Social Media: What is it? Should I use it?
Introduction

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What is Social Media?

Social Media Explained in 6th Grade English

- I eat #cookies
- I "Like" Cookies!
- I hang out with people who like cookies
- This is where I eat cookies
- Watch me eat my cookies
- I am skilled at eating cookies
- Here’s a cookie recipe
- I take cool pictures of my cookies
- I write (blogs) about cookies
- I recommend my favorite places to buy and eat cookies
- I am listening to the Cookie Monster Rap Song
- Social Strand Media

social media
A universal form of electronic communication through which users share relevant and immediate information.

Digital form of storytelling.
What is Social Media?

Conversations are powered by tools such as....
What do people share?

• Ideas
• Photos
• Stories
• News
• Music
• Art
• Questions
• Opinions
• Inspiration
• Recommendations
Why do people use Social Media?

• Add value
• Connect
• Express yourself
• Establish credibility
• Build a network
• Entertain
• Learn
• Share stories
• Make a difference

Facebook was not originally created to be a company.

It was built to accomplish a social mission — to make the world more open and connected.

– ZUCK
The Power of Social Media

IT'S UBQUITOUS

Social media use is enormous - and growing. As of January 2013, active monthly membership measured:

- **Facebook**: 1 Billion
- **YouTube**: 800 Million
- **Google+**: 343 Million
- **Twitter**: 200 Million
- **LinkedIn**: 200 Million
- **Tumblr**: 77 Million
- **Flickr**: 75 Million
- **Pinterest**: 40 Million

The Power of Social Media

IT'S HABIT-FORMING

- 56% check Facebook daily
- 40% don't mind being interrupted for a message
- 7% would check a message during an intimate moment
- 12% check Facebook every couple of hours
- 32% check social media during meals

A recent study suggests social media is hard to separate from real life. Of 1000 people surveyed:

Social Media has become the #1 activity on the Web
Social media now plays an inextricable role in how people experience and react to real live events.
The Power of Social Media

31.7 million political tweets
Over 800K re-tweets

4.4 million ‘Likes’
The Power of Social Media

A Year Worth Sharing

A Timeline of the Most Shared Events This Year

13% of all social activity on Nov 6th was related to the US Election

- US Election
- Hurricane Sandy
- London Olympics
- Chick-fil-A Controversy
- Mars Curiosity Rover
- Italian Earthquake
- Apple iPad Announcement
- Facebook IPO
- Whitney Houston Dies
- Costa Concordia Disaster
- Dad uses FB to teach daughter a lesson

(AddThis Blog – 2012 Social Sharing Trends – 12/05/12)
The Power of Social Media

12/12/12: “CSUF Lockdown”

"NOT Much happened on 12.12.12"

SAID NO TITAN EVER.

1,000 New Facebook Fans
1,800 new Twitter followers

929 mentions on Twitter, 2,493 Re-tweets
INFLUENCE AND SOCIAL MEDIA
Getting Started: Identify Objectives

What’s your purpose?
• Increasing admissions
• Increasing student retention rate
• Increasing student involvement
• Raising awareness of student services, events, faculty research, or community programs
• Fostering student advocacy
• Communicate important information to constituents
Understand Your Audience

- Identify your audience’s needs, interests, and demographic information.
- How do they seek information?
- Which social networks do they favor?
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
  - Pinterest
  - Youtube
- What are their “dealbreakers” – what will make them unfollow or un-fan you?
Selecting the Right Channel: Facebook

350 million users are addicted to Facebook

• Most actively used by young adults aged 18-30 and 30-49. [Source: Pew Internet & American Life Project – “The Demographics of Social Media Users” – 2/14/13]

• Facebook is the most used social media tool in higher education. [Source: OnlineUniversities.com – “The Pros and Cons of Social Media in Education” – 2/2/12]
Collecting ‘Earned’ Media

Earned Media is pure user generated content that fans contribute on their own merit. Typically this is generated by establishing rapport with your fans, engagement, and content sharing.

Engage. Educate. Excite. Evangelize
• Send immediate short updates or announcements.
• Listening tool
• Networking tool
• Respond to conversations relevant to your brand name
• Join popular trending topics
Results for #csuf

Tweets  Top / All / People you follow

Cal State Fullerton @csuf
Did you feel the earthquake? We’ll get more details. #CSUF
Retweeted 23 times
Expand

North Memphis @40ozTristan
hey hey hey, i got accepted into the honors business program at fullerton #holla #csuf
Expand

Daily Titan Sports @dtspotssdesk
Titans upset Long Beach State 54-48! Olivier lead the team with 13 points. Honda Center here comes the Titans! #CSUF #Titans #BigWest
Retweeted by Cal State Fullerton
Expand

Daily Titan Sports @dtspotssdesk
Halftime at the Bren Center. 49ers lead the Titans 16-13 in a low scoring game. #CSUF #Titans #basketball #BigWest
Expand
Selecting the Right Channel: LinkedIn

Higher Education is the third largest industry using LinkedIn, with roughly 1.95M users.  
[Source: LinkedIn Blog – “200 Million Members” – 1/9/13]

Demographic profile:

[Source: Global Recruiting Roundtable – “Everything you want to know about LinkedIn – 1/22/13]
Benefits of using LinkedIn

- Build an online digital resume
- Nurture relationships with alumni
- Establish online expertise amongst the professional community
- Leverage your network to create interview and job leads
- Accrue recommendations and referrals by previous connections to fuel professional credibility
1. Develop a content strategy
   • Post regularly
   • Respond to comments
   • Proactively ignite discussion on Facebook, Twitter, LinkedIn

2. Develop a social personality and brand voice

3. Promote a community of exclusivity
   • Why should your fans trust you? Where’s the value?

4. Promote your social channels across your other marketing mediums
How to Boost Engagement

- Praise fans
- Share school pride
- Leverage user-generated content
- Ask and answer questions
- Respond in a timely manner
- Post interactive and visually captivating content
- Share success stories
- Reward advocacy

‘Harlem Shake’ at Mihaylo Hall
Helpful Tools

- TOPSY
- socialmention
- TweetDeck by Twitter
- buffer
- SOCIAL PH
Questions?