Social Media at UNI

- Role of social media in marketing/PR
- UNI Social Media Policy/Best Practices
- Analyzing Social Media Success
- Managing photos, graphics, landing pages
- Future trends
750 million visitors every month
- 76 percent of high school students said they use Facebook
  (2010 E-Expectations Report)

90 million visitors a month
- Of the 52 percent of students who have seen college videos, only 10 percent watched them on YouTube
  (2010 E-Expectations Report)

More than 200 million users
58 percent of journalists use Twitter
(2010 PRWeek/PR Newswire Media Survey)
Social Media in PR

• Social media is transforming public relations
• Social media is an essential part of reaching your constituents
• What role can social media play in PR, specifically in higher education?
• Social media isn't the answer for every organization
Why Use Social Media?

• Use it to connect with your target audience
  – two-way communication is vital

• Earn more media through social media

• Crisis management in social media
Do Your Homework

1. Know your audience
2. Identify your goals
3. Create your social voice and key messages
4. Create a social media communications plan
5. Measure your performance
How to Use Social Media

• **Listen** – what is the chatter from other social networks?
• **70-20-10 Rule**
• 70 percent of content not about your organization
• 20 percent just interacting – social engagement
• 10 percent hard-core promotional
How to Use Social Media

• **Understand/Engage** - Talk to your audiences – not at them – it's a two-way street

• **Post and monitor** often – at least three times a week – a combination of fact-based, instructional, social and actionable information
Good social media examples at UNI
Good social media examples at UNI
Good social media examples at UNI
Good social media examples at UNI
# Social Media @ UNI

Connect with UNI departments and organizations through Facebook, Twitter, YouTube and LinkedIn. From Panther athletics to Gallagher-Bluedorn, admissions to academic advising, you’ll stay connected, entertained and informed.

Want to add your group to UNI’s social media list? Need to make changes to your current listing? Visit the Add/Change Request Form.

## University-Wide

<table>
<thead>
<tr>
<th>Department</th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
<th>LinkedIn</th>
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<tbody>
<tr>
<td>Admissions</td>
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<tr>
<td>Alumni Association</td>
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<td>Gallagher Bluedorn Performing Arts Center</td>
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<td>International Admissions</td>
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<td>Mascot - TC and TK</td>
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<td>Northern Iowa Student Government</td>
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<td>Rod Library</td>
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<td>UNI Museums</td>
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## Academic Colleges/Departments

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<tr>
<td>College of Humanities, Arts and Sciences</td>
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<td>Communication Sciences and Disorders</td>
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<td>Communication Studies</td>
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**UNI am tweeting!**

- **Monday, 10/10/2011**
  - Learn about #prairie programs & projects at Tallgrass Prairie open house, Oct. 12, 3-5 p.m. [link](http://low.ly/6N8MK)

- **Saturday, 10/8/2011**
  - The Panther Festival is about to start 11 a.m. - 1 p.m. today, corner of College & W. 23rd streets. [link](http://low.ly/5NY9)

- **Friday, 10/7/2011**
  - Don’t miss the fireworks and pop rally tonight for #UNIHomecoming! [link](http://it.co/LmopP2N9)

- **Friday, 10/7/2011**
  - Welcome to all the attendees at today’s Fast Forward eMedia workshop at UNI! [link](http://low.ly/7Nw6w)

- **Thursday, 10/6/2011**
  - Show your UNI spirit & wear purple on Friday - Purple Pride Day! [link](http://it.co/LmopP2N9)

- **Thursday, 10/6/2011**
  - UNI will participate in Gov. O’Malley’s healthy state initiative weStart Somewhere Walk, noon, Friday. Cums Bus Bldg. [link](http://low.ly/7N97F)

- **Wednesday, 10/5/2011**
  - Help support fundraiser for Iowa Extreme Makeover family - 6:30 p.m. Oct. 6, Castle Congress, W. 10th. Brett Michaels will be there! [link](http://low.ly/7N97F)

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**UNI am Facebook Friendly**

- **Wednesday, 10/5/2011**
  - Waterloo-Cedar Falls Symphony Orchestra | WFCSO Hey University of Northern Iowa and UNI School of Music students, check out this fantastic event! [link](http://low.ly/7N97F)

  *13.10.2011 at 12:38*
Social Media Resources
www.uni.edu/social/resources
UNI Social Media Policy

Social media is about conversations...

You don’t control the message...

...the audience controls the message.

What’s not allowed on UNI SM sites:

- Name-calling.
- Harassment.
- Incest.
- institute.
- Insults.
- Obscenities.
- Vulgarity.
- TN.
- Profanity.
- x.

A student’s and/or student organization violation of these guidelines is subject to the Student Conduct Code.

College of Business | Consumer Information | Diversity Matters | Sustainability | SID Project | NCA Review | VP for Administration & Financial Services Search

Maintained by University Relations

Privacy Statement | Policies & Procedures | Site Map | UNI in the News | UNI in the Community

Copyright © 2011 All Rights Reserved University of Northern Iowa, Cedar Falls, Iowa, (319) 291-3911
Does my department need a social media site?

Do you have the time to post frequently?

Do you have the time to answer questions on your site promptly?

Do you have time to monitor your Facebook site and keep it clear of spam and commercial posts?

Can you produce compelling videos for use on YouTube, not just once, but at regular intervals?

Twitter – Are you prepared to use it frequently to engage your audience
Best Practices for Social Media

- Transparency
- Responsibility
- Respect and Civility
- Representation and Endorsements
- Presence and Maintenance
- Community Building
- Confidentiality and Security
- Visual Identity

You should only make an account in the name of a UNI department if you are authorized to represent that department.

Don’t speak outside of your expertise. If someone asks you a question outside of your expertise, try to direct the person to the proper resource.

UNI is a non-profit institution. Commercial promotion via university social media channels, e.g., a discount at a local pizza chain for students, is not allowed. If a business posts irrelevant advertising or solicitation on your Facebook wall, for instance, feel free to delete it.

Best practices for social media

Many of the same best practices for using social media apply to both the administrator of an account and as a user/contributor of other sites. The suggestions and best practices outlined here can help you use these networks effectively, protect your privacy and professional reputation, and follow university guidelines. Social media and online communications provide an invaluable opportunity to engage in conversations among social media practitioners and the general public.

Transparency
- If you participate in or maintain a social media site on behalf of the university, or if you choose to post about UNI on your personal time, clearly state your affiliation, role and goals. Never hide your identity for the purpose of promoting UNI through social media.

Respect and Civility
- When inviting your channel, note in the description that it is the official presence of your department in that channel.

Representation and Endorsements
- A public endorsement should not be accepted unless it is solicited and the user has read and agreed to any and all terms and conditions of the social media site. A user may not promote a product or service even if that user is not affiliated with UNI.

Presence and Maintenance
- Your website should be consistently updated and monitored for accuracy.

Community Building
- As a member of the UNI community, it is imperative that you engage in thoughtful and respectful dialogue. Your reputation, and UNI’s, is best served when you remain above the fray.

Confidentiality and Security
- You should only make an account in the name of a UNI department if you are authorized to represent that department.

Visual Identity
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Managing Content and Posts

What do you post on your site?
• Do you allow posts to your site?
• Do you allow comments?
Managing Content and Posts

Managing posts and comments by others

– Is it a commercial post?
– Have they asked a question that needs a response?
– Are they inaccurate? Is it worth correcting?
– Should other departments be notified of the post?
– What is the tone of the post or comment?
– Do we need to warn against personal attacks?
– Do we know the person’s background?
– Is the community responding?
Does it infringe upon free speech?
UNIVERSITY OF NORTHERN IOWA
Social Media Response Procedure

DISCOVERY
SOCIAL MEDIA POSTING
Including, but not limited to posts/comments on blogs, Twitter, news stories Facebook and message boards.
Is the post positive or balanced?

EVALUATE
CONCURRENCE
A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
You can concur with the post, let it stand or provide a positive review. Do you want to respond?

“TROLLS”
Is this a site dedicated to bashing and degrading others?

“RAGER”
Is the posting a rant, rage, joke or satirical in nature?

“MISGUIDED”
Are there erroneous facts in the post?

“UNHAPPY CUSTOMER”
Is the post as a result of a negative experience?

MONITOR ONLY
Avoid responding to specific posts, monitor the site for relevant information and notify UNI Univ. Relations

RESPOND
SHARE SUCCESS
Do you wish to proactively share your story and your mission? (See Response Considerations)

FINAL EVALUATION
Write response for current circumstances only. Will you respond?

RESPONSE CONSIDERATIONS
TRANSPARENCY
Disclose your UNI connection

SOURCING
Cite your sources by including links, video, images and other references

TIMELINESS
Take time to create good responses.

TONE
Use a tone that positively reflects on UNI

ACCURACY
Check spelling, grammar & accuracy

YES
NO
YES
YES
YES
YES
YES
YES
YES
YES
Examples:
Facebook posts we like...
Examples:

Facebook posts we’re not sure about…

-anyone have 10 tickets that they would like to sell for a lower price!! for the homecoming game this weekend! if so please comment for more info!!

-like · comment · tuesday at 3:12pm

-what is uni's head coach mark farley's email account?

-like · comment · monday at 7:57am

-humble travel

-we had a great time at the university of northern iowa's international opportunities fair! thanks to all who came by, and thanks to the study abroad center for all their hard work. we will see you next year!

-view post · september 15 at 9:32am

-best part of being a panther? you basically rock at life. worst part? your roommate's playlist probably sucks. so, have him or her listen to asker. trust me, it's a good idea. join us in our fight against music that sucks. happy homecoming, uni!

-like · comment · monday at 2:09am

-football fans traveling to springfield for saturdays game, be sure and check out buckingham smokehouse for the best barbecue in the midwest! 2002 s campbell across the street from bass pro. see you game day!

-like · comment · september 30 at 11:55am
Examples:

Facebook posts that require some thought
Social Media Analytics

HootSuite

• Social Media communications dashboard
• Publishes to websites such as Facebook, Twitter, LinkedIn and Foursquare
• Features
  – Multiple networks
  – Custom analytics
  – Schedule messages
HootSuite: Facebook
HootSuite Analytics
Social Mention

- Social media search and analysis platform
- Track and measure what people are saying about you
- Social Mention monitors 100+ social media properties directly including Twitter, Facebook, YouTube and Google
### Page Posts

<table>
<thead>
<tr>
<th>Message</th>
<th>Posted</th>
<th>Impressions</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>See more Homecoming photos and details on This is UNI.</td>
<td>October 7 at 1:08pm</td>
<td>23,042</td>
<td>0.15%</td>
</tr>
<tr>
<td>Panther Pride Cry</td>
<td>October 6 at 5:05pm</td>
<td>32,597</td>
<td>0.17%</td>
</tr>
<tr>
<td>The Homecoming fun is starting – nine teams will compete in...</td>
<td>October 5 at 10:27am</td>
<td>23,597</td>
<td>0.22%</td>
</tr>
<tr>
<td>UNI offering discount tickets to Nov. 19 women’s BB game...</td>
<td>October 4 at 8:16am</td>
<td>22,229</td>
<td>0.054%</td>
</tr>
<tr>
<td>UNI WOMEN’S RUGBY VS IOWA STATE The UNI’s Women’s Rugby...</td>
<td>October 3 at 10:44am</td>
<td>26,716</td>
<td>0.28%</td>
</tr>
<tr>
<td>Congrats to Coach Farley!</td>
<td>October 3 at 8:54am</td>
<td>22,681</td>
<td>0.43%</td>
</tr>
<tr>
<td>Have you made your Homecoming plans?</td>
<td>September 30 at 11:48am</td>
<td>21,839</td>
<td>0.15%</td>
</tr>
<tr>
<td>Family Weekend 2011</td>
<td>September 26 at 8:40am</td>
<td>17,193</td>
<td>0.13%</td>
</tr>
<tr>
<td>Pop–Tart party</td>
<td>September 23 at 3:39pm</td>
<td>23,828</td>
<td>0.080%</td>
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<tr>
<td>Pop–Tart party</td>
<td>September 23 at 3:36pm</td>
<td>23,459</td>
<td>0.12%</td>
</tr>
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</table>

### Page Activity

#### Daily Page Activity

- **Mentions**: [Graph showing mentions over time]
- **Discussion Posts**: [Graph showing discussion posts over time]
- **Reviews**: [Graph showing reviews over time]
- **Wall Posts**: [Graph showing wall posts over time]
- **Videos**: [Graph showing videos over time]
### Who is Talking About Your Page (Demographics and Location)

#### Gender and Age

<table>
<thead>
<tr>
<th>Gender</th>
<th>23-27</th>
<th>28-29</th>
<th>30-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>64%</td>
<td>4.0%</td>
<td>18%</td>
<td>34%</td>
<td>5.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Male</td>
<td>35%</td>
<td>3.5%</td>
<td>12%</td>
<td>6.3%</td>
<td>5.8%</td>
<td>3.5%</td>
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#### Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>1</td>
</tr>
<tr>
<td>Indonesia</td>
<td>5</td>
</tr>
<tr>
<td>Philippines</td>
<td>4</td>
</tr>
<tr>
<td>Canada</td>
<td>4</td>
</tr>
<tr>
<td>Peru</td>
<td>3</td>
</tr>
<tr>
<td>Japan</td>
<td>3</td>
</tr>
<tr>
<td>Thailand</td>
<td>3</td>
</tr>
<tr>
<td>Spain</td>
<td>2</td>
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#### Languages

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<td>441</td>
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<tr>
<td>English (UK)</td>
<td>9</td>
</tr>
<tr>
<td>Spanish</td>
<td>6</td>
</tr>
<tr>
<td>French (France)</td>
<td>5</td>
</tr>
<tr>
<td>Indonesian</td>
<td>4</td>
</tr>
<tr>
<td>Spanish (Spain)</td>
<td>4</td>
</tr>
<tr>
<td>Thai</td>
<td>2</td>
</tr>
<tr>
<td>Italian</td>
<td>2</td>
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### How People Are Talking About Your Page

#### Mentions and Photo Tags

- Talking About This?

#### Viral Reach

- Viral Reach?
Facebook Profile Images

• Facebook icon size
  – 180 x 540 pixels
  – Thumbnail target area should be 180 x 180
Facebook Landing Pages

Facebook page of the University of Northern Iowa.

4,319
Page views

Like
331
People talking about this

Welcome to the official Facebook page of the University of Northern Iowa!

About Us
Welcome to the official Facebook page of the University of Northern Iowa!

UNI
34,719
Page views

Like
331
People talking about this

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Facebook Landing Pages

University of Northern Iowa → Welcome to UNI!

Admin Tab Options

View as Non-Fan  Stats  Settings

Welcome to UNI!

Love To Be a Panther music video

YouTube
Facebook Landing Pages

Instructions for Facebook Landing Pages
at www.uni.edu/social/resources
What’s in the Future?