR Look Like?

- Current model: We produce content and then find audiences for it.
- Ideal model: Find out what our audience needs first, then design content that meets that need.
Three CFR Case Studies

• The “Repurposing Strategy”
• Original Social Content
• The “Repurposed Video”
Case Study: The “Repurposing Strategy”

• Let’s go back to 2010. Social Media rising!

• How do you approach these new platforms when our funding model priorities activities website-based metrics?

• What resources do you use?
Case Study: The “Repurposing Strategy”
Case Study: The “Repurposing Strategy”

Today women across Saudi Arabia took to the streets – in cars – to protest the nation’s de facto ban on women driving. While resistance to women driving remains strong, says CFR’s Isobel Coleman, significant public support will help break the ban under the weight of its own contradictions.

http://on.cfr.org/1eK3IxG

Courtesy Reuters/Faisal Al Nasser
Case Study: The “Repurposing Strategy”
Case Study: The “Repurposing Strategy”

• The problem was that once people clicked, they arrived at content that was very wonky and dense—not like what they originally encountered on the social media platform.

• Lesson Learned: Yes, try to get people to click on on your content but always be mindful of the experience they have once they click. Does the “bait” match the end game?
Case Study: Original Social Content

This is an important distinction to make when responding to crises.

Council on Foreign Relations: Migrants vs. Refugees
What is the difference between a migrant and a refugee?

1:00 · Uploaded on 05/14/2018 · View Permalink
Engagement rate: 1.7% vs. 1.0% average over past 90 days.

Media views: 5,435
Case Study: Original Social Content

• Lessons Learned: If you build it, they will watch—on Facebook.

• Our audience likes it when we bring context to the news with explainer content that isn’t too wonky.
Case Study: Repurposed Video

6 STEPS THE UNITED STATES SHOULD TAKE TO REPAIR THE U.S.-ISRAEL RELATIONSHIP

Council on Foreign Relations: How to Repair the U.S.-Israel Relationship

“The U.S.-Israel relationship is in trouble,” warn CFR’s Robert D. Blackwill and Philip H. Gordon. Here are their bipartisan recommendations for repairing it: http://on.cfr.org/2hR75Ee
Case Study: Repurposed Video

Council on Foreign Relations: Ending South Sudan’s Civil War

This month marks three years of civil war in South Sudan, leaving the country on the cusp of full-scale genocide. What can be done? http://on.cfr.org/2hYLLlL
Case Study: Repurposed Video

- The best performing of all the posts containing the U.S. Israel video received **five times fewer views** that the Refugees vs Migrants video received.

- The South Sudan CSR video received **632** 10-second views.

- Where did we go wrong? **We were repurposing again.**
Lessons Learned: The Up Side

• We experimented and learned a lot about what our audience likes. We know that they appreciate context to the news: history, statistics, foreign perspectives, etc. When we deliver content they like they reward us with engagement.
Case Study:

"Collective discrimination aids terrorist recruitment by deepening fault lines exploited by extremist demagogues to swell their ranks."

Iranian Foreign Minister Javad Zarif on a U.S. immigration ban.
#ThisDayInHistory, 1950: Sen. Joseph McCarthy claims to have a list of "known communists" in the U.S. State Dept, initiating a Red Scare.
Lessons Learned: The Down Side

• We need to do a lot more listening and then **build our content around our audience’s needs**, not the reverse.

• Marketers aren’t fully integrated into the **content production process**. Therefore, the **feedback loop** between our audience and the content producers is weak.

• It’s really hard to **introduce a new metrics** to funders and management.
Everytown is a movement of Americans working together to end gun violence and build safer communities.
Real emotion, real stories
Moral authority
The platform and ability to promote and advocate for common-sense laws that reduce gun violence and save lives
Grassroots power | Started as a single Facebook page
Chapter in every state
Plan of Action

1. Raise awareness
2. Educate people and communities about gun violence
3. Encourage people to take action
4. Instigate change
Meet Tamera

Tamera, 38 | Norcross, GA
Health researcher, CDC
Married, mother of 2
Always on-the-go / busy professional & personal life
Catches up on news and personal interests on social media and email via mobile device just before bedtime

Tamera’s ideal journey with Everytown:

<table>
<thead>
<tr>
<th>REACH</th>
<th>DEPTH</th>
<th>RELATIONSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Consideration</td>
<td>Decision</td>
</tr>
<tr>
<td></td>
<td>Engagement</td>
<td>Advocacy</td>
</tr>
</tbody>
</table>
Awareness: Social Media
On average, an organization will reach just 8% of its fans with a post that isn’t promoted.
We know. It hurts.
But there’s good news, too!
45% of Facebook users who saw a given post were not already fans
If you want to be seen, the TYPE and QUALITY of your content are just as important as the number of Likes that you have.
Tamera’s Questions

Tamera, 38 | Norcross, GA
Health researcher, CDC
Married, mother of 2

1. What is this?
2. Why should I care?
3. How does this impact me?
Types of Content that would appeal to Tamera in Awareness & Consideration

- Surprising facts/data points
- Breaking news
- Stories from families/survivors
- Evidence that proves ‘this isn’t all for nothing’—real change is possible
Everytown’s “Content Marketing” Strategy for Social Media

• Focus on the Awareness and Consideration phases of the audience journey
• Consistent, regular outreach
• High quality, relevant text-based content
• High quality, visually consistent graphics and videos
• Highly consumable, easily digestible
Surprising Fact:

News:

Personal Story:

Evidence that “this isn’t all for nothing”
Everytown Following

Facebook: 1,165,826 fans
Twitter: 94.7K followers
Instagram: 24.1K followers
TopPerformingCampaigns
andGraphics
GUN MURDERS PER 100,000 RESIDENTS

“Mankind must put an end to war before war puts an end to mankind.”
John F. Kennedy

“With the right to bear arms comes a great responsibility to use it within the bounds of common sense in hand gun purchases.”
Ronald Reagan

“I believe in background checks at gun shows or anywhere to make sure that guns don’t get in the hands of people that shouldn’t have them.”
George W. Bush

“Had I been armed, there’s no way I could possibly have done anything to change the outcome.”
—John Moffatt
Former assistant secretary of the Air Force

“My hand exploded in front of my face. My son witnessed me in my own blood. The gun was in the hands of my abusive husband. His father.”
Domestic and gun violence are lethal to women and children.
—Katie Requa
Sandy Hook survivor

“I own guns. And for myself, I hope that there are stricter gun laws. I’m all for it.”
—Kevin Costner

“You can go around the corner and get a gun. You can go to this person and get a gun — it’s too easy, too accessible. It’s going to be like that until we decide as a people to fight against that.”
—Dennis Nyoka
Survivor of the 2016 San Bernardino massacre

“It sickens me to see the horrific gun violence in a country I love perpetrated against even the most innocent of schoolchildren, followed by the politicians doing absolutely nothing.”
—Steve Kelliher
Sandy Hook survivor
VICTORY

TEAM GUN SENSE Vs.

TELL TRADER JOE'S:
OPEN CARRY VS Bananas

#OffTARGET

Giants
Kroger Ralphs
Whole Foods
King Soopers
Since Sandy Hook, Moms and Everytown have convinced these 11 businesses to adopt gun-sense policies.
What Has Raising Awareness achieved?

• Every social graphic is an opportunity to create brand awareness and recognition

• A commitment to responsiveness and consistency builds trust with audiences and establishes Everytown as a thought leader in the space

• As more and more people react (like, share, retweet, comment, etc.) with social graphics, we learn which messages resonate most with audiences—social media is “low-effort” testing ground
What Has Raising Awareness achieved?

- The more we learn about our audiences, the more targeted and strategic we can get with other digital messaging tactics like FB ads, text messages, and email marketing.
Since we’ve started working with Everytown, more than 3 million mayors, moms, teachers, survivors, gun owners, and everyday Americans have come together to make our communities safer.
2007 | Legislative Success

Congress repeals limits on law enforcement’s access to gun trace data, a critical tool for cracking down on illegal guns—a top Coalition priority.

2011 | Legislative Success

Congress introduces legislation that would require background checks for all gun sales after Mayors Against Illegal Guns starts a national campaign to fix gun checks.

2013 | Legislative Success

Mayors lead successful Colorado campaign to adopt a law requiring background checks for all gun sales—one of four states to do so after Newtown.

2013 | Business Buy-In

Moms convince Starbucks to put families first and keep guns out of its stores.

2014 | Business Buy-In

Moms convince Facebook to take steps to limit illegal gun sales on its platforms.
Tips for Creating Compelling Content
Top 5 General Tips

1. Focus on quality
2. Frame your content with audience needs first
3. Don’t bury the lede—Bottom line up front
4. Content should be as long as it needs to be, but as short as it can be
5. Use visuals when you can.
Start with Your Audience

• Learn about your audience—past, present, and future.
• Recognize that your “Facebook audience” is not uniform; Not all content will interest everyone on the platform.
Lean on Imagery

- Social content with images gets more engagement
Make Asset Creation Simple

• The “quote” asset doesn’t have to be elaborate
Tips for Facebook

• Utilize every available space
Same for Twitter

- Avoid redundancy.
- Invest in Twitter cards.
Don’t Forget About Mobile!

• Text should be kept under **four lines**

• Keep titles to **less than 50 characters**, or they may drop to the second line, taking up description space

• Descriptions should be **around 60 characters or less** or else they’ll go into ellipses (…)

![Facebook post example](image-url)
Encourage Collaboration

• Implement a shared editorial calendar so everyone is aware of key dates.
Writing Tips

• Invest in headlines and subject lines.

• Headlines should be active, not descriptive. Include verbs.
  Avoid: Gordon on Sanctioning Syria
  Use: Gordon: Sanctions Will Not Erode Assad’s Popularity

• When in doubt, test, test, test!
Q&A
Thank you
You can go back to work now :)