



Intro to Social Media

Utah Valley University - Web Communities Meeting
Sept. 26, 2014



The Life of a Social Media Account

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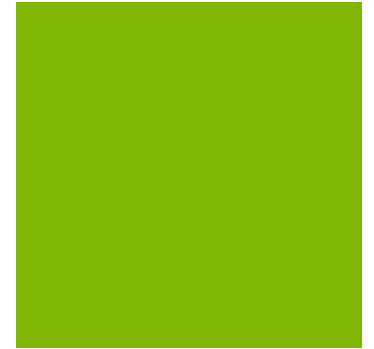
A Very Good Place to Start

Where to begin when starting a social media account (or getting an old one in shape).



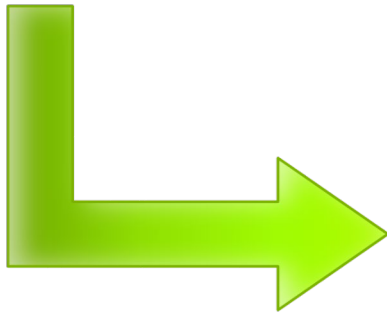
Goals and Objectives

- No one likes these.
- We have to have them.
- (You probably already do).



Making SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Time-based



- Get everyone on the same page
- Align with institutional goals
- Remind yourself why it's important
- Be able to determine real success

2

Fill It In and Out

1. Content.
2. Who are you? (And why should I care?)

Date	
From name	
Occupation	
Read	Write
Destination	
From	To
Head tax status	
Height	
Issue	Section
Date of mailing	
Date	Previous
Doc. Form 548.	

What is Content?



- Text
- Links
- Images
- Videos
- Slides
- Documents
- Presentations
- Logo
- Contact Info
- Other Profiles
- Description
- Mission
- Sales Pitch
- Hours



And Who Are You?



JUST DO IT.

 Nike 
Sportswear

Like Follow Share ...

Timeline **About** Photos Locations More ▾

About

Just Do It.
www.nike.com

General Information

Nike, Inc.:
1-800-344-6453
7 a.m. - 4 p.m. PT, Monday-Friday

Nike+ Support:
http://nikeplus.nike.com/plus/support/
1-800-379-6453
5 a.m. - 10 p.m. PT, 7 days a week

Online Shopping Help:
1-800-806-6453
4 a.m. - 11 a.m., 7 days a week



Basic Info

Joined Facebook 05/21/2008

Location 1 SW Bowerman Dr, Beaverton, Oregon 97005

Contact Info

Website http://nike.com

 TOMS 
One for One Product/Service

Like Follow Message ...

Timeline **About** Photos Events More ▾

About

With every purchase, TOMS will help a person in need. One for One.

United States: TOMS.com
Canada: TOMS.ca

Company Overview

In 2006, American traveler Blake Mycoskie befriended children in a village in Argentina and found they had no shoes to protect their feet.

Wanting to help, he created TOMS, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One.

Five years later, TOMS realized this movement could serve other basic needs and launched TOMS Eyewear. With every pair purchased, TOMS will help give sight to a person in need. One for One.

As more everyday choices have the power to impact the lives of those around the world, the TOMS movement will continue to grow and evolve.

General Information

Shop for TOMS online!
www.TOMS.com
www.TOMS.ca
www.TOMS.co.uk
www.shopTOMS.nl
www.shopTOMS.de
www.TOMS.fr

Basic Info

Founded March 2006

Contact Info

Website http://www.TOMS.com

Life Events

2012 ▶ Together with TOMS Eyewear, we've reached our Summer of Sight goal of helping 100,000 people see!

2011 ▶ TOMS Eyewear begins to give sight!
▶ Start Something that Matters release
▶ Launch of TOMS Desert Botas + Oxfords

2010 ▶ 1,000,000 pairs given.
▶ Launch TOMS Wedges

2009 ▶ Launch TOMS Botas
▶ Launch TOMS Youth Collection
▶ TOMS + Element collab
▶ Launch TOMS Cordones
▶ AT&T commercial airs

2008 ▶ First U.S. Shoe Giving Trip

See All Life Events

3

Make Friends

- Campaigns
- Contests
- Advertising



... but make sure they actually like you.

- Don't be a doormat
- Don't promote all the time
- Don't be overbearing
- Encourage giving and taking





“Sellout” Campaign

Q: What is the value of a fan?

A: Good question.

Q: What’s the value of a crappy fan?

A: Better question.



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Be the Kind of Friend a Friend Would Like to Have

- A social media account is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.
- Oh, and
 - consistent,
 - relevant,
 - interesting,
 - and authentic.



Side Note: Consistency



- Content
- Voice
- Interests
- Day Part
- Media
- Frequency
- Interaction
- Goals

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Hard Work Paid Off

- A mature social media account becomes a community.
- This isn't easy. It takes time, work, and attention.
- However, a loyal fan base in social media is a very valuable asset.

The screenshot shows the Utah Valley University website. At the top, there is a navigation bar with the UVU logo and the text "Utah Valley University Provo, Utah Area". Below this is a menu with "Home", "Notables", and "Student" options. The main content area features a large image of a modern building with "UTAH VALLEY" written on it. Below the image, there is a section titled "Explore Careers of 32,441+ Alumni" with a bar chart showing where they work. The chart lists "Intermountain Healthcare" (24%), "Vivint" (23%), and "Brigham Young University" (21%). There is a "more" link below the chart. Below the chart is a "General Information" section with a dropdown menu. At the bottom of the screenshot, there is a social media sharing bar with the UVU logo and a text input field that says "Share something or ask a question...".

Utah Valley University
Provo, Utah Area

Home Notables Student

UTAH VALLEY

Explore Careers of 32,441+ Alumni

Where they work

Intermountain Healthcare	24%
Vivint	23%
Brigham Young University	21%

more »

General Information

Utah Valley University is a teaching institution with

Share something or ask a question...

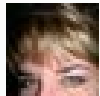


Linda Clark recommended this school:

High 5's for UVU

I loved attending UVU, the university has an amazing Deaf studies program.

Dave's Bernina Case Study



Jenice Allred I read some of the comments about this situation. It sounds like a group of people that are upset they didn't win. The language on their posts is very vulgar...I know this type of situation will not affect how supportive I am of Dave's Bernina. Your customer service has always surpassed everyone in the Utah and Salt Lake Valley. Thanks!

November 26, 2012 at 10:25am · Like · 5



Benefits of Social Media

- Branding
- Feedback
- Sales, Development
- Customer Relations Management
- Awareness



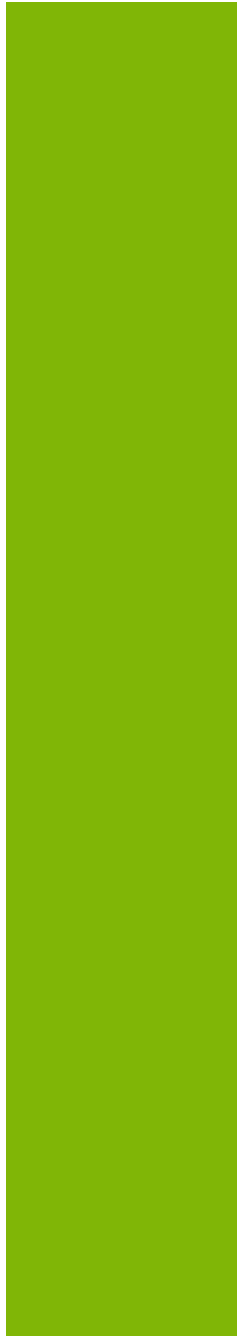


Social Media at UVU

So, here's the plan....

Broaden and Deepen UVU's Influence Online

By sprucing up our social media accounts.



Strengthen this Campus's Social Media Literacy

Through trainings around campus and tutorials
soon available online.



Connect UVU's Voices in the Social Sphere

By acting like friends in real life– helping each other out and working together.





Questions?

Suggestions and requests are welcome.

Contact Me For Help or Questions

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- 801-863-6808
- ashley.sumner@uvu.edu