# UMN

SOCIAL MEDIA OVERVIEW
Ours is a world of challenge and possibility. And we are the driven.

WHAT DRIVES CAWO ABDI TO OPEN BORDERS BY OPENING EYES?
Discoveries at the University of Minnesota are changing the way countries use and conserve water, so people don’t go thirsty. Learn more at http://z.umn.edu/100f. #UMNdriven

Dr. Jakub Tolar is #UMNdriven to make regenerative medicine the next great leap in science. cards.twitter.com/cards/b9gw4/10...

What drives Jakub Tolar to teach a cell to cure itself? driven-to-discover.umn.edu

Learn more
• We are #UMNdriven to change the world.
• Important research news item here. #UMNdriven
Why social media?

- REACH
- CONNECT
- INFORM
- LEARN
Our audiences

PROSPECTIVE STUDENTS
CURRENT STUDENTS
ALUMNI
FACULTY & STAFF
MINNESOTA PUBLIC
SOCIAL MEDIA

MARKETING
• Elevate the University’s reputation
• Share stories of innovation & discovery
• Highlight our student, staff, and faculty heroes

PUBLIC RELATIONS
• Generate interest in our research, programs & people
• Gauge the public opinion
• Share timely & important information
# UMN Social Strategy

LISTEN

PLAN

REACT

EVALUATE
Social Listening

LISTEN

• What is being said about you?
• Trends & current news
• Audience tone
• How do your competitors use social media?
Planning vs. Reacting

PLANNED CONTENT
- Steady flow of content
- Promotional
- Consistent

REACTIVE SHARING
- Timely
- Diverse
- Risk (the good kind)
# UMN Social Strategy

**EVALUATE**

- What works and what doesn’t?
  - Content
  - Visual aspects
- Engagement
  - Month to month
  - Channel by channel
  - Special projects
- Conversion
  - Website hits
  - Video views
Creating Social Content
Content

• How does this news affect our audience(s)?
• Who does this reach?
• What does this highlight?
  – Our innovative people
  – Cutting edge research initiatives
  – Contribution to our local & global community
  – University pride
Campus Collaboration is Key

• Showcase breadth & depth of the University
  – Research
  – Academics
  – Accolades
  – Events
• Share timely news
• Planned content & partnerships
Content

BALANCE

PROMOTION
- News
- Events
- Marketing content

PERSONALITY
- Warm & friendly
- Bold & daring
- Exciting & innovative
Voice & Tone

BOLD
DARING
IMAGINATIVE

ENGAGING
INTRIGUING
MOTIVATING
Create Intrigue & Emotion

"Participating in clinical trials is the ultimate way to help others afflicted with a deadly disease that is likely going to take your life."

Through Trials
Diagnosed with pancreatic cancer in 2004, Scott Nelson survived after undergoing an eight-week clinical trial at the University of Minnesota. The trial, which involved three types of chemotherapy along with radiation, shrunk his tumor to the point...
Hashtags

#Be #Strategic #With #Hashtags

**Branded & Unique**
- #UMNproud
- #UMNdriven
- #UMNresearch

**Existing Trends**
- #TBT
- #MotivationMonday
- Connect to the topic
Direct Engagement

Thomas Wik Jr @thomaswikjr · Oct 31
Meanwhile in Rice Lake, WI my G. Niece Eva is a @UMNews @GopherSports cheerleader. #WeDon'tNeedNoStinkingBadgers

Jerry! Jerry! Jerry! @ZZguy · Oct 22
Test time (@ University of Minnesota - Twin Cities - @umnnews in Minneapolis, MN) swarmapp.com/e/goGxyK3C0RF

View summary

University of MN @UMNews · Oct 22
@ZZguy Good luck!

LIKE
1

Rylie Moore @RylieMoore · Oct 15
And I’ll probably find a new favorite next time I’m on campus. @UMNews, this place is incredible.

University of MN @UMNews · Oct 15
@RylieMoore Thanks, we think so too! #UMNProud

LIKES
2
To Keep People from Going Thirsty

Discoveries at the U of M are changing how we use and conserve water

#UMN Proud

At the U of M, we see the everyday as never seen before. Tag your photos #UMNProud.
QUESTIONS?

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Paid Social Campaigns
Planning

IDENTIFY YOUR GOALS
- Reach
- Followers
- Engagement
- Traffic

TARGET YOUR AUDIENCE
- Location and demographics
- Behaviors and interests
- Overlapping followers

SET YOUR BUDGET
- Daily or total budget options
Campaigns

BUILD

- Existing post
- New content
- Special options

TEST

- Channels
- A/B testing
- Reactive advertising

EVALUATE

- Insights & analytics