

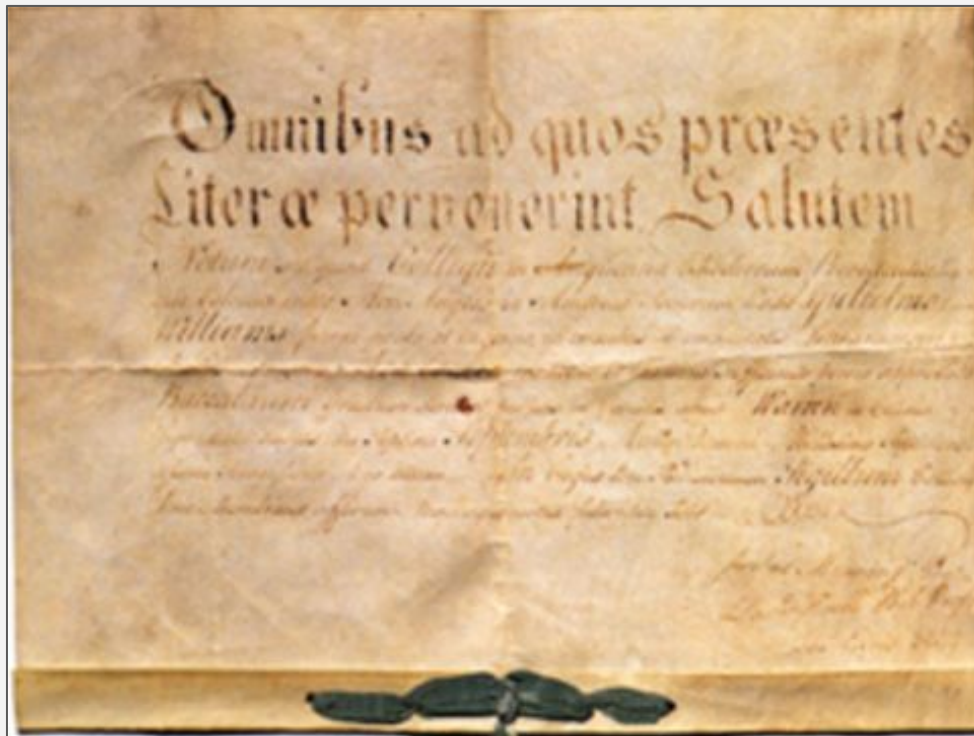
# Social Media @ Brown ~~2017~~ 2018



BROWN

# Commencement 1769

249 YEARS AGO: **PRINT**



# Commencement 1906

112 YEARS AGO: **PHOTO**



# Commencement 1920

98 YEARS AGO: **PHOTO**





# Commencement 2012

6 YEARS AGO: **PHOTO**



# Commencement 2014

4 YEARS AGO: **INSTAGRAM**





# Commencement 2015

3 YEARS AGO: **FACEBOOK VIDEO**



# Commencement 2016

2 YEARS AGO: **SNAPCHAT**





# Commencement 2017

**FACEBOOK LIVE**



# Competing for **attention**

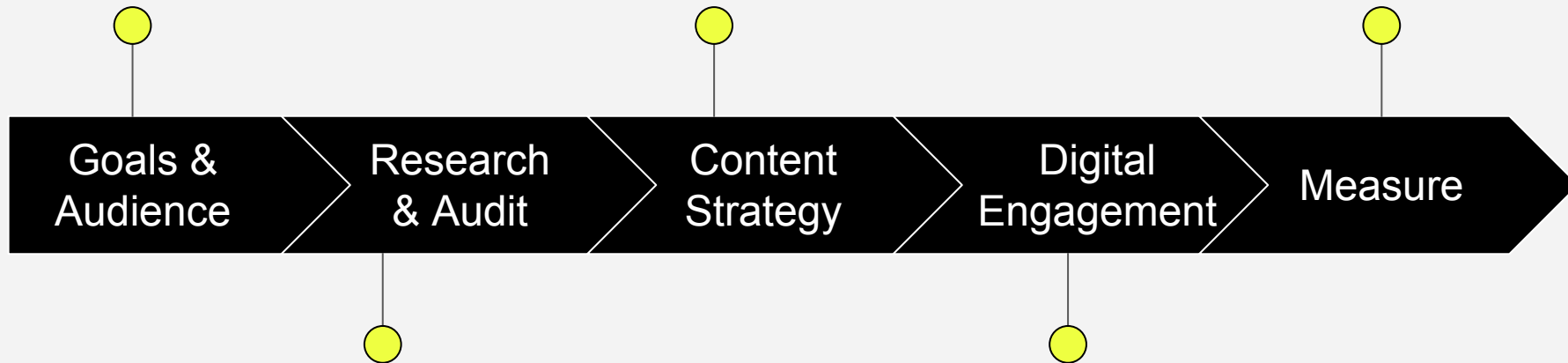
- ★ The constant churn of today's media landscape drives new and growing expectations from our audience.
- ★ Your audience will not adapt to your favorite communication channels. You need to adapt to theirs.
- ★ Where is your target audience spending their attention in **2018**?



Set goals, KPIs and define your target audience(s).

Explore storytelling on new channels, tailor content and find your media mix.

Are you achieving your goals? Make data actionable.



Conduct market research. Within Brown's brand framework, how can you differentiate your unit from peers and other Brown departments?

Leverage new technology, tactics and functionality to drive clicks by hyper-targeting your content.



Goals &  
Audience

Research  
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## Define Goals

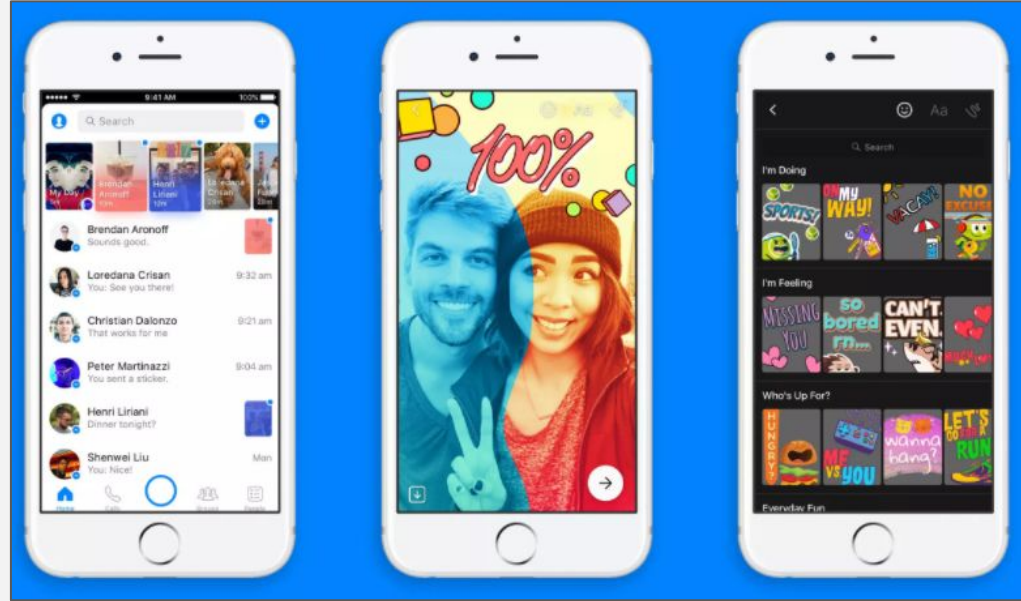
- ★ Increase website visitors or giving
- ★ Drive engagement (any digital action taken)
- ★ Amplify earned, owned and paid content
- ★ Raise attendance at events
- ★ Drive applicants to specific programs
- ★ Build general awareness
- ★ Surface thought-leaders
- ★ Set KPI's = Key Performance Indicators

## Define Audience

- ★ Local, national, international (geolocation)
- ★ Prospective students
- ★ Young alumni (GOLD)
- ★ 10 – 20 years out
- ★ 20+ years out
- ★ External media
- ★ Parents
- ★ Current students, staff, faculty (campus)

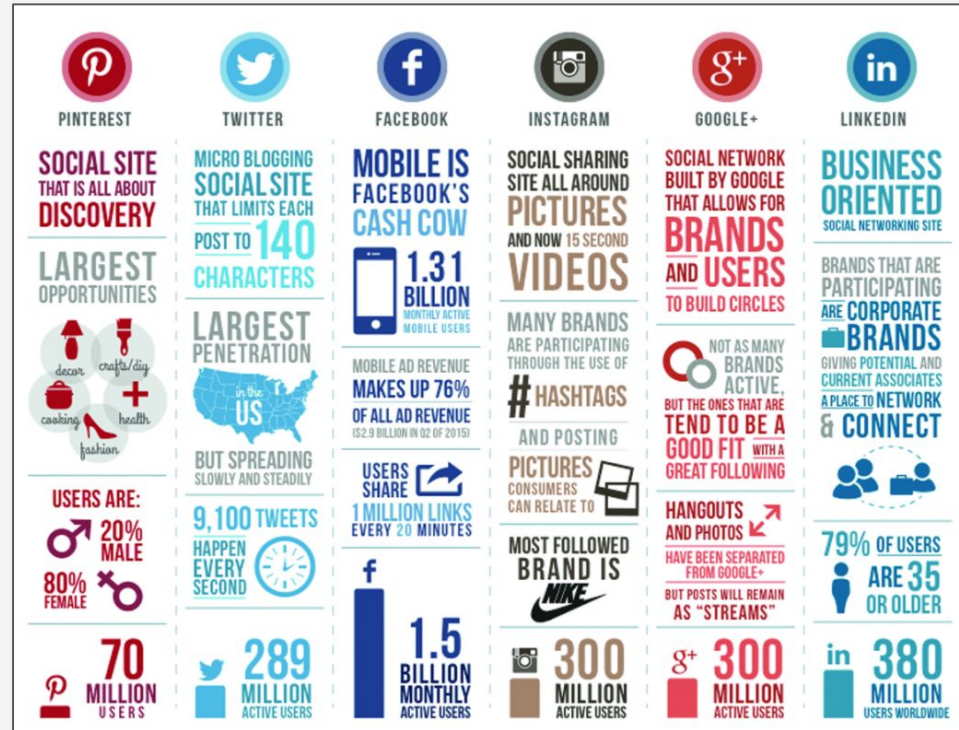
## Know your audience

- ★ Millennials embraced technology; Gen Z are digital natives.
- ★ Millennials watched Hulu and Netflix; Gen Z wants to co-create, **livestream**, and help make up the activity as they participate.
- ★ Millennials initiated text messages as a norm; Gen Z prefers communicating through video, images, icons and symbols.



## Know your platforms


































- ★ No more “one-size-fits-all” for content distribution.
- ★ Each network has its own **unique culture, voice and context**; driving varied expectations from the end-user.
- ★ Research competitive differentiators between platforms after researching your target demographics.
- ★ Content should be tailored for each platform; new platforms are driving new content formats.





# Audit your peers

- ★ Which channels are they leaning in on?
- ★ Are you using platforms that they're not? Why?
- ★ Great way to snag micro-campaign ideas!
- ★ Audit broader communications channels and media outside of higher ed.

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Harvard University	5m 	0%	13	21K 
2	 Yale University	1.3m 	▲ 0.1%	17	7.5K 
3	 Stanford University	1.2m 	▲ 0.2%	8	5.1K 
4	 Massachusetts Institute o...	969.1K 	▲ 0.3%	10	5.9K 
5	 Princeton University	540.5K 	▲ 0.1%	34	5.7K 
6	 Cornell University	361.2K 	▲ 0.1%	18	8.4K 
7	 Columbia University in th...	327K 	▲ 0.1%	14	3.2K 
YOU					
8	 Brown University	230.7K 	▲ 0.1%	23	6.3K 
9	 The University of Chicago	228.6K 	▲ 0.1%	7	1.6K 
10	 University of Pennsylvania	196.8K 	▲ 0.2%	20	4.3K 
11	 Dartmouth	91.6K 	▲ 0.2%	8	2.4K 

## Research across campus

- ★ How can you **add value** in a crowded, competitive media landscape?
- ★ Is there a platform that is not yet being used widely at Brown? If so, does that present an opportunity to fill the gap?
- ★ Within Brown's brand framework, how can you differentiate your unit from other Brown departments?
- ★ How are other departments using social media effectively, or not?

Brown University	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>	<a href="#">Instagram</a>	<a href="#">LinkedIn</a>	<a href="#">Google+</a>	<a href="#">Snapchat</a>
Social Innovation Initiative	<a href="#">Facebook</a>	<a href="#">Twitter</a>					
Brown Library	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>	<a href="#">Instagram</a>			
Carrie Tower	<a href="#">Facebook</a>						
Swearer Center	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>		<a href="#">LinkedIn</a>		
Bell Gallery	<a href="#">Facebook</a>	<a href="#">Twitter</a>					
Center for the Study of Race + Ethnicity in America	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>				
Warren Alpert Medical School	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>	<a href="#">Instagram</a>	<a href="#">LinkedIn</a>		
School of Public Health	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>				
Office of Financial Aid	<a href="#">Facebook</a>						
Brown & Providence	<a href="#">Facebook</a>	<a href="#">Twitter</a>					
Pembroke Center	<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>			<a href="#">Google+</a>	
Sarah Doyle Women's Center	<a href="#">Facebook</a>	<a href="#">Twitter</a>					
Annenberg Institute	<a href="#">Facebook</a>	<a href="#">Twitter</a>					

Goals &  
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Research  
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Content  
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## Audit existing platforms

- ★ Research existing platforms for opportunities to merge, streamline and **collaborate** with similar departments or units.
- ★ Umbrella accounts and departmental channels may already exist or have pertinent data.
- ★ Always look for opportunities to leverage an existing platform before creating a new one.

 <b>Brown Economics</b> @Brown_Economics Brown University Department of Economics Official Twitter	 <b>BrownConnect</b> @BrownConnect_ Connecting #brownuniversity students to internships and research opportunities, funding, and alumni.
 <b>Brown Research</b> @BrownUResearch @BrownUniversity faculty and students work at the cutting edge of research, creating knowledge in life and physical sciences, the humanities and social sciences	 <b>Brown Physics</b> @brown_physics The official Twitter account of @BrownUniversity's Department of Physics <a href="https://facebook.com/brown.physics">facebook.com/brown.physics</a>
 <b>Brown DSI</b> @Brown_DSI A hub for research and education in foundational methodologies of data science at Brown University.	 <b>Cogut Center</b> @CogutCenter The Cogut Center for the Humanities Integrating Research, Teaching, Programs & Events
 <b>Brown Humanitarian</b> @Brown_HI2 The Humanitarian Innovation Initiative (HI2) is located within the Watson Institute for International and Public Affairs at Brown University	 <b>Brown U Real Estate</b> @BrownUnivRE Official Twitter home of the Brown University Real Estate Office
 <b>Brown Fitness&amp;Rec</b> @BrownUrec The Official Page of Brown University Recreation #BrunoFIT • Information and updates !	 <b>IBES</b> @Brown_EnvSoc The Institute at Brown for Environment and Society explores links between natural, human and social systems through research and education. RT ≠ endorsement.
 <b>Brown HCRI</b> @BrownHCRI The Humanity Centered Robotics Initiative at Brown University.	 <b>Brown Annual Fund</b> @BrownAnnualFund Supporting today's students and faculty at Brown University #BrownAnnualFund
 <b>Brown University MCB</b> @BrownMolBio The Molecular Biology, Cell Biology, and Biochemistry Department of Brown University promotes excellence in state-of-the-art research and education.	 <b>Brown University OGE</b> @GlobalBrownU The official Twitter feed for Brown University's Office of Global Engagement #GlobalBrownU #Providence #RI
 <b>Brown MPA</b> @BrownU_MPA The Watson Institute's 1-year Master of Public Affairs (MPA) Program at Brown University.	 <b>BrUOG</b> @BrownOncology The Brown University Oncology Research Group (BrUOG) is the principle mechanism for oncology clinical trials at the Alpert Medical School.
	 <b>Brown Slavery Justice</b> @SlaveryJustice Scholarly research center @BrownUniversity. Educating the public about historical and modern day slavery.



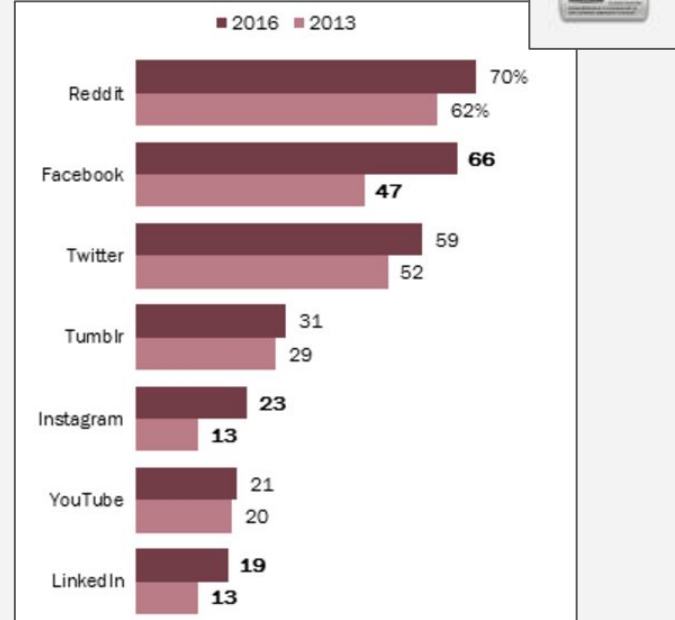
## Research attention

- ★ Research your audience's use of social media. **Understand why** a specific platform is popular.
- ★ You are competing against multi-billion dollar media conglomerates for your 3 seconds of attention. Make it count!
- ★ Where is your target audience spending their attention every day?
- ★ Check global demographics data from Pew, Statista, eMarketer, Mashable and TechCrunch.



## Research global trends

- ★ It's called a **Newsfeed** for a reason.
- ★ Social media users don't know what they're looking for. It's your job to deliver what they want, before they know they want it.
- ★ Of the sites tracked since 2013, three of eight show an increase in the portion of users who get news there: **Facebook, Instagram and LinkedIn.**

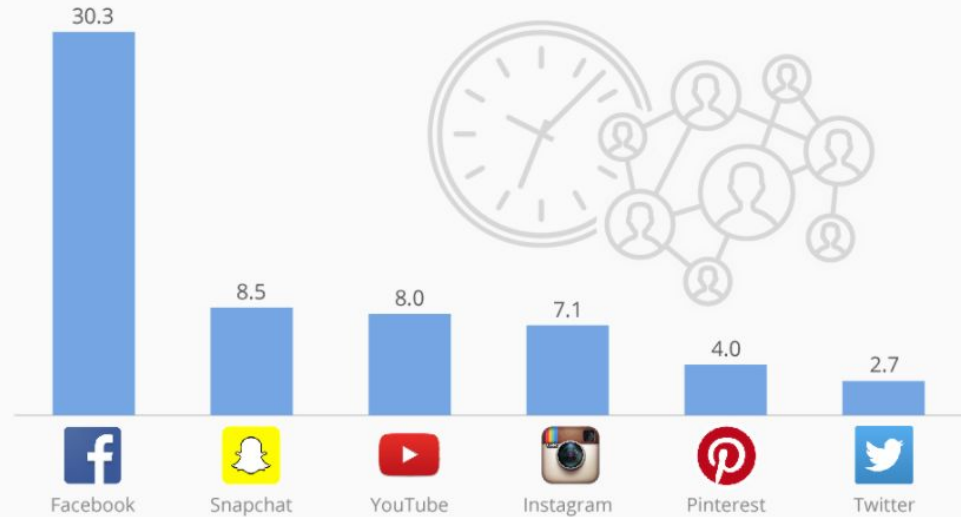


## Research top channels

- ★ Keep an eye on percentage change in **Monthly Active Users (MAUs)**.
- ★ Early adoption of a hot platform allows you to capture followers and engagement easily.
- ★ Platforms like Twitter (although still crucial) take up a disproportionate share of your time and resources when stacked up against other channels.

### Mobile User Engagement With Social Media

Mobile minutes per MAU spent with the following social media platforms per day



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Facebook Dead At 12, A Victim  
Of 2016

Is Facebook dead?

© NOVEMBER 15, 2016 / 28 COMMENTS

**Facebook Isn't the Social  
Network Anymore**

**WHY FACEBOOK IS NOT COOL ANYMORE AND BORING**

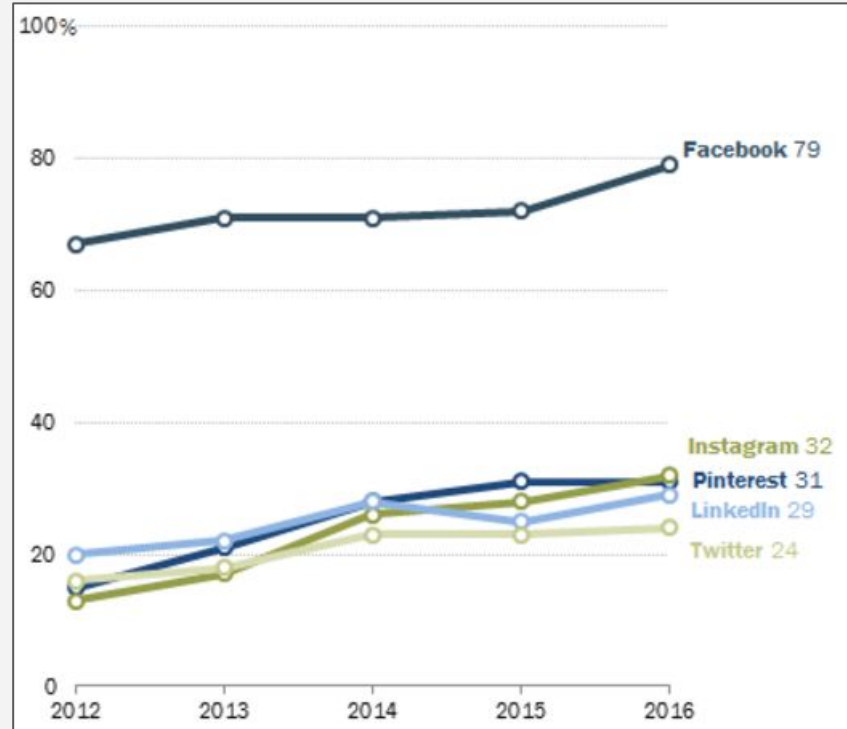
**“Facebook Is Dead To Us”: What Teens Think About  
11 Of The Biggest Social Networks**



## Back by popular demand...

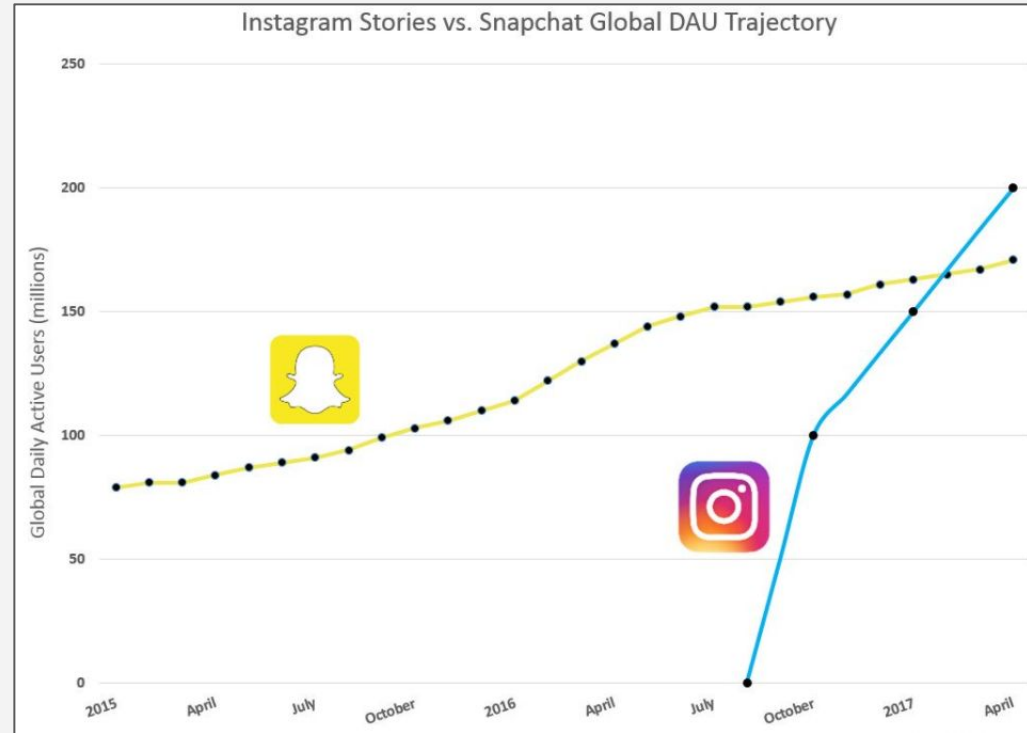


- ★ Facebook has nearly 2 billion monthly active users.
- ★ **~80% of online adults use Facebook.**
- ★ 70% log in daily for 30 minutes per day via mobile.
- ★ 66% use it as a news source.



# The importance of being *nimble*

- ★ Sometimes when you spend months crafting and launching a campaign strategy, you find the landscape has already shifted.
- ★ Staying nimble and being able to pivot in a tumultuous media environment is increasingly important.
- ★ **Instagram Stories** copied Snapchat (almost verbatim) and continues to see record-breaking growth.



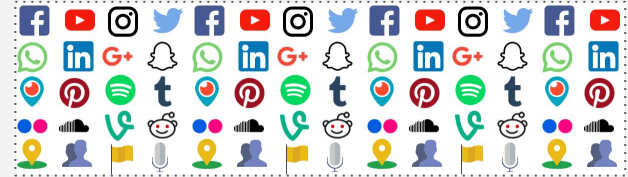
# Tailor your content

- ★ Add value by creating a range of **content** types.
- ★ Find your unique **media mix**. Choose the right media to connect with your audience at the right touch-points.
- ★ Deliver relevant messaging to segmented **audiences** in distinct ways.
- ★ **Reverse-engineer** the end-user experience.

## Content

news, feature, information, Q&A, interview, student profile, event, campus photo, research, video

## Media



## Audience



Prospective



Current



Alumni

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## Choose the right media



Prospective

Current Student

Young Alumni

Parent

Older Alumni

Snapchat Story  
Instagram Story  
Spotify Playlist  
YouTube Feature

Instagram Live  
Snapchat Takeover  
Facebook Events

LinkedIn Group  
Twitter Follow  
Snapchat Geofilter  
Facebook Live

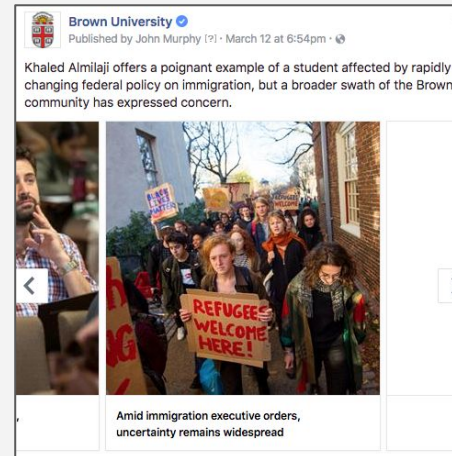
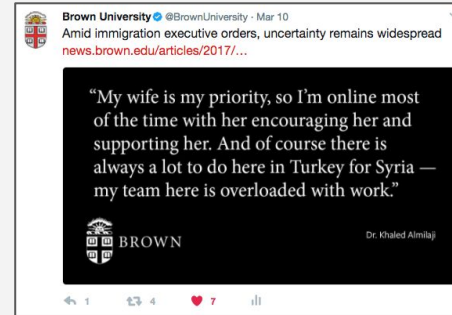
SoundCloud  
Facebook Photos  
WeChat & Weibo

Facebook Q&A  
LinkedIn Group  
Instagram Photo  
Pinterest



# Cross-platform content

- ★ **Remix your content.** Same article; four very different ways of telling the story.
- ★ Maximizing media formats leverages Facebook's algorithm and places a premium on user experience.
- ★ How can you differentiate your content from 100+ other Brown communicators telling the same story?



## Private & Personal

- ★ In the age of Google and Facebook, using your real name on a public social media account intrinsically connects you with your place of employment.
- ★ One example of a **Private & Personal** account is to create a Twitter profile without your real name, photo or any connection to your place of employment.



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## Public & Professional

- ★ Your **Public & Professional** account bio should include your real name and place of employment.
- ★ As the end-user explores your account, they should know the institution you represent, the type of content they should expect and how to further network with you.



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## Public & Institutional

- ★ Institutional and departmental accounts should seamlessly reflect and represent the institutional identity, brand and voice.
- ★ This Public & Institutional account should never interact with your Private & Personal account.
- ★ Create these accounts using your departmental email address.





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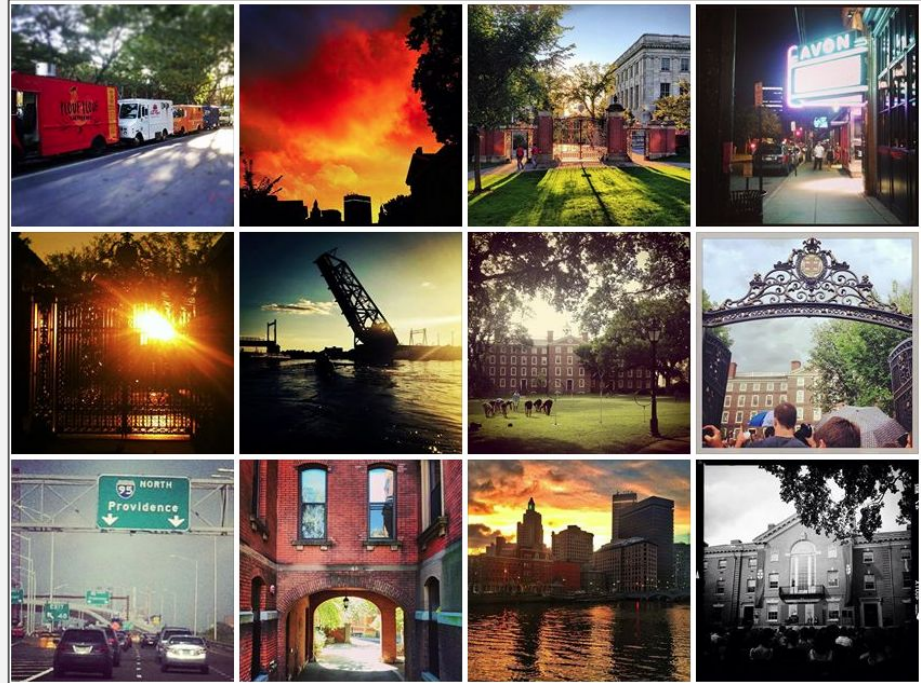
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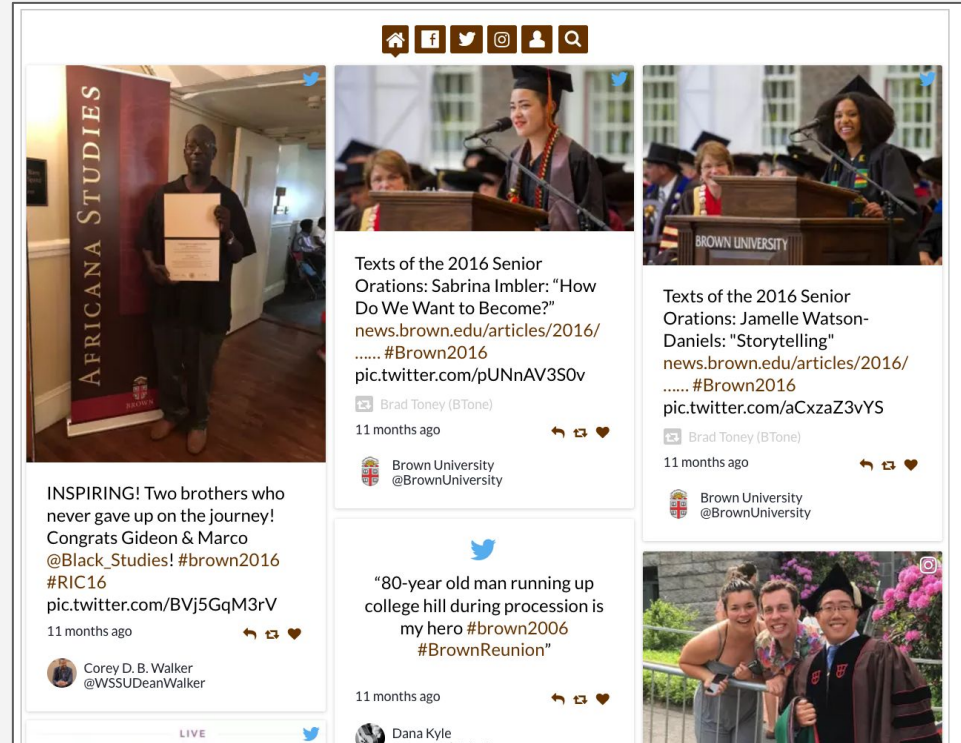
## User-generated content (UGC)

- ★ Instagram brought along an enormous revolution in surfacing student life via user-generated photos.
- ★ “Scene by you at Brown” became very popular by executing consistent micro-campaigns, cross-posting on multiple channels and using geolocation searches to find additional photos.



## Aggregate, curate and surface UGC

- ★ **Storify** is a great **free** service allowing you to find, assemble and embed user-generated social media content into other websites.
- ★ **Tint** is a **paid** service that BAA, ADV and OUC is currently running a pilot program with. This allows much of the same functionality as Storify, but with zero branding, more CSS customization and a better mobile app.



## Ask for user permission

- ★ If and when you download and re-upload content, you always need permission from the user.
- ★ Always credit the user when uploading to an official account.
- ★ Permission to incorporate a produced work (**consent to use a photo**) is **distinct from image-use permission (consent from the person in the photo)** and is additionally subject to Brown's policies for Copyright and Fair Use.



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# Content Strategy<sup>\*recap</sup>

Planning, crafting and discovering the right media mix to leverage your unique messaging; storytelling to the right audience.



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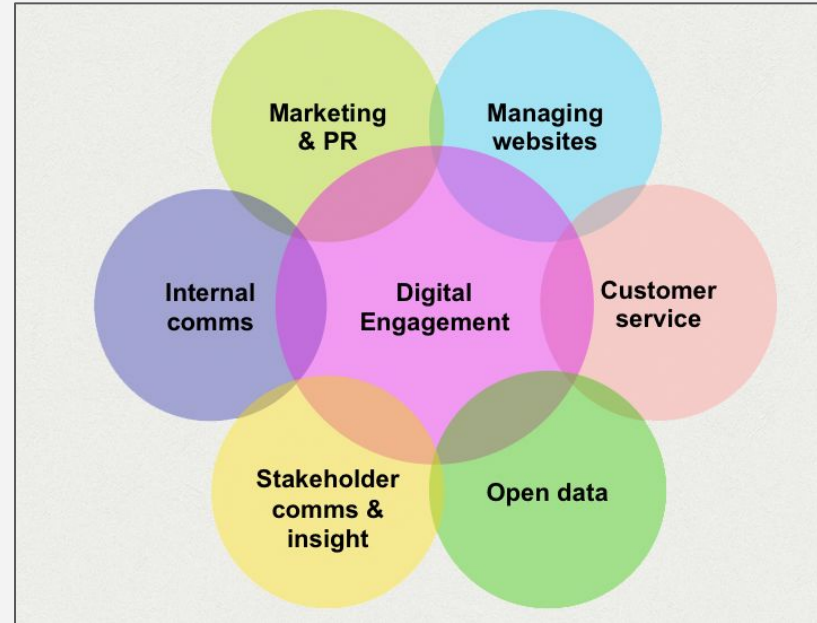
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## Leverage new digital functionality

- ★ Digital engagement often defined as **any action taken on a piece of online content**.
- ★ Experiment with new platforms to see what resonates with your audience.
- ★ Micro-target and narrow your audience with advanced digital tools.
- ★ Leapfrog old technologies by using new social media platforms.



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# Hyper-target your audience

## Organic (Owned Media)

### Facebook

- ★ By **Interest**: Facebook can help you reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics.
- ★ By **Age**
- ★ By **Location**

### LinkedIn

- ★ By Geography, Job Function, Degree Earned, Field of Study, Industry and Seniority Level.

### Twitter

- ★ By choosing which account to post from: @BrownAlumniAssoc, @brownclubny, etc.

## Advertising / Boosting (Paid Media)

### Facebook

- ★ By **Email Address** (Bulk upload a .CSV file)
- ★ By **Graduation Year**
- ★ By **School and Profession**

### LinkedIn


- ★ By Groups, Age and School.

### Twitter

- ★ By Email Address (Bulk upload a .CSV file)
- ★ By Followers, Interests and Keywords.

# Facebook Ads

- ★ Leverage Facebook's paid advertising service to tailor content to target audiences.
- ★ Many advertisers target an audience that is too broad. Narrow your audience by interest, school, age, location and profession.
- ★ Stand out by trying different ad formats such as carousel or video.
- ★ 2016 = **Quantity** of Followers
- ★ 2017 = **Quality** of Content
- ★ 2018 = **RELEVANCY**

 You are targeting men and women, ages 18 - 65+ who live in 1 location, and have 1 interest.


**Location** - Living in:  
United States


**Age:**  
18 - 65+

**People Who Match:**  
Interests: Brown University

**And Must Also Match:**  
Interests: World Oceans Day, Oceanography, marine science, Marine biology, I Love The Ocean, Aquatic ecosystem, Marine ecosystem or Oceanic Preservation Society, Field of study: Marine life, Marine biology, Marine Science or Oceanography, Employers: Marine biology and Job title: Marine Biologist

[Hide full summary](#)



 This promotion will run for **7 days**.

 Your total budget for this promotion is **\$15.00**.

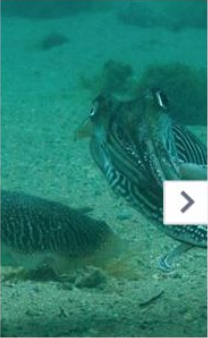

**3,351**  
People Reached [?]

**583**  
Engagements [?]

**\$15.00**  
Total Spend [?]

 **Brown University**  
Sponsored · 

On a research dive in 2011 off the Aegean Sea coast of the fishing village Çeşmealtı, Turkey, a lucky pair of graduate students bore accidental witness to a phenomenon scientists have otherwise only ever seen in the lab: the theater and violence of male cuttlefish competing for a mate.



Study reveals first recording of cuttlefish fighting over a mate in the wild

Study reveals first recording of cuttlefish fighting over a mate in the wild

67 Reactions · 9 Comments

Goals &amp; Audience

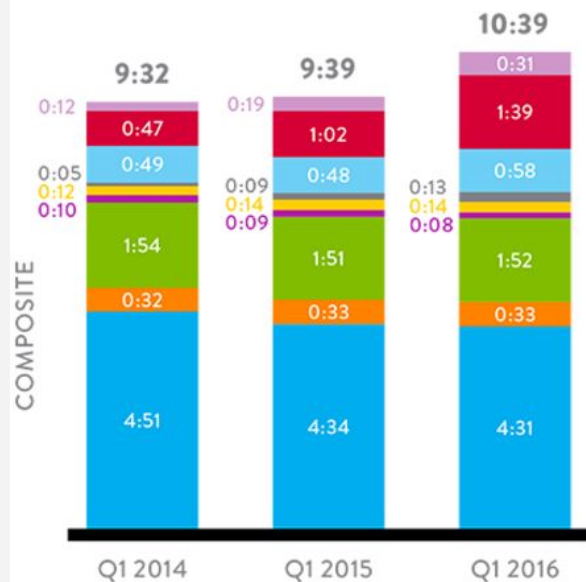
Research &amp; Audit

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## AVERAGE TIME SPENT PER ADULT PER DAY BASED ON THE TOTAL US POPULATION



	2015-16 Diff	2015-16 Diff %
Total	1:00	+10%
Tablet (App/Web)	0:12	+63%
Smartphone (App/Web)	0:37	+60%
Internet on PC	0:10	+21%
Multimedia Device	0:04	+44%
Video Game Console	0:00	0%
DVD	(0:01)	-11%
AM/FM Radio	0:01	+1%
Time-shifted TV (DVR)	0:00	0%
Live TV	(0:03)	-1%



## Understand the rise of Snapchat

- ★ The demand for “Live TV” is not slowing; it is evolving into mobile.
- ★ Snapchat flooded the market early by feeding a growing demand for mobile Live TV.
- ★ Uncut, unpolished, **authentic**, unedited.
- ★ “**Imperfect sharing**” = Reality TV
- ★ A truly immersive experience.



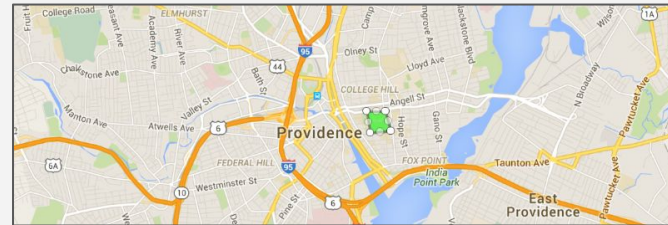
# Snapchat Stories & Takeovers

- ★ Snapchat's Campus Stories feature revolutionized campus life content through authentic, **first-person video**.
- ★ How can we possibly scale (and capture such a diverse campus experience) when you can't *upload* video?!
- ★ Student and Departmental Snapchat "Takeovers" from Women's Basketball, Figure Skating, Brain Fair, Women's Skiing, Brown Band, Sailing, Men's Baseball & Theatre.



## Geofilters, Spectacles & Snapcodes

- ★ For \$130 a pair of Snapchat Spectacles can provide a unique perspective.
- ★ Businesses and individuals can purchase On-Demand Geofilters.
- ★ QR codes never took off; Snapcodes are now common practice. Helped grow Brown's Snapchat audience by ~7,000 people.



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## Facebook Live, Video & 360°

- ★ Facebook is going all in with video. This is a massive revolution for producing and consuming digital content.
- ★ Spotty Wi-Fi connection and issues on Facebook's end sometimes makes Facebook Live via mobile unreliable.
- ★ Worth the risks with a combined reach of 150,000+ on just two Facebook Live mobile broadcasts.





## GIFs!

- ★ Instead of a standard “still image screenshot,” experiment with GIFs to supplement news feature items and video content.
- ★ Great engagement on social media; easy and effective for Twitter.
- ★ A damask rose from Syria, bloomed just in time for the final week of artist Fatma Bucak’s exhibition “And men turned their faces from there.”
- ★ [makeagif.com](http://makeagif.com)



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# Digital Engagement<sup>\*recap</sup>

Using new technology, tactics and functionality to drive clicks on your content. Delivering tailored content in new and exciting ways.

## Owned, earned & paid media

- ★ **Owned** media is generated by the brand in channels it controls.
- ★ **Earned** media is publicity not directly generated by the brand, but rather by other entities such as customers or journalists.
- ★ **Paid** media refers to external marketing efforts that involve a paid placement.
- ★ Assign different weights to different channels.  
Are 1 million Twitter impressions equal to 1,000 unique pageviews on brown.edu ?

		Brown.edu (owned)	Facebook (owned)	Twitter (earned)	Media Hits (earned)
#	Article	Unique views, <i>k</i>	Unique views, <i>k</i>	Reach, <i>k</i>	via Google / Meltwater
1	<a href="#">Fewer cold snaps: Mangroves head north</a>	<1	5.5	15M	NYT, IBT, Nature World News, CBS, Weather Channel, AP
2	<a href="#">Brown admits 583 early decision applicants</a>	12.7	16.2	37.7	The Daily Pennsylvanian, GoLocalProv, Charlotte Observer
3	<a href="#">Brown to ensure internships for aided students</a>	2.5	20.1	500*	*Tweet about Pres. Paxson attending was ReTweeted by White House Live & USDE
4	<a href="#">Ancient crater may be clue to Moon's mantle</a>	<1	5.2	16.4	International Business Times, Red Orbit, HNGN, Nature World News, UPI, French Tribune
5	<a href="#">Digging up the secrets of the Quiet Green</a>	1.7	7.6	6.9	Historic Archaeology
6	<a href="#">Fertility treatments keep multiple births high</a>	1	4.4	13.7	e! Science News
7	<a href="#">Intimate yeast: Mating and meiosis</a>	1	2.4	2.4	-
8	<a href="#">Capstone projects help local organizations</a>	1	5.8	1.1	AICU Rhode Island

Goals &  
Audience

Research  
& Audit

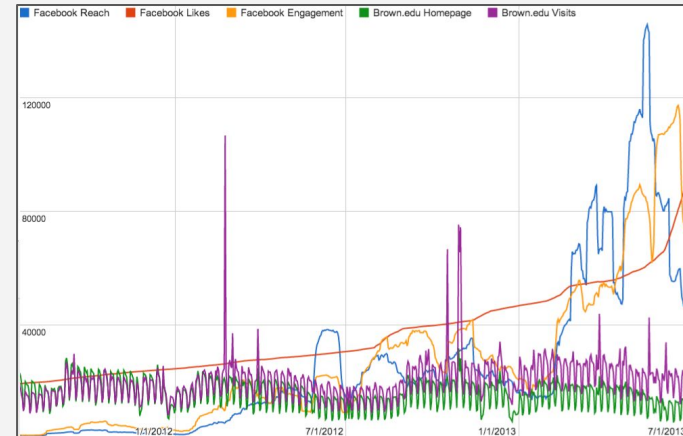
Content  
Strategy

Digital  
Engagement



Measure

## Make data **actionable**

- ★ Revisit your goals and KPIs.
- ★ Refine content strategy based on demographics data.
- ★ Allocate your time and resources accordingly.
- ★ Keep in mind how to weigh certain data.







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