

**Social media:
*TWITTER &
FACEBOOK*
aren't enough!**

@US

sevans@wm.edu

director of creative services,
College of William & Mary

@susantevans

facebook.com/susantevans

757.221.1585

michael.stoner@mstoner.com

@mStonerblog

mStoner.com/mStonerblog.com

slideshare.net/mStoner

+1.802.457.2889/m: +1.312.622.6930

Definitions

social media

web-based tools used for
social interaction:

blogs; Flickr; YouTube; Yelp;
SCVNGR; Facebook

campaign

a focused effort to achieve goals using a variety of channels appropriate to the results sought.

true / false
myth / reality

Everything
is connected
to everything
else.

bit.ly/9uemQS

You
can control the
conversation.

You
don't need a
website if you
have Facebook.

case studies
campaigns

case studies

College of William & Mary: bit.ly/9li6EU

Northfield Mount Hermon: budurl.com/pw89

Flight of the Flyers: budurl/xmcz

PBO: budurl.com/f5n6

Emory University Blue Pig: budurl.com/8bzy

Worcester Academy, WAMash: budurl.com/9egf

case study

PBO

poweredbyorange.com

channels

web	website & blog
map	Google Map w/PBO pins
other SM	Twitter, Facebook, LinkedIn
merchandise	PBO t-shirts & tschotskes
real world	store signs, bus wraps, ads
personal	meetings, displays,



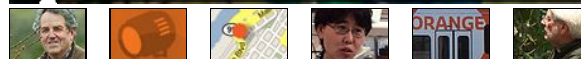
PARTICIPATE

87 students stopped by the MU to share their PBO stories on March 31. We know there are thousands more.

[Share your story.](#)



Orchard View Farms chosen for this month's Orange Spotlight.



Search

- ABOUT PBO
- BLOG
- ORANGE SPOTLIGHT
- ALUMNI BUSINESSES
- VIDEOS AND PHOTOS
- GET ORANGE STUFF
- BEAVER MARKETPLACE
- MAP YOURSELF
- OSU'S IMPACT
- CAMPUS BANNERS
- OSU ALUMNI ASSOCIATION

Our Impact

Leading the Green Revolution: OSU is a recognized national leader in teaching, research, service and management practices enhancing sustainability and environmental responsibility. The university's progressive work in these areas are a major reason why Corvallis repeatedly has been named among America's top green, sustainable and livable cities, and why others in higher education look to OSU's authentic, holistic approach as a model for other campuses.

[more on OSU's impact](#)

ORANGE SPOTLIGHT

Do you know a business that:

- Is owned by an OSU alum
- Has lots of OSU alums working there
- Supports OSU
- Drives innovation
- Supports economic growth
- Serves in the community



If you know a business that fits this description then please [nominate](#) them for the Orange Spotlight. An honor that will go to one business every month starting in April. At the end of august we will be giving away two OSU Football season tickets to one lucky person who has nominated a business.

From the PBO Blog

- April 9, 2010 [OSU Press author Robin Cody releases first book in 15 years](#)
- April 1, 2010 [Family Trees](#)
- March 31, 2010 [Share your Powered by Orange story](#)

PBO BANNERS



Learn more about the Powered by Orange banners going up around campus.

[Contact us with your comments, questions, and feedback](#)

Widmer Brothers Brewing
 Last Updated by [Celene](#) on Mar 11

OSU alumnus Rob Widmer and his brother Kurt founded Widmer in 1984, and have crafted delicious American and European-style beers. They're known for so much it's best just to check them out!
<http://tinyurl.com/bjbyn>

[Get directions](#) - [Search nearby](#)
[Zoom here](#) - [Send](#)

©2009 Google. Map data ©2009 LineDog Computing & the Atlas. INEGI

Title

Description [Plain text](#) - [Rich text](#) - [Edit HTML](#)

[Delete](#) [Cancel](#) [OK](#)

5 Point Media
 Last Updated by [Celene](#) on Apr 2

Oregon State alum Kimberly Jacobson graduated from OSU in communications with an emphasis on broadcast media, and now is a TV producer, writer, host and journalist, not to mention a triple crown pageant winner. Check out her site at:
<http://www.5pointmedia.com/>

[Get directions](#) - [Search nearby](#)
[Zoom here](#) - [Send](#)

©2009 Google. Map data ©2009 Tele Atlas. Terra



flickr

Home The Year Sign Up Upload

Search

Honorable Mention - Where's Benny? Photo Contest

By J.L.



Benny is getting ready to board the OSU jet for Seattle, Washington to Portland Oregon.

Photo by Mike Strick

Comments

Additional Information

The photo was tagged by:

- Benjamin Anderson - @benjam
- Benny's Photo Contest - @benny

Additional Information







LEARN

Learn about Oregon State University's impact on Oregon and the world. Then help us tell the story.

[tell me more](#)

CONNECT

Connect with thousands of OSU alumni, students and friends via our social media tools and Google map.

[edit a dot](#)

PARTICIPATE

Show your colors, brand your workspace, home and business.

[get your gear](#)

Orange Spotlight

Nominate a Business

Shine a spotlight on businesses
Send us your nominations.

 Search

- ABOUT PBO
- BLOG
- ORANGE BUSINESSES
- GET ORANGE STUFF
- MAP YOURSELF
- BE ORANGE
- ORANGE SPOTLIGHT
- OSU'S IMPACT
- 2010 BANNERS
- OSU ALUMNI ASSOCIATION

Our Impact

Living the Land Grant Mission: As Oregon's Land Grant university, OSU mindfully pioneers ever more creative, far-reaching ways to fulfill the mission that has defined its 140-year existence: Providing educational opportunity for the residents in every corner of this state, through our undergraduate and graduate programs, Extension Service and Experiment Stations. In so doing, OSU increasingly establishes itself as one of America's leading Land Grant institutions, capturing the spirit of Abraham Lincoln's dream that these campuses serve as "the people's colleges"

[more on OSU's impact](#)

ORANGE SPOTLIGHT

- Do you know a business that:**
- Is owned by an OSU alum
 - Has lots of OSU alums working there
 - Supports OSU
 - Drives innovation
 - Supports economic growth
 - Serves in the community



If you know a business that meets some or all of these criteria then please [nominate](#) them for the Orange Spotlight. An honor that will go to one business every month starting in April. At the end of august we will be giving away two OSU Football season tickets to one lucky person who has nominated a business.

From the PBO Blog

- October 19, 2010 [Tomorrow, OSU is purple](#)
- October 15, 2010 [A Moral Ground](#)
- October 6, 2010 ["Campaign for Understanding" supports LGBT students](#)

POWER UP!

Official Business

POWERED BY ORANGE

bit.ly/aSJZQZ+

- A feature story about the business on oregonstate.edu.
- Promotion on Oregon State's social networks including Facebook, LinkedIn, Twitter and YouTube — reaching the 30,000+ OSU fans.
- Inclusion in a campaign to push OSU fans to Powered by Orange businesses through poweredbyorange.com.

Business:

Address:

Web site:

Contact name:

Contact email:

Short company bio:

What connects this business to Oregon State University?

How is this business Powered by Orange?

Your Name:

Email Address:

Submit

case study

**William & Mary
mascot search**

William & Mary Mascot Search

What we did.
What we got.
Why it mattered.

What we did.

- » Open, transparent, and inclusive process to select a mascot
- » Fun! (said the president)



Goals of the Internet campaign:

- » encourage participation
- » engage students as well as alumni and fans
- » provide details to inform and educate stakeholders
- » establish trust in the mascot committee and process
- » build enthusiasm

Campaign components were:

- » W&M mascot search website
 - » Blog
 - » Mascot Search group on Facebook
 - » @WMMascot on Twitter
 - » YouTube
 - » Flickr
 - » Traditional: campus portal, a bit of print (e.g., alumni magazine), e-newsletters, student newspapers
- * Our former mascot had a blog and Facebook profile



How we used the channels...

- » Website feedback on finalists
- » Blog for details and updates
- » Twitter for early announcements and sneak peeks
- » Facebook for preview; discussion; make your own case; graphics of some of the suggestions
- » YouTube for fun / distraction and key to THE LAUNCH
- » Flickr for drawings of the 5 finalists and launch
- » hub for background & links for ideas or feedback

“We kept up our end of the conversation.”

- » design and graphics created consistent concept / brand
- » used personal and informal tone
- » built up community of interest by reinforcing all channels
- » developed trust that social media was the way to find out and stay informed
- » devoted time and energy to integrated social media content



What we got.

- » Website traffic February 2007 – April 2010
 - » 239,300 hits
 - » 120,438 unique visitors
- » 891 members (1,066 wall posts) on Facebook Group
- » 1,360 followed @WMMascot on Twitter
- » 252 comments on blog
- » 4,370 channel views on W&M Mascot Search YouTube
- » 2,237 views of mascot-related photos on Flickr

Suggestions and Feedback

- » 839 suggestions in 90 days (44 states and DC represented)
- » 16,913 unique visits to the mascot website on the day we unveiled the five finalists
- » 11,183 completed feedback surveys in four-week period (December 7 – January 7)
- » 22,000+ comments

Get me the Griffin!

- » The mascot launch was an Internet & campus event. Alumni, parents, students, & fans not in Williamsburg took part
- » Launch day: 21,025 hits; 7,505 unique visitors
- » Launch day and beyond:
 - » 17,000+ views of YouTube video announcing
 - » 21,611 views of YouTube video introducing the Griffin



First appearance of the Griffin – April 6, 2010

Why it mattered.

Alumni love our new mascot.

- » Social media allowed a conversation about our mascot search. (The W&M community had an easy way to share thoughts and impressions)
- » With social media, we offered more engaging info and more immediate updates.
- » The viral aspect of social media helped reach individuals who weren't paying attention to our mascot search.

Why it mattered.

Alumni over 40 use social media! (Now we know.)

- » 20% of alums who suggested a mascot were 52 or older
- » 5,591 of those who provided feedback on finalists were alumni (50% of total)

**** When individuals care about a topic and are consistently offered the opportunity to participate, they will.**

Why it mattered.

Earned media was high.

- » Something whacky led to reporter interest.
 - » The Daily Show
 - » Washington Post
 - » ESPN
 - » USA Today
 - » Sports Illustrated
 - » Chronicle of Higher Education
- » Reporters following our search used the social media content we had in place.

The Daily Show with Jon Stewart



Thursday April 8, 2010

Virginia's Confederate History Month & Griffin Mascot

Bob McDonnell declares April Confederate History Month, and the College of William and Mary announce its new pentisless griffin mascot.

Tags: [Virginia](#), [Bob McDonnell](#), [Civil War](#), [History](#), [war](#), [slavery](#), [mythology](#), [the South](#), [the North](#), [College of William and Mary](#), [college](#), [mascots](#)

Views: 119,298

15 comments

95% Thumbs Up

Rate:



Share





best practices

best practices

multiple channels
multiple sources of content
sense of humor
planned evolution
results
phone calls
real world

SM success/1

specific goals

more planning, less spontaneous

institutional buy-in & support

control of SM content & staff w/in
dept.

in-house expertise

[bit.ly/c1CQvC]

SM success/2

go beyond Facebook, use multiple
channels

target multiple audiences

multiple measures of success

more likely to have policies

[bit.ly/c1CQvC]