Social Media Task Force Update

October 13, 2009
What is Social Media?

• Social media is called by a variety of names including social media, social networking and Web 2.0.

• A social network is an online community of people who share interests and/or activities, or who are interested in exploring the interests or activities of others.

• In a recent survey of UH faculty and staff:
  – Over 50% respondents indicated that they use a social media Web site 1-3 times per day compared with roughly 75% of UH Students
National Social Media Usage

• According to the PEW Internet & American Life Project’s 2008 tracking survey
  – 1/3 of American adult Internet users have a profile on an online social network site
    • 30% of online Caucasian adults have a social networking profile
    • 43% of African-Americans
    • 48% of Hispanics.

• According to data provided by Facebook, the last two years have shown tremendous growth particularly among older adults.
  – Usage among adults aged 35-54 has increased 276% since 2007.
  – Usage among adults aged 55+ has increased 194%
## Task Force Members

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<th>Member</th>
<th>Functional Area</th>
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<tr>
<td>Simon Bott</td>
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<td>Student (Communications)</td>
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Goals

- Develop social communities at UH that can support university branding and strategic initiatives
- Align constituent social communities to university standards
- Develop social communities to support emergency and crisis communication
- Develop social communities to support UH faculty and staff
- Develop social communities to support future fundraising
Benefits Provided

• Alternate channels for
  – communicating with students, faculty, staff and alumni
  – emergency and crisis communication
  – support future fundraising initiatives

• Effective medium for advertising events and programs such as season ticket drives and attendance at events.
Benefits Provided

• Opportunities to integrate the communication channels that students, faculty, staff and alumni are actually using with other UH technology systems such as WebCT and Pier

• Medium for faculty and staff to use for making connections with other employees to support research, academics and operations.
  – This will engage employees, transforming them from passive indifferent spectators to active participants in the organization.
September – December, 2009

- Branded social media site and directory
- Facebook Fan Site
- Flickr Site
- Quantcast Implementation
- Scout Labs Implementation
- Two-month targeted online advertising campaign
- Search engine ranking analysis completed for benchmarking
January – May, 2010

• Web Trends Implementation (UH.edu)
• Proactive management of social media properties
• Two-month targeted online advertising campaign
• Quantitative and qualitative data on social media properties available
• First comprehensive search engine trending report available
Social Media Survey

- Survey was conducted over the Summer
  - Faculty & Staff
  - Students
  - Alumni
What Social Media Sites do you use?

- Facebook: Faculty and Staff > Students > Alumni
- LinkedIn: Faculty and Staff > Students > Alumni
- MySpace: Students > Faculty and Staff > Alumni
- Twitter: Students > Faculty and Staff > Alumni
- YouTube: Faculty and Staff > Students > Alumni
How often do you visit the social media site you use most often?

- Faculty and Staff
- Students
- Alumni

How often do you visit the social media site you use most often?

- **several times a day**: 45
- **once a day**: 25
- **every few days**: 22
- **once a week**: 15
- **less often**: 13
Are You a Member of any UH Social Media Groups?

- Faculty and Staff: No 80, Yes 10
- Students: No 70, Yes 20
- Alumni: No 80, Yes 10
Thank you!

• Questions?