

SOCIAL MEDIA TOOLKIT

with Candace Timmons
Social Media Marketing Manager
@ The University of Oklahoma

OU SOCIAL MEDIA HIGHLIGHTS

- Recognized by Student Advisor (a Washington Post company) as one of the Top 25 Social Media Colleges/Universities in the nation.
- #14 in the nation in number of likes on Facebook, #15 in the nation in number of followers on Twitter (among colleges/universities).
- One of the 15 most influential schools (using social media) in the nation according to Klout (the industry leader in social media influence measurement), ahead of schools like Yale, Notre Dame, Boston College, Duke, Georgetown and Syracuse.
- Klout measures influence relative to a brand's number of fans. OU's Klout score recently hit 93 (out of 100), besting huge names like LeBron James (90), Tiger Woods (90), McDonald's (92), Ford (92) and Coca-Cola (91).

OU SOCIAL MEDIA AWARDS

- 2013 Bronze Telly Award: Discover What's Next at OU Web Video Campaign
- 2013 CASE District IV Gold Award: Discover What's Next at OU Web Video Campaign
- 2013 Communicator Award of Excellence: Discover What's Next at OU Web Video Campaign
- 2013 Communicator Award of Excellence: Sooner Stories, Ghislain d'Humières (web video)
- 2013 Communicator Award of Distinction: Sooner Stories, Dr. Heather Ketchum (web video)
- 2013 Communicator Award of Distinction: Sooner Stories, Dr. Douglas Gaffin (web video)
- 2013 Communicator Award of Distinction: Sooner Stories, Stacey School of Meteorology (web video)
- 2013 Communicator Award of Distinction: Social Media Marketing Effectiveness for OU on Foursquare
- 2012 Communicator Award of Excellence: Overall Social Media Marketing Effectiveness for OU
- 2012 Communicator Award of Distinction: Social Media Web Marketing for OU
- 2012 Communicator Award of Distinction: OU in Latin America (web video)
- 2012 OCPRA Achievement Award: Digital Advertising, OU on Foursquare
- 2012 OCPRA Honorable Mention: OU on Foursquare (web video)
- 2011 IABC Award of Excellence: Branding OU Through Social Media
- 2011 Communicator Award of Distinction: OU Sooner Racing Team (web video)
- 2011 CASE District III & IV Silver Award: Marketing OU on Facebook
- 2011 CASE District III & IV Bronze Award: What Makes OU Great (web video)
- 2010 Award of Excellence for Social Media, American Marketing Association OKC

21 TYPES OF CONTENT PEOPLE CRAVE

Content that...

1. reminds us that life is short.
2. reminds us that dreams can come true.
3. gives us faith to believe in bigger things.
4. reminds us that we matter.
5. reminds us of the forgotten "basics."
6. has unexpected twists.
7. tells us a story.
8. us on a journey.
9. inspires us to action.
10. makes us laugh or smile.
11. makes us cry (tears of joy or sadness).
12. reveals secrets.
13. surprises us.
14. encourages us to never give up.
15. reminds us that we are one-of-a-kind and encourages us to live that way.
16. reminds us that there's more.
17. confirms our assumptions.
18. challenges our assumptions.
19. educates while entertaining us.
20. David defeats Goliath.
21. gives us a fresh point of view even about common things.

ROI

Twitter worth per follower = \$2.00

$$43,777 \times \$2.00 = \$87,554$$

Dollar value of one tweet = \$5.00

$$5,416 \text{ tweets} \times \$5.00 = \$27,080$$

Total @UofOklahoma Twitter worth = \$114,634

Value of a Facebook fan/like = \$8.00

$$286,882 \times \$8.00 = \$2,295,056$$

Shares on Facebook = \$14.00

ROI varies for each Facebook post.

KLOUT & WHY INFLUENCE MATTERS



90



LEBRON JAMES



93



OPRAH WINFREY

91



92



92



OU KLOUT SCORE



THE UNIVERSITY OF OKLAHOMA

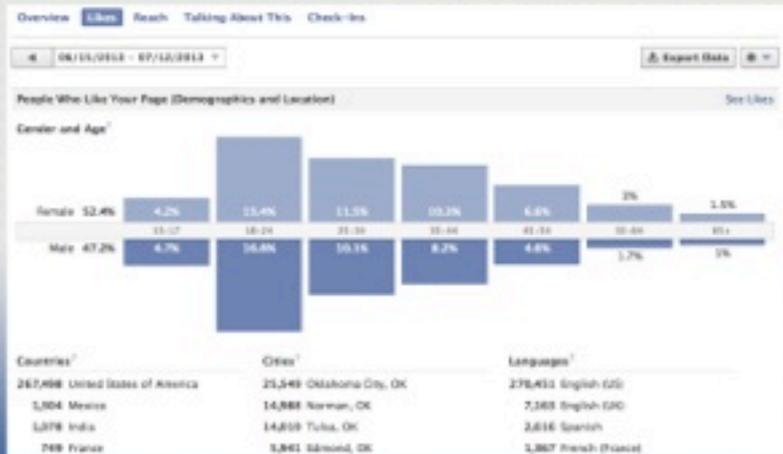
FACEBOOK



With 1,110,000,000 monthly active users, Facebook is the largest online social network.

ANALYTICS

- Facebook Insights
- Simply Measured



Total Likes 292,896	Friends of Fans 51,226,722
Weekly Total Reach 817,757	Fan Growth 75% (2010-present)

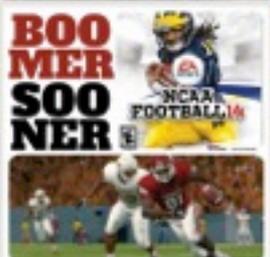
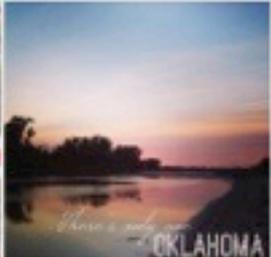
SECRETS TO SUCCESS

- Respond!
- Infuse Personality
- Consistent, Quality Posts
- Timely
- Know your Target Audience
- Build Your Brand

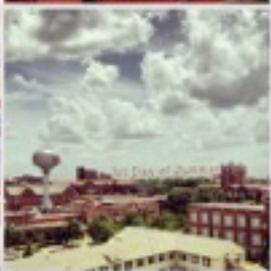
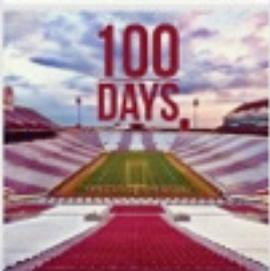
FACEBOOK

C • O • N • T • E • N • T

July 2013 Fan Photos (10 photos)
Photos submitted by our fans. If you would like to send us some photos, please do so here:
<https://upload.oklahoma.mofcom.com/forums/167/167/1/>



Sports Events
iTunesU
Countdowns
Student Awards
Scholarly Articles
Fan Photo Albums



Timely, Topical Items
Campus Beauty Shots
#transformationtuesday
U of Oklahoma Research
#tbt (Throw-Back Thursday)



TWITTER



Half of all tweets mention another Twitter user. Half of those tweets, or one quarter of all tweets, are retweets.

ANALYTICS

- TweetStats
- Twitter Counter
- UseQuitter
- Tweepi

CONTENT

- #soonerwknd
- Event Information
- Live Events
- Facts
- Retweets

Followers	Fan Growth
47,540	90% (2010-present)

SECRETS TO SUCCESS

- Use those Handles
- Timely, Accurate, Informative
- Infuse Personality
- #
- Schedule (TweetDeck)
- Live Tweet Events
- Twitpics are your friends
- Educate, Entertain, Inspire
- Link it up (bitly)
- Respond!
- Link feed to other outlets

YOUTUBE



Over 6 billion hours of video are watched each month on YouTube-that's almost an hour for every person on Earth, and 50% more than last year.

ANALYTICS

- Analytics within YouTube
- Engagement Reports within YouTube

CONTENT

- Discover OU
- Why OU?
- Sooner Stories
- Postcards from OU
- OU Alumni

Subscribers	Minutes Watched	Lifetime Views
2,093	61,136	589,680

SECRETS TO SUCCESS

- Research
- #
- Plan Ahead
- :30 - 2:00
- Description: Clear & Specific
- Series
- Tweet It!
- Facebook It!
- Pin It!
- Insert Links

LINKEDIN



- LinkedIn has been #1 on Forbes List of Fastest Growing Tech Companies Two Years Running.
- Web's Largest Professional Network.

- Over 200 Million LinkedIn Users.
- Two new users join every second.
- 64% of LinkedIn users are outside US.
- Over 10 Million endorsements given daily.
- 2.7 Million LinkedIn business pages.
- 1.5 Million groups.
- 81% of users belong to at least one group.

ANALYTICS

- Built-in LinkedIn Insights

Followers

9,212

CONTENT

- Videos (linked from YouTube)
- iTunesU Courses
- Technology and Research

SECRETS TO SUCCESS

- Very informative
- Keep it professional
- Emphasis on "smart" posts
- Emphasize topics related to majors offered
- Success from success

GOOGLE+



- Second largest social networking site, behind Facebook, but rapidly growing and gaining a fan base.
- 500 Million+ registered users.

- 48% of Fortune Global 100 companies are now on Google+.
- 40% of marketers use Google+.
- 67% of those plan on increasing Google+ activities.

ANALYTICS

- Built-in Google+ Insights
- Circle Count

People in our circles
1,586

CONTENT

- Very similar to LinkedIn
- Campus Beauty Shots
- Posts relevant to current, big events that relate to your brand.

SECRETS TO SUCCESS

- Consistency is key.
- Don't ignore.
- Videos
- Intelligent humor
- Stay on message

PINTEREST



- 70% of brand engagement on Pinterest is generated by users, not brands.
- 81% of U.S. online consumers trust information and advice from Pinterest.

ANALYTICS

- Pinterest Analytics
- Links from on other sites

Followers
2,507

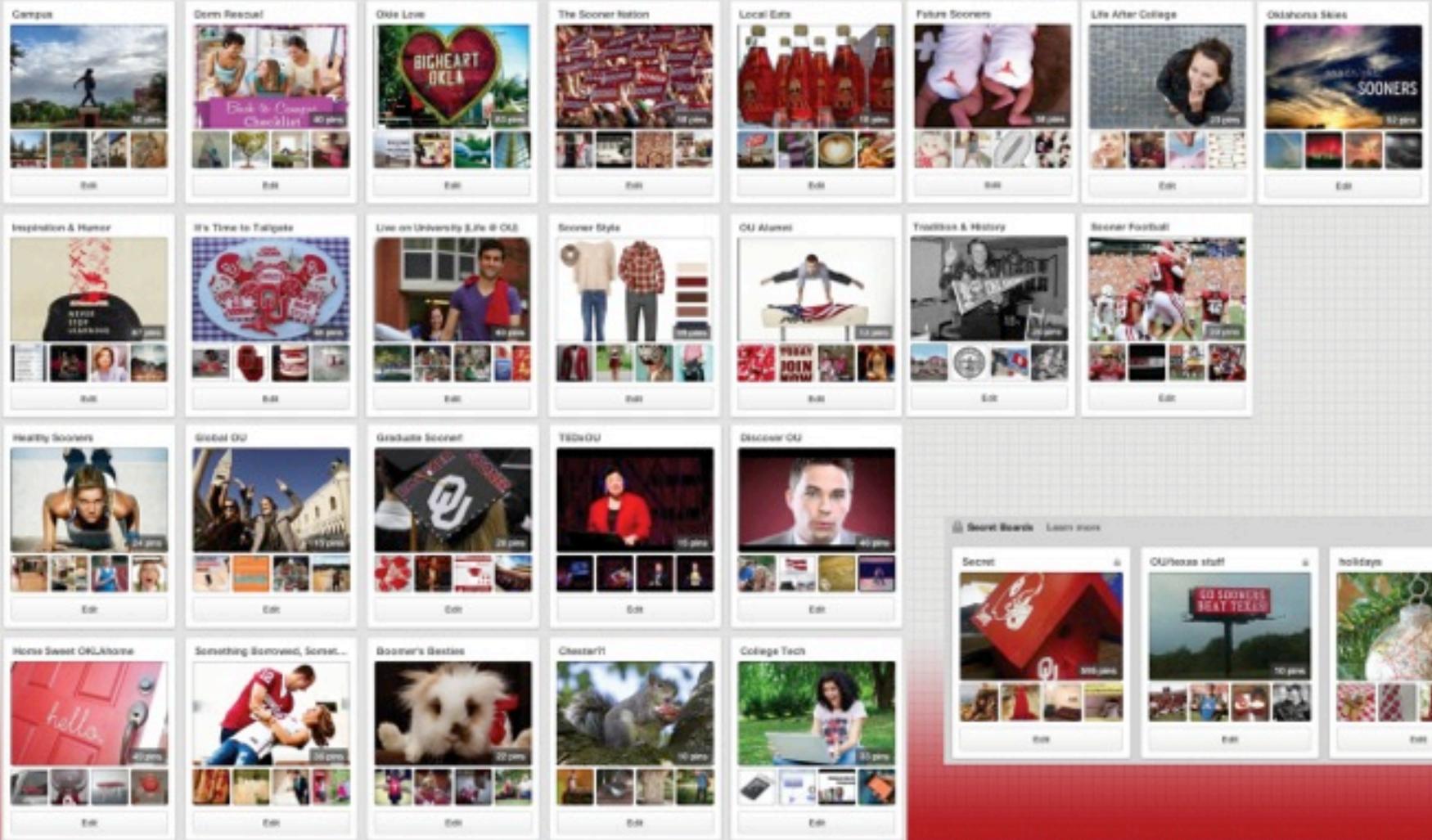
SECRETS TO SUCCESS

- Secret Boards!
- Consistency and relevance
- Perspective is important
- Search keywords
- Let people know you're there!
- Pull pins from your other sites
- Mind your cover photos



PINTEREST

OU • B • O • A • R • D • S



FOURSQUARE



- 60% of users are male.
- In the US, 13.2% of adult Hispanics log into Foursquare at least once a day, compared to 7.2% of African Americans and 2.8% of Caucasians

- 80% of active Foursquare users have acted on another users tips.
- 10 Million people currently use Foursquare.
- 3 Million check-ins occur each day.
- 78,387 venue mayors are ousted each day
- 358 million check-ins have occurred outside the United States.

ANALYTICS

- Stats within app
- Built-in business tools

Followers

23,201

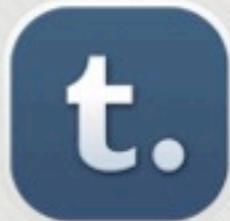
CONTENT

- Check-ins
- Lists
- Tips

SECRETS TO SUCCESS

- Check-ins at relevant places.
- Photos are a +
- Share what you're "doing"
- Infuse personality and fun
- Enthusiasm

TUMBLR.



- Tumblr is most popular among young adults: 13% of 18- to-29-year-olds said they used the service.
- Tumblr users are equally divided between men and women
- There are currently 102 million Tumblr blogs.

CONTENT

- Funny Gifs
- Memes
- Campus Beauty
- #tbt
- #transformationtuesday
- live tumbling

Followers
2,919

ANALYTICS

- TumblrStats
- StudioMOH

SECRETS TO SUCCESS

- Drafts
- Relate humor to audience
- Know if Tumblr. is the right fit.
- Link to your Instagram account.

INSTAGRAM



- Over 7 Million users worldwide, uploading 1.3 million photos every day.
- Over 150 million photos have been uploaded in total, on average 15 per second.

ANALYTICS

- Statigram

CONTENT

- Campus Beauty
- #transformationtuesday
- #tbt
- Students on campus
- Activities
- Events

Followers

9,343

SECRETS TO SUCCESS

- # search
- Chat it up
- # photos liberally
- No shame in “creeping”
- Infuse personality
- Respond!
- Diversify
- Like {almost} everything
- Link feed to other sites
- Map it out
- Meet up



INSTAGRAM

I • N • S • T • A • M • E • E • T

OU INSTAGRAM INSTAMEET DEATS

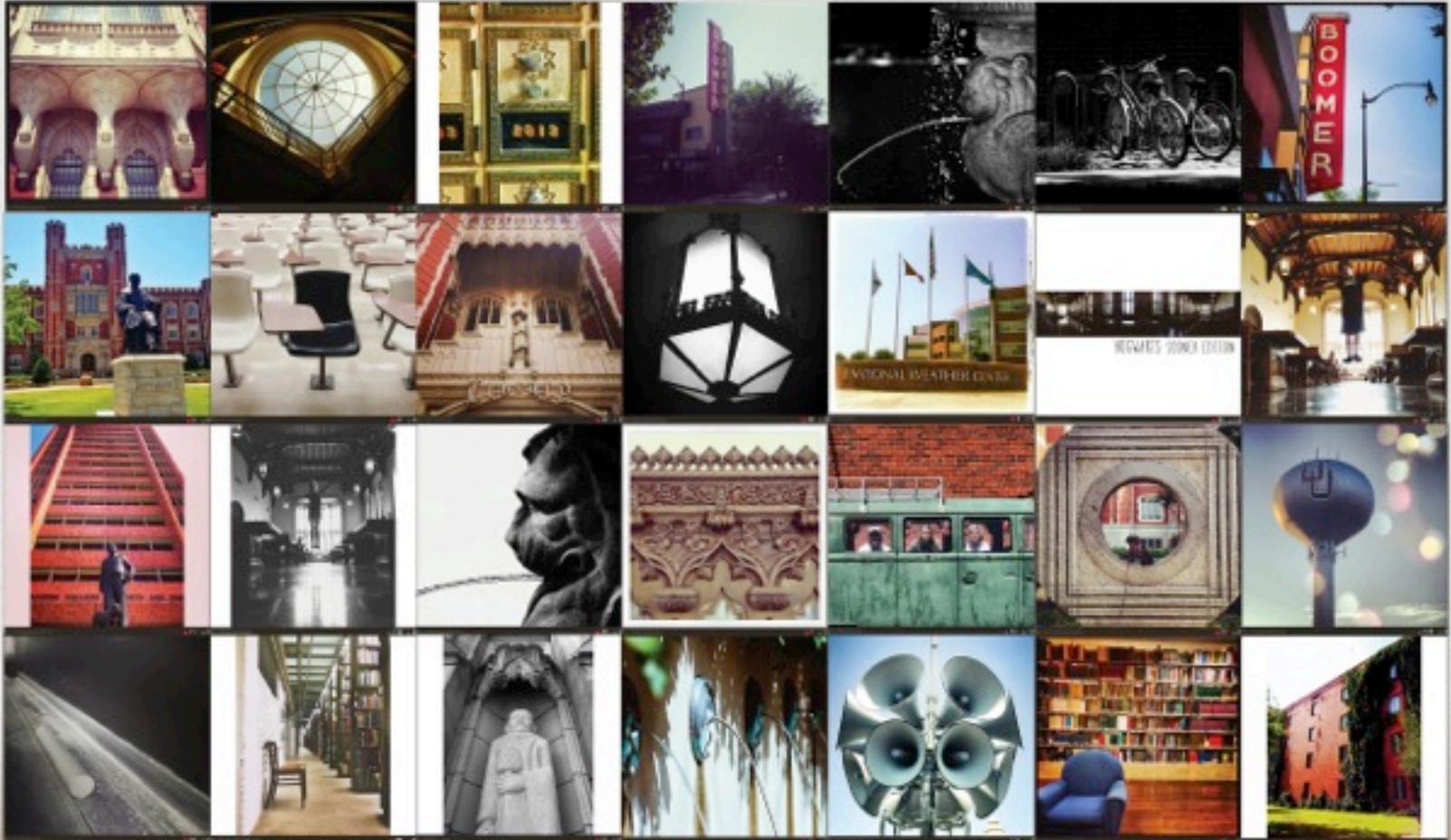
INSTAGRAM IT UP ALL OVER
OU'S BEAUTIFUL NORMAN
CAMPUS & MEET OTHER
KID'S G-BU-FANS!

BRING YOUR SMART PHONE &
SOME FRIENDS & HEAD OVER
TO THE SOUTH GUAL ON OU'S
NORMAN CAMPUS. SATURDAY,
6-27-2013 @ 9:00 AM CDT

MEETING
ALL
YOUR
FRIENDS
WITH

#INSTAOU

SEARCH INSTAGRAM TO SEE
ALL PHOTOS FROM THE DAY!



Partnership • Promotion • Prep • Day of Event • Follow Up

#TAGBOARD

the social media hub for hashtags

Tagboard provides cross-network aggregation of hashtagged social media content for brands, organizations communities and individuals.

Currently Supported



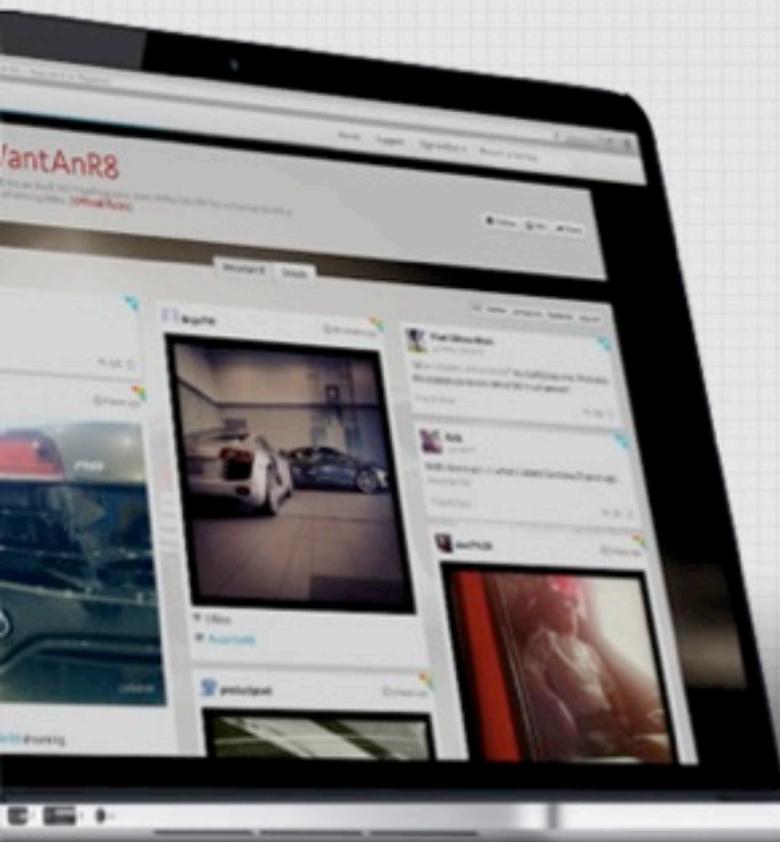
Coming Soon



#TAGBOARD

Hashtag Hubs

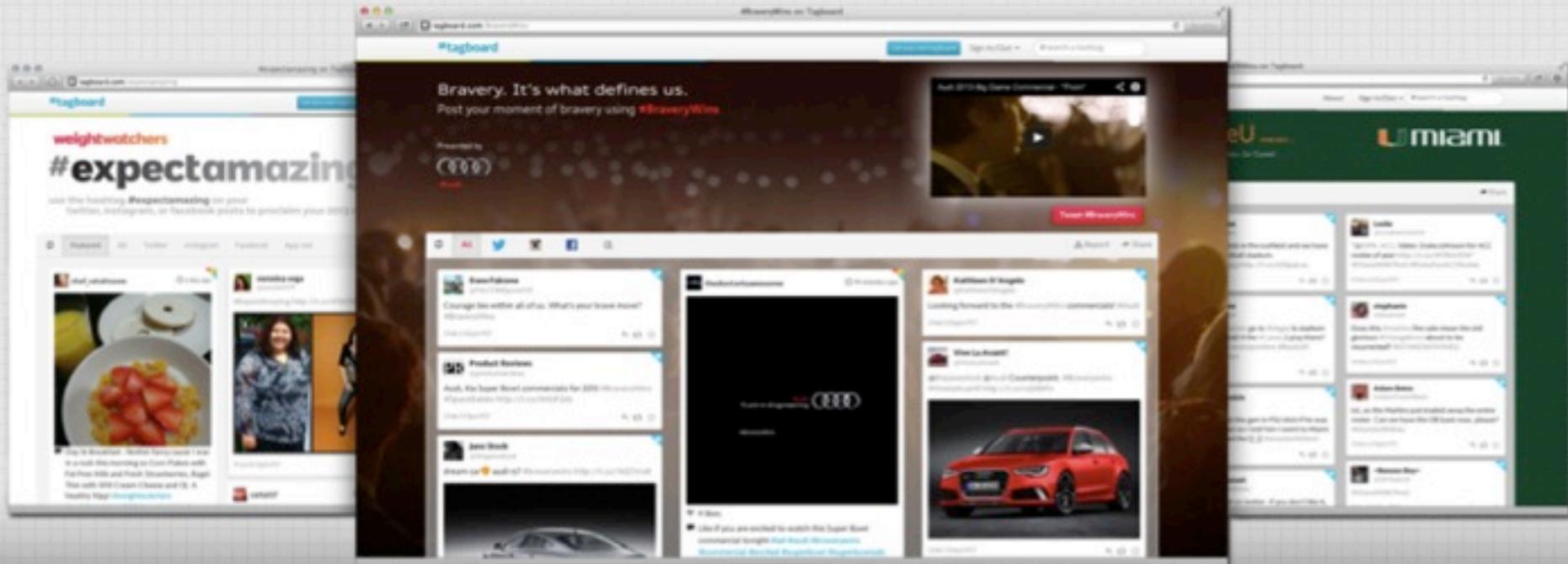
- Single location for #hashtagged social media content.
- Real-time aggregation from all supported social networks.
- Creates a shared, open experience.
- Moderated and curated social streams for brands.
- Customized branding and design.
- Brings dynamic social engagement to live events.



#TAGBOARD

Customization

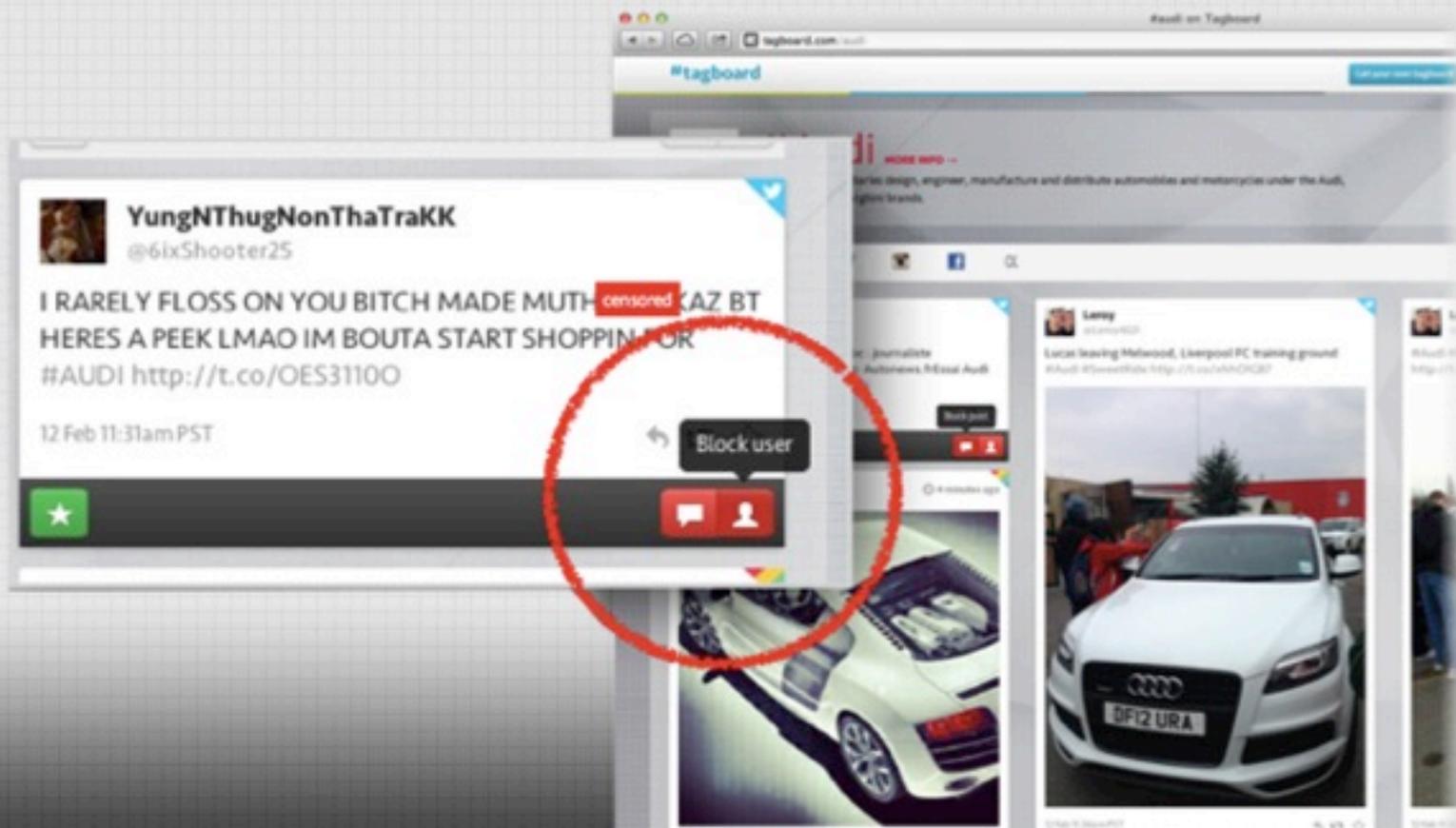
Match your brand/campaign aesthetic.



#TAGBOARD

Moderation

Remove unwanted/irrelevant posts from the display.



#TAGBOARD

Live Mode

Realtime, curated social stream for large-format displays



#TAGBOARD

#tagboard

Get your own tagboard

Sign In

search a hashtag



#BoomerSooner

MORE INFO →

The official hashtag of the University of Oklahoma.



Featured

All



Post #boomersooner

mighty_joe12

16 days ago



Sister of a Sooner Engineer! #BoomerSooner
#SoonerNation #1

view comments

Raleigh Simms
@raleigh_simms

Registering for classes at OU this morning!♥

28 Jun 9:47am



Robin R. Gladstein
@robingladstein

@uoklasports Haha had to listen on the radio; watching my son in a golf tourney ... Hard to be quiet - wanted to scream #BoomerSooner!

28 Jun 9:29am



Christina Hughes
@ChristinaMH1

I'm happy about this flat-rate tuition. #boomersooner

28 Jun 8:54am



Romero D. Osby
@RoeOsby24

@Stacey21King thanks you very much Mr. King that means a lot coming from a Sooner legend! #BoomerSooner

Scott Noland
@SNoland10

@RoeOsby24 @MrsOsby24 Welcome to Orlando! I now have a reason to like the #Magic #BoomerSooner

28 Jun 9:30am



brittnycook

16 days ago





QUESTIONS?

email me any time: candace@ou.edu