Carnegie Mellon University

Turning Tweets & Posts Into Engagement & Attendees: Leveraging Your Online Footprint
Featuring:

• Timothy Seidel  
  Associate Director, Alumni Engagement & Communications  
  Office of Alumni Relations & Annual Giving

• Victorria Wytcherley  
  Director, Online Strategy  
  Advancement Communications (University Advancement)
PROMISE #59

No Videos of Aunt Mary’s Cat Singing “Mandy.”

But keep an eye peeled for Scotty.

Visit www.cmu.edu/social-media

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The Social Media Big Three

- Facebook
  Community Building and News Updates

- LinkedIn
  Business Networking

- Twitter
  Timely News and Information
Facebook: Groups/Pages

- Groups

- Pages
A big change happened, and no one even knew…
- Events now support registration links.
- You still need to remind users to register!

How can I encourage others to promote my events?
- You can invite friends to the event to help promote.
- When an event is posted to your newsfeed, the registration link is included.
LinkedIn

- Maintaining a Subgroup
  - Available to chapters, class groups, and AIGs
  - Likely most valuable to professional AIGs
  - More management required relative to Facebook

- Can also use the main alumni group for pushing messaging
Twitter

- Currently used by few volunteers
  - Most labor intensive
  - Must follow up with any questions/comments tweeted to you

- On the plus side, twitter reaches an audience that may not get email
What’s New in Our Social Media World

• Pinterest
• Tumblr
• Reddit
• Weibo
Pinterest

48.7 MM users (3 years old); average time spent: 14 min; 80% of users are women
Tumblr

29.2mm users; 102mm blogs; 52% male; 46% are 18-34 years old
Reddit

400mm unique visitors in 2012. 30mm posts. Skews male.
Weibo (China)

649 followers for CMU since launch in January
Using Google+

• Alumni groups are using Hangouts on Air to offer alumni-led webinars
  – Using Twitter and Google+ for chat during video series
  – Live streaming through YouTube
  – Private hangouts accommodate 10 members; public hangouts can do more

• Communities are new feature – can be private/closed or open/searched

• Events are coordinated and posted to Google calendars; allow photo sharing & uploads
Google+

Mark your calendar
Check the schedule and tune in to upcoming Hangouts On Air.

1. **Empower young women through technology**
   - June 8, 11:00 PST
   - View details

2. **#ReefLive - World Ocean Day - 12 hour HOA**
   - June 8, 17:00 PST
   - Catlin Seaview Survey Project Director Richard Vevers will join 50+ other reef experts for the 12 hour event celebrating World Oceans Day.
   - View details

3. **CBC Radio One: Quirks & Quarks Questions**
   - June 10, 16:00 PST
   - Science guru and host of Quirks & Quarks on CBC Radio One, Bob McDonald, will answer a variety of science related questions.
   - View details
When Controversy Happens

• “Pope girl”
  – News broke 4/29
  – By 5/1 & 5/2, share of voice reached 31% in social media
  – By 5/15 conversation had dwindled – total reach of Twitter: 4mm users

• Beta Theta Pi
  – 3/28 through 5/31: 126 public mentions
  – Share of voice much less
    • .7%
When Controversy Happens

• Natural Disasters
  – Hurricane Sandy, Newtown, Boston Marathon, Oklahoma

• How CMU responds