

social media 101



Web 2000 vs. Web 2010

- + One-way street vs. countless avenues & sidewalks
- + Online brochure vs. dynamic content
- + Tightly controlled vs. monitored, but more open
- + Content pushed by one vs. many generators
- + Everything but the kitchen sink vs. strategic content & simple navigation
- + Still photos & text vs. video, audio, live chat
- + Desktop only vs. laptop / phone / reader / etc.
- + IE only vs. Firefox / Chrome / Safari / etc.
- + Geek speak & code vs. Easy publishing
- + Web site vs. web presence



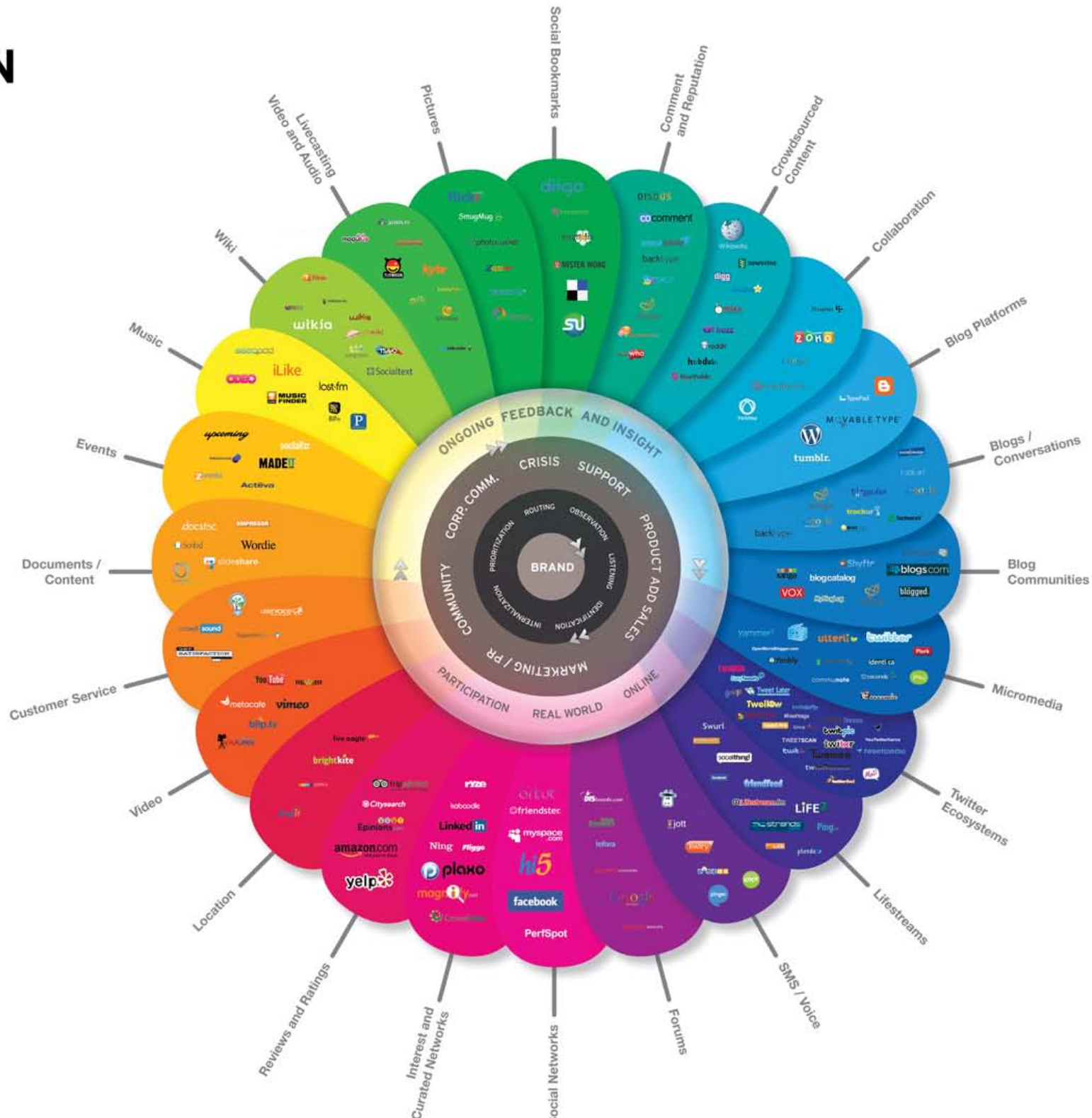
introduction

- + The institution's web presence is your # 1 communication asset!
- + The web offers tremendous value & ROI, but great risk & exposure as well.
- + How do you measure up?



THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



social media

Wall?

Window?

Door?

Is your social media a wall?

- + A barrier, an obstacle to both the user & maintainer.
- + There is no conversation. Information is hard to find, outdated, and/or non-existent.
- + Design is the result of using a generic template, a desktop publishing experiment gone bad, no thought toward brand-building or consideration of end user.
- + Ongoing maintenance is either too difficult or not enough of a priority to be strategic.
- + In short, you avoid promoting your social media to prospects out of embarrassment or frustration.
- + This is the label you really don't want.



relevancy test

Is your social media a window?

- + A window into your institution, but with an "outside looking in" approach.
- + The conversation is one-way; maintainer to user.
- + Information is present and relatively current, but organization and format needs improvement.
- + Messages lack clarity & fight for attention.
- + Audiences have been lumped together in an attempt to avoid alienating one audience over another.
- + Design has been considered but without a real attempt to connect to the school's authentic brand.
- + Social media & third party elements have been attempted, but without real strategy or success.
- + A lack of planned ongoing maintenance results in becoming less necessary or relevant.
- + This is the category where we find most colleges.



relevancy test

Is your social media a door?

- + An open door for the user to enter in and experience your college in a meaningful way.
- + Conversation is two-way: maintainer to user to maintainer.
- + Information is well-organized, easily accessible, up-to-date, & standards are in place for content organization & formatting. Audiences are prioritized.
- + Design & messaging are meaningful & directly tied to school's unique vision, purpose, culture, & brand.
- + Technology is harnessed. Video is present. Social media and viral tools extend reach, create buzz, foster dialogue, & build community. Users are encouraged to interact and provide feedback.
- + There is a plan for ongoing development & maintenance, and it is carried out regularly.
- + This is the "promised land" for your social media.



many audiences

- + Students
- + Prospective students
- + Guidance counselors
- + Faculty & staff
- + Alumni
- + Donors
- + Parents
- + Local community
- + Church leaders & supporting denomination
- + Higher ed community
- + Many more . . .



many voices

- + President
- + Communications & Public Relations
- + Admissions
- + Athletics
- + Development office
- + Faculty
- + Student life
- + Students
- + Many more . . .



what to say

Content is king, the only way to get repeat visitors to your sites & build followers!



- + Relevance to their demographic
- + Up-to-the-minute news and info
- + Fun looks at the institution
- + Authenticity is key - be genuine!

Examples

- + Sharing student and faculty successes
- + Athletic achievements
- + Upcoming events
- + Application/enrollment deadlines
- + Real-life stories creatively using different media

your strategy

What are some words you would use to describe your school's web/social media strategy today?



sound familiar?

- + Fragmented
- + Overwhelming
- + Political
- + Turf battles
- + Outdated
- + Challenging
- + A document on a shelf
- + What is a web strategy?



one example

“SUNY Oswego's social media plan invites interactive communications on a timely manner with prospective students, current students, faculty, staff, alumni, community members and other supporters. Through use of Facebook, student blogs, Twitter, YouTube, LinkedIn, Flickr and other emerging media, we aim to proactively position Oswego's status as a quality academic institution with fruitful experiences available inside and outside the classroom. Emphases encourage and encompass our friendliness, vibrancy and world of opportunities. Key messages are tied to specific times in prospective/current student cycles but also incorporate opportunities to share good news, especially in terms of campus reputation and outstanding student achievement.”



challenge

Wall? Window? Door?



+ What are you?

+ What will you become?

+ It's time to open the door!



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