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/9e9f
## channels

<table>
<thead>
<tr>
<th>web</th>
<th>website &amp; blog</th>
</tr>
</thead>
<tbody>
<tr>
<td>map</td>
<td>Google Map w/PBO pins</td>
</tr>
<tr>
<td>other SM</td>
<td>Twitter, Facebook, LinkedIn</td>
</tr>
<tr>
<td>merchandise</td>
<td>PBO t-shirts &amp; tschotskes</td>
</tr>
<tr>
<td>real world</td>
<td>store signs, bus wraps, ads</td>
</tr>
<tr>
<td>personal</td>
<td>meetings, displays,</td>
</tr>
</tbody>
</table>
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.

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

Share your story

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

Share your story

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

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

Powered by Orange v2.0
Oregon State University
Corvallis, Oregon 97331-4501
phone: 541-737-1000

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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/bjhy

Get directions - Search nearby - Zoom here - Send

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
Orange Spotlight
Nominate a Business

Shine a spotlight on businesses
Send us your nominations.

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”

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Our Impact

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

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
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
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.
Virginia's Confederate History Month & Griffin Mascot

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

Tags: Virginia, Bob McDonnell, Civil War, history, war, slavery, mythology, the South, the North, College of William and Mary, college, mascots
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]