AGENDA:

1. Welcome and Introductions
   Anthony King
   Chair

2. #UCSocialCon2018
   Rachel Hommel
   Communication Coordinator
   School of Global Policy & Strategy

   Anthony King
   Communication Director
   Division of Arts and Humanities

3. Member Updates
   All

UC Social Media Conference Recap 2018
#UCsocialcon2018

On Oct. 12, 2018, the University of California Office of the President hosted the first-ever social media conference in Oakland, Calif. that brought together social media managers from all nine campuses. The goal was to strengthen connections and collaborations while learning new skills and sharing best practices. Topics covered included crisis communications, working with students on account takeovers, creating dynamic video, advertising, advocacy, digital tools for publishing and more.

Anthony King and Rachel Hommel from UC San Diego attended the day-long conference, which emphasized that each campus may have different goals but experience similar challenges and successes. View available presentations and attendee list from the conference.

Questions to consider:

- Do you have a brand identity?
- What is your overall goal—drive traffic, increase engagement, etc?
- What is your analytics goal? Do you want to focus on page visits, likes, followers, etc.

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Tips to try:

• Experiment with student takeovers. Are they conducting immersive research overseas? Can they offer a different perspective on your event or program?
• Share your Instagram content with the UC feed and get wider viewership (send to Alex Morales, Alexandra.morales@ucop.edu).
• Focus on students rather than branded pieces—students want to see themselves and campus life.
• A majority of people do not watch video with sound. Add captions!
• Re-use content that was popular, you can share multiple times.
• Leave your video comments open so people can interact with you, have someone monitor comments.
• Try out tools like Lumen5, an easy way to combine images and video (including stock) to make simple social media videos.
• Check out photo and video equipment from the UC San Diego Library Digital Media Lab.
• Incorporate your brand into photo and video—have subjects wear tshirts, sunglasses, hats, etc.
• Explore UC San Diego’s social media guidelines website.
• Ask a question and give something away to the first person who answers.
• Social media can also be an effective advocacy tool. Get involved with the UC Advocacy Network (UCAN), a community of committed people who lend their voices to shape state and federal policies promoting the university’s mission of education, research and public service.

1. Coordinate and engage with the right contacts
2. Know your government relations team
3. Be prepared and move quickly
4. Pay attention to the conversation that impacts you
5. Be proactive and think ahead

Need some inspiration? Here are links to UC social media accounts:

University of California
UC San Diego
UCLA
UC Davis
UC Berkeley

UC Irvine
UC Merced
UC Santa Cruz
UC Santa Barbara
UC San Francisco

NEXT MEETING: Wednesday, Jan. 30, 2019

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu