SOCIAL MEDIA: engaging alumni

- Facebook
- LinkedIn
- Twitter
- Generating Content
CMU Presence: by the numbers

• **Facebook**: Community Building and News Updates (34, 346)
• **LinkedIn**: Business Networking (18,608)
• **Twitter**: Timely News Updates (12,552)
• **YouTube**: Large Campus Events and Research Videos (16,863)

[www.cmu.edu](http://www.cmu.edu)
FACEBOOK: personal networking

- Groups vs. Pages
- Events on Facebook
- Feedback & Discussion
# FACEBOOK: groups vs. pages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Groups</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Small groups - collaboration &amp; discussion</td>
<td>Social Marketing - official presence of an organization</td>
</tr>
<tr>
<td>Size limits</td>
<td>Best for &lt;5,000</td>
<td>unlimited</td>
</tr>
<tr>
<td>Admission</td>
<td>Configurable - open or closed membership</td>
<td>Any Facebook user can &quot;like&quot; any Page.</td>
</tr>
<tr>
<td>Roles</td>
<td>Admins and members</td>
<td>Admins and Likers/Fans</td>
</tr>
<tr>
<td>Web notifications</td>
<td>Posts appear in &quot;Notifications&quot; list</td>
<td>Posts to users’ News Feed timeline</td>
</tr>
<tr>
<td>Email Content - Notifications</td>
<td>user customizable: All posts, friend posts, or not at all.</td>
<td>none</td>
</tr>
<tr>
<td>Collaboration</td>
<td>shared docs, shared albums, chats</td>
<td>none</td>
</tr>
<tr>
<td>Indexed by Search</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Personalized URL</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Content Moderation</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Email Admins</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Group Chat</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Simple Polls</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Events</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Wall posts</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Photos</td>
<td>yes</td>
<td>yes</td>
</tr>
</tbody>
</table>

Adapted from ForumOne.com article submitted by Andrew Cohen.
FACEBOOK: events

• Both Groups & Pages Can Create
  – Should be Created for Each Chapter, AIG, and Class Event
  – Reference Official Registration in Event Description

• Don't Forget to Collect any RSVPs When Tracking Event Attendance.
FACEBOOK: feedback & discussion

Members Won’t Talk First, You Have to Start the Conversation. Try Sharing:

• University News
• Questions About Campus/Pittsburgh
• Event Photos*

*Whenever possible, tag people in photos to engage them.
LINKEDIN: professional networking

• Alumni Association Presence
• Who Should be There and Why
• Promoting and Growing Your Group
LINKEDIN: the alumni association

• Power is in Wide Network – 2\textsuperscript{nd} and 3\textsuperscript{rd} Degree, Even Outside of Alumni Network
• 18,608 Members
• 12 Sub-Groups
  – Regional (9 - 5 Chapters, 4 regions)
  – Class (1 - Class of 1969)
  – Topical (2 – Clean Tech/Open Source)
  – Can add additional, but limited to 20
LINKEDIN: should i be there?

- Limited Success with Regional Groups
- Potentially a Better Fit for Professional AIGs
  - Law Alumni
- Even Without a Dedicated Sub-Group, You Can Still Participate in the Alumni Group
LINKEDIN: promoting your group

• Like Facebook, it Takes Time
  – Engage Members in Conversation
  – If Topical, Post Stories to Your Discussion Board and Solicit Feedback

• Getting People There
  – Advertise in Your Emails/Post to Micro-site and Facebook
  – Don’t Forget to Post to the Alumni Association Discussion Board
TWITTER: Life in 140 characters

- University Presence
- Who Should be There and Why
- Promoting and Growing Your Group
TWITTER: university presence

- @carnegiemellon
- Active – multiple tweets per day including information and promotion, as well as responding to questions/comments
TWITTER: should i be there?

- Some Regional Groups/AIGs are on Twitter
- Requires Regular Content Generation & Active Engagement
  - Enter into Conversations & Attract Alumni Participation Through #hashtags
- Best Heavily Engaged Groups
  - Buggy Alumni
TWITTER: promoting your presence

• I Am Committed to Maintaining a Twitter Presence, Now What?
  – Promote via Email, website, Facebook
  – Setting up Your Profile
  – What should I tweet?
ALL MEDIA: content & management

• University Generated
  – Alumni Social Media
  – University Social Media Directory

• What About Bad Posts?
  – Be polite
  – Let them talk (Don’t delete)
  – Share. Share. SHARE!
Questions: comments & discussion

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