So many channels, so little time!

Kathryn Bader, Social Media Strategist, Communications & Public Affairs
Ashley Villanueva, Communications Specialist, Student Affairs

BC²
Constantly changing channels
Questions to consider

• Where should you spend your limited time?
• Do you need to be on all channels?
• What’s the best social media strategy… for your needs?
• Can you partner with others?
“There is no right and wrong in social media. There’s only what works for you and what doesn’t.”

– Guy Kawasaki

(1,402,760 Twitter followers)
Tips to increase engagement
#1
Create great content
1) Detach and save this star to paste onto your cap at graduation, your bulletin board, with the gold side show!

2) Hold this star opening against a mirror.

3) Center your face within the star, and see yourself at Berkeley.

4) Have a friend or parent take a “selfie” of you within the star. Instagram or Facebook it! #BerkeleyBound
OK, Bears, are you following this story happening across the bay too? Go #sfbatkid!

Everything You Need To Know About Make-A-Wish Foundation’s Adorable, Crime-Fighting Batkid

www.buzzfeed.com

BREAKING: This story is developing... The criminals of Gotham/San Francisco are a superstitious and cowardly lot.
#2 Crowdsourcing

BC²

Berkeley UNIVERSITY OF CALIFORNIA
^ I was the first person in my family to graduate from college, so my time at Cal was the foundation for everything great and challenging in my life: Harvard Law School, federal prosecutor, attorney general and then governor of Michigan. My love of democracy stems from Political Science Professor Paul Thomas. My determination to change the world came from my fellow students. Could there possibly be a better preparation for life? — Jennifer Granholm, alumna, faculty, and former governor of Michigan
Once I was accepted into the university, I knew I had to visit. Seeing that Berkeley would have an open house, or, Cal Day, I felt that as a newly admitted student, my visit to Berkeley would be different than as a prospective student.

Upon entering the campus, I felt truly at home. Berkeley was no longer a number, statistic, or ranked university. Although I have heard of the university's great all-around characteristics, Cal Day allowed me to fully experience what people were talking about. The school spirit, the academics, and the culture cannot be found anywhere else.

...While exploring the entire campus I found that I would be able to continue my passions next year and also stretch outside of my comfort zone to discover things I haven't figured out yet about myself. Cal Day allowed me to experience an amazing culture that fits my personality perfectly, and I cannot wait to attend Berkeley this upcoming fall. Go Bears!

Jackelyne N.  
Major to be: Mechanical Engineering  
#UCBerkeley2018
“Upon entering the campus, I felt truly at home. Berkeley was no longer a number, statistic, or ranked university.”

Jackelyne N.
Major to be: Mechanical Engineering

“I'm excited to be a Bear in the fall and can't wait to be a part of the cool clubs on campus and meet more awesome people!”

Tami S.
Major to be: Environmental Economics & Policy

“Making this decision wasn't too hard: where else can you find parking spots reserved for Nobel laureates? Only at Berkeley.”

Nemo J.
Major to be: Engineering
My #BerkeleyStory

Updated about 2 months ago

We asked incoming freshmen to send us a photo and tell us how Cal Day influenced their decision to select Berkeley.

#UCBerkeley2018

By the way, the deadline for admitted students to submit their Statement of Intent to Register (SIR) is fast approaching: May 1, 2014 for freshmen and June 1, 2014 for transfers.

Reach: 43,000
Engagement rate: 21%
Avg. reach: 20,000
Avg. engagement rate: 18%
Post Content

Information About Your Group *
Guidance: Be concise. Limit of 200 characters (est. 30 words). Please do not include any links as we will include them when appropriate. Ex. http://bit.ly/1m2o3GM.

Post Photo *
Guidance: Provide the direct URL link to a photo of your group (no download link please). Logos, altered photos, and photos with minors will NOT be considered.

Link to your organization website: *
Guidance: Type “N/a” if not applicable.

Link to your organization Facebook page: *
Guidance: Type “N/a” if not applicable.
You guys are doing great! Keep it up :)  
This is an awesome opportunity, and we are grateful for it! 
This a great way to market student groups!
It’s our one-year anniversary on @Instagram! To celebrate, we invite you to show us what’s happening at Berkeley from your point of view. Snap a photo, tag it #BerkeleyPOV, and the best ones from day to day may appear on this page, with proper credit given to YOU. Extra credit if you include your (class) year. Go forth and share with us! #ucberkeley #cal #studentlife #happyanniversary

p0uya7, dreamtwinfinity, motivachelle and 557 others like this.

melodeespencer
I miss Cal 😞

sgarciarita
Miss cal too. One of the best times of my life. Go bears!!!!!

amynahata
Can we retroactively tag old pics of Berkeley?

ucberkeleyofficial
Sure, @amynahata. But preference will be given to photos taken that day. We want to give people a sense of what’s happening day to day.

bowapaw
Cool.
#3 Calculate
Measure your results (and be consistent)!

“Social media and content marketing are great tools but they only work if they are used effectively.”

– Jon Berger, Wharton Professor, author of Contagious: Why Things Catch On
Measure results against your business goals.

Goal: To better inform prospective freshman, transfer, and international students about the admissions process.
What we measure:

1. Views/clicks
2. Likes/follows
3. Comments
4. Shares
5. Referrals
Digital Report | May 1-31

**Clicky**
Total number of visitors including all pages were 138,997 visitors compared to 105,072 views visitors in May 2013 (+33,925). The total number of action for this month was 475,525 compared to May 2014’s total number of actions 402,220 (+73,305). Users took an average of 3.4 actions and spent around 4:36 min on our site. Bounce rate=19%.

**Twitter**
We have a total of 2,925 followers (+99 from last month) and 680 total interactions (+315 from May 2013). Amy’s account went from 247 to 253 (+6) followers this month. Towards the end of the month, we received lots of questions about waitlist, transcripts, and SIR extensions.

**Pinterest**
Officially phased out this platform.

**Wordpress**
6 new blog posts with 17,049 total views this month compared to 8,745 in April 2013 (+8,304 views). Positive return, even though we don't have bloggers hired for the month due to summer break.

**bit.ly**
31,101 clicks (+20,154 from last month) on your bitly links since May 1, 2014 in 100 countries (+7 from last month) compared to last May 2013: 1,059 clicks on your bitly links in 31 countries.

**Google+**
Followers: 119,235, +2,452 from last month. 145,566 views. 1/5 of the growth in followers we’ve seen in the past 4 months.

**Linkedin**
Last month: 91 members  This month: 103 members (+12)

**Youtube**
62 subscribers. Total views for all videos on channel: 8,617 (+853 views)
Total Page Likes as of Today: 5,251

BENCHMARK
Compare your average performance over time.

Net Likes: What Changed
Likes - unlikes = net likes

BENCHMARK
Compare your average performance over time.

WANT MORE LIKES?
Create an ad to get more people to like your Page.

Promote Page
### Your Fans

#### The people who like your Page

<table>
<thead>
<tr>
<th>Gender</th>
<th>Your Fans</th>
<th>All Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Men</td>
<td>53%</td>
<td>54%</td>
</tr>
</tbody>
</table>

#### Age Breakdown

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>5%</td>
</tr>
<tr>
<td>18-24</td>
<td>28%</td>
</tr>
<tr>
<td>25-34</td>
<td>6%</td>
</tr>
<tr>
<td>35-44</td>
<td>3%</td>
</tr>
<tr>
<td>45-54</td>
<td>3%</td>
</tr>
<tr>
<td>55-64</td>
<td>0.5%</td>
</tr>
<tr>
<td>65+</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

#### Gender Breakdown

<table>
<thead>
<tr>
<th>Gender</th>
<th>Your Fans</th>
<th>All Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>3,507</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>325</td>
<td></td>
</tr>
</tbody>
</table>

#### Country Breakdown

<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>3,507</td>
</tr>
<tr>
<td>India</td>
<td>325</td>
</tr>
<tr>
<td>Pakistan</td>
<td>81</td>
</tr>
<tr>
<td>Brazil</td>
<td>73</td>
</tr>
<tr>
<td>Mexico</td>
<td>70</td>
</tr>
</tbody>
</table>

#### City Breakdown

<table>
<thead>
<tr>
<th>City</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkeley, CA</td>
<td>788</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>209</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>165</td>
</tr>
<tr>
<td>San Jose, CA</td>
<td>87</td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>77</td>
</tr>
</tbody>
</table>

#### Language Breakdown

<table>
<thead>
<tr>
<th>Language</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (US)</td>
<td>4,310</td>
</tr>
<tr>
<td>English (UK)</td>
<td>364</td>
</tr>
<tr>
<td>Spanish</td>
<td>96</td>
</tr>
<tr>
<td>Simplified Chinese (China)</td>
<td>59</td>
</tr>
<tr>
<td>Portuguese (Brazil)</td>
<td>56</td>
</tr>
<tr>
<td>Recent Tweets</td>
<td>SHOW:</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>And he's a @UCBerkley grad! #GoBears! Senate Confirms First Native American</td>
<td></td>
</tr>
<tr>
<td>Ambassador</td>
<td></td>
</tr>
<tr>
<td>huff.to/1I6gmiV 19 clicks via @HuffPostPol</td>
<td></td>
</tr>
<tr>
<td>7 hours ago</td>
<td></td>
</tr>
<tr>
<td>Q: How do I get into @UCBerkley as a first year student? A: Start here:</td>
<td></td>
</tr>
<tr>
<td>admissions.berkeley.edu/freshmen 78 clicks</td>
<td></td>
</tr>
<tr>
<td>4 Jun 2014, 9:01 PM Pacific time</td>
<td></td>
</tr>
<tr>
<td>Q: How do I get into @UCBerkley as an #international student? A: Start here:</td>
<td></td>
</tr>
<tr>
<td>admissions.berkeley.edu/internationals... 59 clicks</td>
<td></td>
</tr>
<tr>
<td>3 Jun 2014, 8:50 PM Pacific time</td>
<td></td>
</tr>
</tbody>
</table>
This Week in Social Media

Transfer phone banking is a success!

Edgar Ricardo Vega @EdRaider23
Aint nobody from no other schools called me. #stepyougameupotherschools
#cal
Details

Edgar Ricardo Vega @EdRaider23
CAL student called me to congratulate me. #blessed
Details
This Week in Social Media – Sept. 3

Went to the UC Berkeley college info session today during third period. All I can say is that I'm SOLD 😎

3:46 PM - 23 Sep 13 from Los Angeles, CA
This Week in Social Media

Excitement for SIRing & Cal Summer Experience

Did you know?
3,182 people like us on Facebook and 1,662 people follow us on Twitter.
Help us get more by adding these channels to your email signature.

Berkeley
UNIVERSITY OF CALIFORNIA

BC²
Best practices:

1. Determine your goal on social media.
2. Define what success means to you.
3. Gather data regularly.
4. Review your data and refine your strategy.
#4 Collaborate
Which one are you feeling right now? Ours is #9. Close second? #10. 😊

11 feelings only UC Berkeley students will understand | The Daily Californian
www.dailyca.org

From the dread of losing your Cal 1 Card to missing a Tele-BEARS appointment, there are certain things only Berkeley students can truly understand.

Like · Comment · Share

80,416 people reached

Reach: 80,416

Engagement rate: 13%
Berkeley’s Haas School of Business is the oldest business school at a public institution in the United States, founded in 1898?
Reach: 90,976
Engagement rate: 13%
Proposal: shared Google docs

Goal:
Increase collaboration
• Communicate in advance
• Easy to fill out
• Easy to review
UC Berkeley Social Media Inventory

* Required

Department: *

Name: *
Enter name of person in charge of social media channels if not yourself.

Email: *

Phone Number:

Department Website: *
i.e. http://studyabroad.berkeley.edu

Facebook URL: *
i.e. http://facebook.com/ucberkeley

Twitter URL: *
i.e. http://twitter.com/ucberkeley
Ask me anything!