Welcome
Adrianne McCraw, Events Council Co-Chair, Special Events and Protocol
Darlene Schlueter, Events Council Co-Chair, Special Events and Protocol

MIHO Staff at the UC San San Diego Faculty Club
Darin Essa, General Manager, UC San Diego Faculty Club
Maura Salgado, Account Executive, UC San Diego Faculty Club
Chelsea Cooke, Account Executive, UC San Diego Faculty Club

Creating a Buzz: Social Media and Events
Amy Lipsitz, Senior Social Media Strategist, University Communications and Public Affairs

Q&A
About MIHO,

Our story is a unique one. Back in 2010, Juan Miron and Kevin Ho ventured out from the restaurant world with the crazy idea of driving an old food truck around the streets of San Diego selling gourmet, farm-to-table cuisine. After a couple years of sharing delicious street food to an amazing local following as MIHO Gastrotruck, Juan and Kevin realized their true calling was to create experiences that bring people together, to share good food and drink, and to celebrate the most special moments in life. Following that dream led them to an unexpected, but inevitable destination:

MIHO Catering Co.

Does anyone know how the company name was formed?
Faculty Club

The NEW Faculty Club

- Renovations - Completed!
- Audio Visual Upgrades
- Parking Concierge
- Menus
Faculty Club

UC San Diego Events

- Luncheons
- Meetings
- Awards
- Happy Hour
- Orientations
- Speaker Engagements
- Retirement/Promotions
- Department Retreats
- Round table discussions
Faculty Club

Social Events

- Weddings
- Bar/Bat Mitzvahs
- Birthdays
- Celebration of Life
Social Media and Events

➢ Student Focused Events

➢ Campus Wide Events
   ○ Homecoming

➢ Best Practices

➢ How we can Collaborate
About Amy

- Senior Social Media Strategist
- Manages university social media channels
- Organizes Social Media Working Group, sharing best practices and encouraging collaboration between university social media professionals
- Developed strategic social media strategy aimed at accomplishing three goals
  - Increase awareness and spread the word about UC San Diego and its impact in education, research and public service
  - Showcase unique work and research from all schools and divisions to amplify our programs and set UC San Diego apart
  - Engage current students and create a sense of community and pride across campus; all of which serves to enhance the student experience
Who is the target audience for your event?

Facebook

Instagram

Age Range

13-17
18-24
25-34
35-44
45-54
55-64
65+

All  Men  Women
Events

TRITON EVENTS

In Celebration of Toni Morrison
Geisel Library, Seuss Room
Tuesday, 10/29 | 12 - 2pm

Head to our Welcome Week story highlight for more on events happening this week!
Case Study: Homecoming

1. Determine key audience(s), channels, set goals and create strategy
   - Work with team to create assets needed for social promotion (i.e. graphics, photos, videos, GIF stickers, etc.)
2. Craft posts for relevant channels, every stage of the event promotion cycle (i.e. Registration now open, one month away, etc.)
3. Schedule posts on owned channels, reach out to other relevant channel owners to share asset library for promotion on their channels
4. Keep an eye on post performance, make adjustments accordingly
5. Live coverage
6. Post event recap
7. Measure success against the goals you set, note improvements for next time
Case Study: Homecoming

Determine key audience(s), channels, set goals and create strategy

1. Increase student awareness of Homecoming and inspire them to attend key events
   a. **Measure:**
      i. Instagram: reach and story swipe ups (link clicks)
      ii. How many schools, divisions, and athletics teams shared content from asset library

2. Increase faculty, staff, and alumni awareness of Homecoming and inspire them to attend
   a. **Measure:**
      i. Facebook: reach, event RSVP increase (currently 83 people going/interested), and link clicks
      ii. LinkedIn: reach and link clicks

3. Engage followers with live coverage to increase awareness of Homecoming for future years
   a. **Measure:** Reach and engagement across channels

4. Use hashtag and live coverage to entice attendees who are currently not following UC San Diego channels to follow
   a. **Measure:** Follower growth across channels for the duration of Homecoming + 2 days
Case Study: Homecoming

Work with team to create assets needed for social promotion
Case Study: Homecoming

Craft posts for relevant channels at every stage of the event promotion cycle

1. Early bird registration
2. One month away
3. One week away
4. Live coverage
5. Recap/Highlights
Case Study: Homecoming

Schedule posts on owned channels, reach out to other relevant channel owners to share asset library for promotion on their channels.
Keep an eye on post performance, make adjustments accordingly
Case Study: Homecoming

Live coverage

UC San Diego
Published by Amy Lipitz on October 16th
We had a blast kicking off UCSD Homecoming week at the Farmer’s Market yesterday! Check out our upcoming Homecoming events:
homecoming.ucsd.edu

UC San Diego
Like by ucsdtritons and 1,208 others
Highlights from UCSD Homecoming so far: Welcoming @ucsdalumni back to campus, wins for @ucdsmsoc and @ucsdwesc, tons of... more
View all 6 comments
October 19

@ucsdalumni showing their spirit at the Triton Spirit Run!
One of our first Triton Spirit Run finishers!
President and past president of the @ucsdalumni Board of Directors
Pups showing their Triton spirit too!
Tritos big and small finishing strong!
Congratulations to all our finishers!
A nontraditional tradition, UCSD Homecoming 2019, delivered on its promise, with a wide variety of events across campus that brought a record crowd of more than 4,000 to UC San Diego. Campus buzzed with Titan pride as alumni, students, faculty, friends and community members gathered to enjoy 20+ events Oct 18-20.

With activities ranging from concerts and reunions to athletic games and intellectual experiences, everyone had a chance to cheer, explore, reconnect and celebrate.

“Our campus community came out in droves this year to support the second annual all-campus Homecoming,” said Chancellor Pradeep K. Khosla. “As UC San Diego becomes a preferred destination for students, patients and the greater community, Titan pride everywhere grows stronger and stronger.”
Case Study: Homecoming

Measure success against the goals you set, note improvements for next time

➢ We used LinkedIn to reach 17% more alumni, faculty, and staff than average with Homecoming related content.

➢ Live coverage on Instagram and Facebook helped us engage approximately 4% more people than our average posts on each channel.

➢ 18 UC San Diego related channels shared content from our Homecoming asset library on Facebook, Twitter, and Instagram helping us increase awareness of the event around campus.

➢ We had approximately 500,000 views of our Homecoming-related Instagram story stickers which were used during pre-promotion and by event attendees.
Best Practices

➢ Facebook events are good but make sure people know that if it's paid they have to register on a separate page

➢ For large events, create and monitor a hashtag

➢ Countdowns and teaser posts are a great way to increase engagement

➢ Giveaways are a great way to increase engagement

➢ For live coverage on multiple channels, a team approach is best

➢ Share user generated content during the event

➢ Always wait at least seven days after the event ends before analyzing success metrics
Form for content ideas submission coming soon

When you are posting an Instagram story that is relevant to the broader campus audience, tag @ucsandiego

When you're posting anything related to Student Affairs, use #TritonLife

Join the Social Media Working Group on campus
Questions?