Wednesday, January 31, 2018
8:30 - 10:00 a.m.
Bookstore Conference Room

AGENDA:

1. Welcome and Introductions
   Anthony King

2. Developing a Social Media Strategy for UC San Diego
   Kristin Schaefgans
   *UC San Diego Social Media Manager*

3. Member Updates
   All

NOTES:

**Important Links**

<table>
<thead>
<tr>
<th>UC San Diego Social Media Guidelines</th>
<th>Campus Social Media Calendar</th>
<th>Join the UC San Diego Social Media Group</th>
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<tbody>
<tr>
<td>[<a href="http://ucpa.ucsd.edu/resou">http://ucpa.ucsd.edu/resou</a> rces/social/](<a href="http://ucpa.ucsd.edu/resou">http://ucpa.ucsd.edu/resou</a> rces/social/)</td>
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Background/research

Started with a workgroup – realized that everyone has their own strategy that no one else sees. We needed a document.

Why use social media?

- Maintain brand/reputation building
- Provide information to campus community
- Demonstrate community outreach
- Increase engagement with audiences

By the numbers

- **62%** of U.S. adults *get news* on social media ([Pew Research Center](https://www.pewresearch.org/internet/facts/2016/10/10/social-media-news-

- **68% of high school students use social media to research schools**; 38% have used social media as a resource when deciding where to enroll; 45% said they have been influenced by a school’s engagement on social media ([2011 E-Expectations report](https://www.nacac.org/resources/research/)

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- **Millennials are most inspired to give** by social media ([NPTechforgood.com](https://nptechforgood.com))
- 62% of millennials say that if an organization engages with them on social networks, they are more likely to be loyal ([Alumni Access blog](https://alumniaccess.com))
- 41% of people say social media would **affect their choice of a specific doctor, hospital or medical facility** ([Demi & Cooper Advertising and DC Interactive Group](https://demicooper.com))

Why should UC San Diego use social media? **Social media helps us build our reputation.**

- Increase awareness of our impact and role
- Cultivate affinity and engagement
- Encourage advocacy and word of mouth
- Drive web traffic and call to actions
- Share critical news and information in real-time

What social media sites are universities using?

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>YouTube</th>
<th>LinkedIn</th>
<th>Other</th>
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What sites are we using?

- **Facebook**
  - UC San Diego
  - UC San Diego Life
- **Twitter**
  - @UCSanDiego
  - @UCSDNews
- **Instagram**
- **LinkedIn**
- **YouTube**

Here are the biggest social media sites (after the official UC San Diego sites) based on followers:

- Scripps Institution of Oceanography - Facebook (27K), Twitter (38.7K), Instagram (11.2K)
- Alumni - Facebook (28K), Twitter (3.9K), Instagram (2.2K)
- Health - Facebook (11K), Twitter (10.9K)
- Rady School - Facebook (9.3K), Twitter (9.4K), Instagram (615)
- Athletics - Facebook (9.7K), Twitter (5.5K), Instagram (6.7K)

UC San Diego Facebook fans are more engaged than top tier schools, which is key going forward.

See attached presentation (slides 11-14) for top social posts of 2017 – use these for content ideas.
Takeaways –

- Reign in rogue accounts that aren’t active and still tied to the UC San Diego name
- Conduct your own audit
- Leverage campus guidelines and resources
- Write your posts in ways that align with the university brand/messaging so that they can be amplified on UC San Diego channels
  - Brand messaging: Break things better, nontradition
  - Mission of public service, social mobility
  - Culture of innovation, entrepreneurial spirit
  - Inclusive and supportive campus community
- Repost/share content from faculty, staff, students and alumni
- Create a social content calendar
  - Include photo/video
  - Share pride points
- Leverage the campuswide social content calendar
- Consider social media management tools like Hootsuite that can help you figure out what content is doing well

Going forward with a strategy

**UC San Diego Content sources**

<table>
<thead>
<tr>
<th>News stories (links)</th>
<th>Event Coverage (original social content)</th>
<th>Video (original social content)</th>
<th>UGC and Shared Content (Shares/retweets)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ThisWeek@UCSanDiego and News Center</td>
<td>Live video (Facebook, Instagram)</td>
<td>Short videos produced specifically for social</td>
<td>From other campus accounts</td>
</tr>
<tr>
<td>Campus websites</td>
<td>Stories (Instagram)</td>
<td>GIFS (video clips)</td>
<td>From followers (students, staff, faculty, alumni)</td>
</tr>
<tr>
<td>External Media</td>
<td>Photos and live posts (Facebook, Twitter, Instagram)</td>
<td></td>
<td>From UCOP</td>
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<tr>
<td>Chancellor’s Blog</td>
<td></td>
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<td>From community partners</td>
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Metrics

<table>
<thead>
<tr>
<th>Goal</th>
<th>Social Metric</th>
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<tbody>
<tr>
<td>Awareness</td>
<td>Reach</td>
</tr>
<tr>
<td>Affinity/Engagement</td>
<td>Comments, replies, likes</td>
</tr>
<tr>
<td>Advocacy/Word of Mouth</td>
<td>Shares, retweets, reposts</td>
</tr>
<tr>
<td>Actions/Traffic to ucsd.edu sites</td>
<td>Web referrals, sign ups, etc</td>
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</tbody>
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Resources:

**UPDATE**: You can now use a management tools like Hootsuite to schedule posts on Instagram: [https://techcrunch.com/2018/01/30/instagram-now-allows-businesses-to-schedule-their-posts/](https://techcrunch.com/2018/01/30/instagram-now-allows-businesses-to-schedule-their-posts/)


**NEXT MEETING**: Wednesday, February 28, 2018

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