

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

Member	Functional Area
Simon Bott	NSM Faculty
Richard Bonnin	Media Relations
Chris Cheatham	Enrollment Services
Elisa Crossland	Marketing
Mike Emery	Media Relations
Jeff Fuller	Recruitment
Chester Jacinto	Bauer College of Business
Amy Leggio	Advancement Services
David Rafetto	UH Alumni Association
Sean Randall	Athletics
Diane Trippel	Information Technology
Melissa Woods	Student (Communications)

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

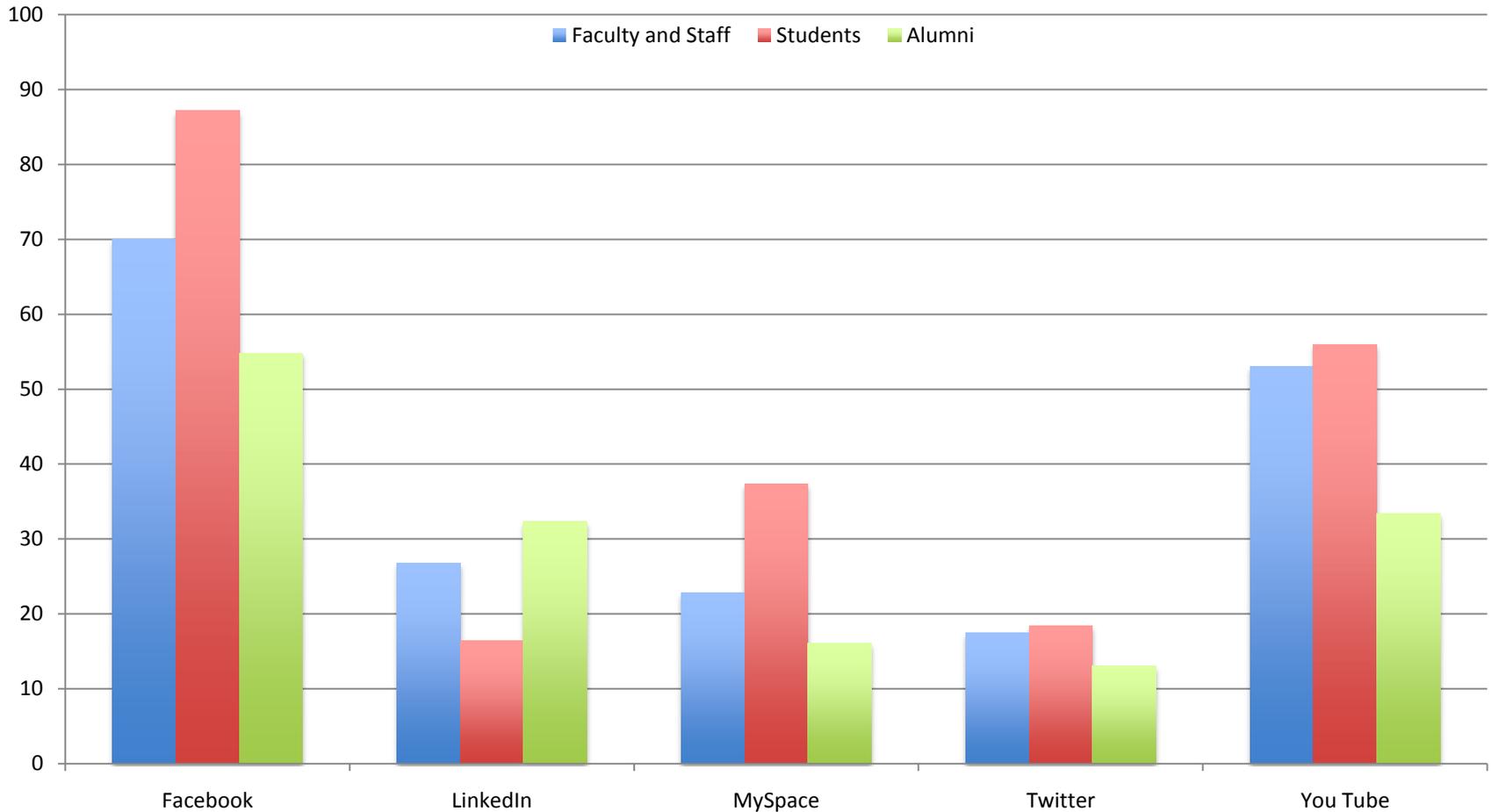
January – May, 2010

- 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

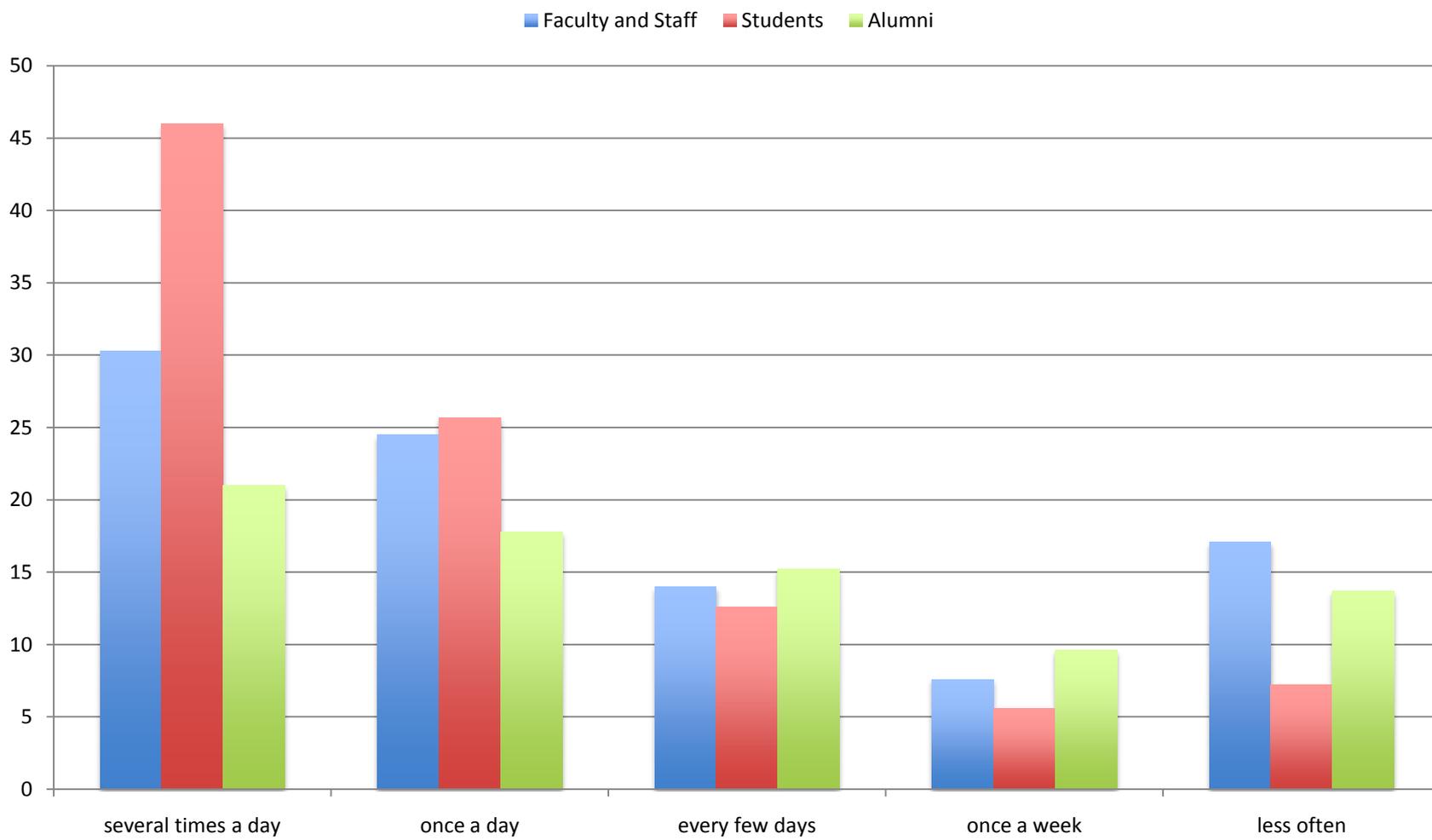
Social Media Survey

- Survey was conducted over the Summer
 - Faculty & Staff
 - Students
 - Alumni

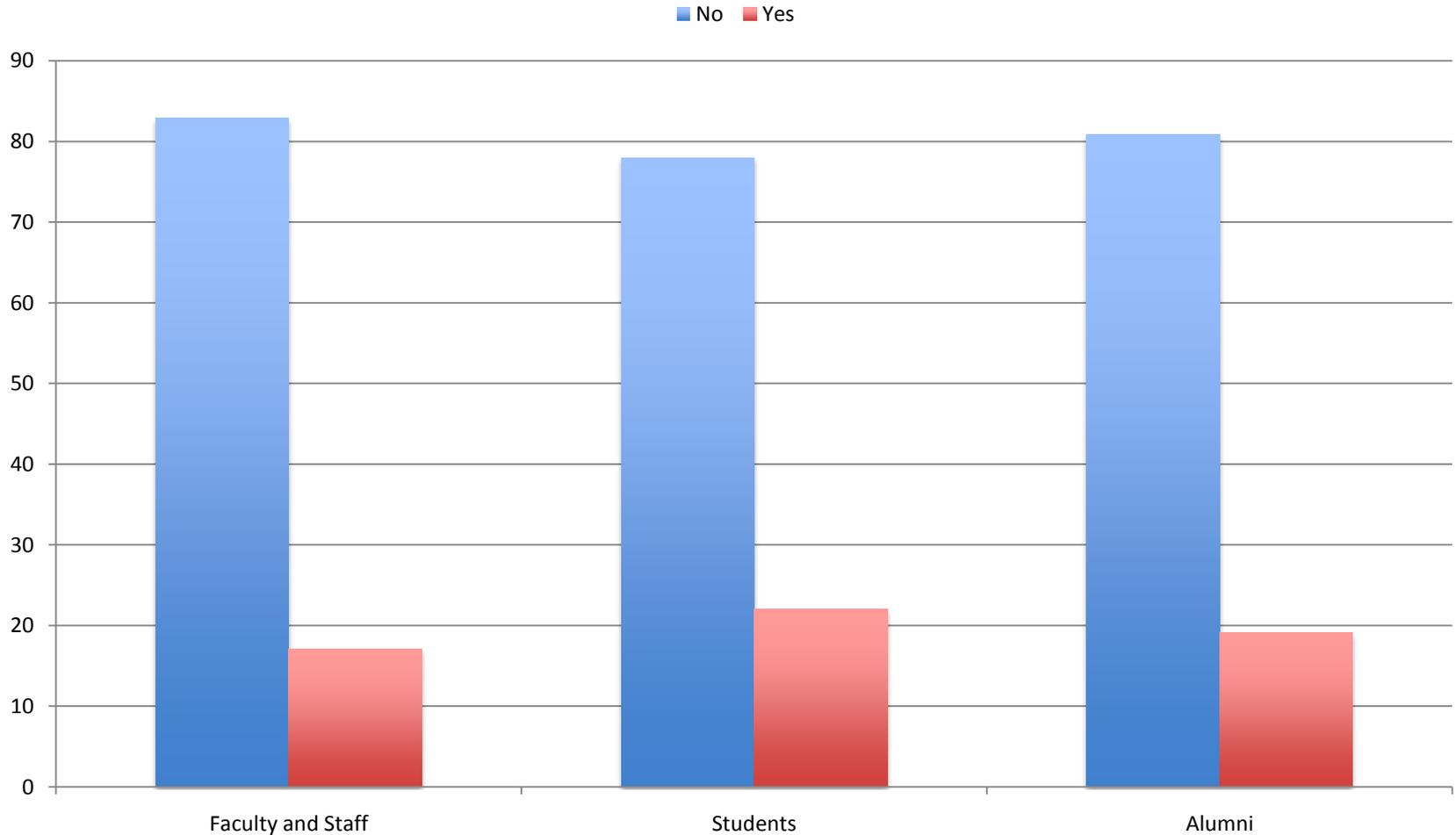
What Social Media Sites do you use?



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



Are You a Member of any UH Social Media Groups?



Thank you!

- Questions?