




LEARNING OUTCOME

After participating...

...you will be able to apply key findings from social media research to strategize your efforts in advancement and alumni relations.

AGENDA


- Overview of Social Media for Mendoza Alumni Relations
- Key Findings From The 2015 Survey
- Understanding Posts Based on Tone and Topic
- Examples
- Metrics and Key Takeaways

 **ACADEMIC IMPRESSIONS** 3

MENDOZA COLLEGE OF BUSINESS

GRADUATE ALUMNI RELATIONS

- Departmental structure
- Responsibilities
- Role of social media

 **ACADEMIC IMPRESSIONS** 4

DEPARTMENTAL STRUCTURE

- 13,000 Graduate Business Alumni
- Reports up to the Dean
- Works closely with Alumni Association
 - Online capabilities
 - Reunion
 - Professional programming
- Small shop in a large shop



ROLE OF DEPARTMENT

- Keep alumni connected, engaged, involved with the College and University
- Key programming includes:
 - Events - on and off campus
 - Online communications - email and social media
 - Synergies - Work with admissions, career services, development and student groups
- Trickle down to annual giving



■ ROLE OF SOCIAL MEDIA

- Remind alumni of the great experience they had while enrolled in program
 - Provide a distinct “graduate business” voice amongst the various Notre Dame social media feeds
- Reach alumni regarding different activities
- We want our graduate business alumni to be great ambassadors of our programs. Social media plays a key role in getting them information to feel proud about ND.

■ SOCIAL MEDIA IS LIKE SETTING A MENU



■ WHAT UNIQUE PART OF YOUR
SCHOOL DO YOU KNOW YOUR
ALUMNI WANT TO HEAR ABOUT?

EXAMPLES INCLUDE:

- Well-known professor or administrator
- Picture of a famous spot on campus
- A certain athletic team
- A tradition that takes place on campus

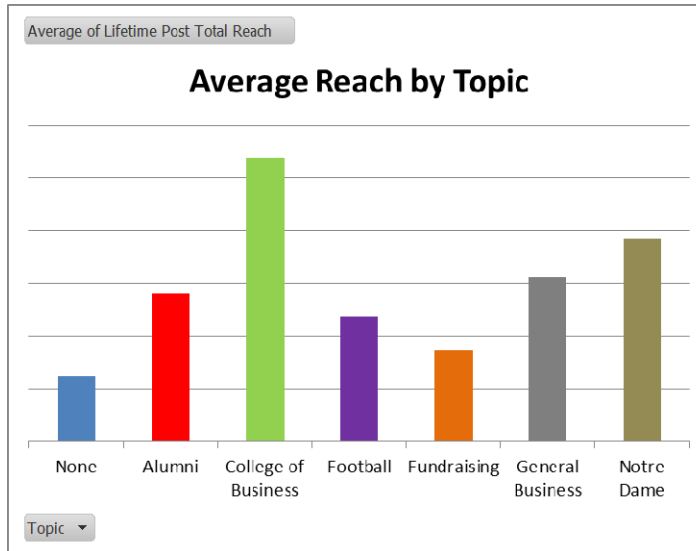


■ OUR SOCIAL MEDIA
RESEARCH

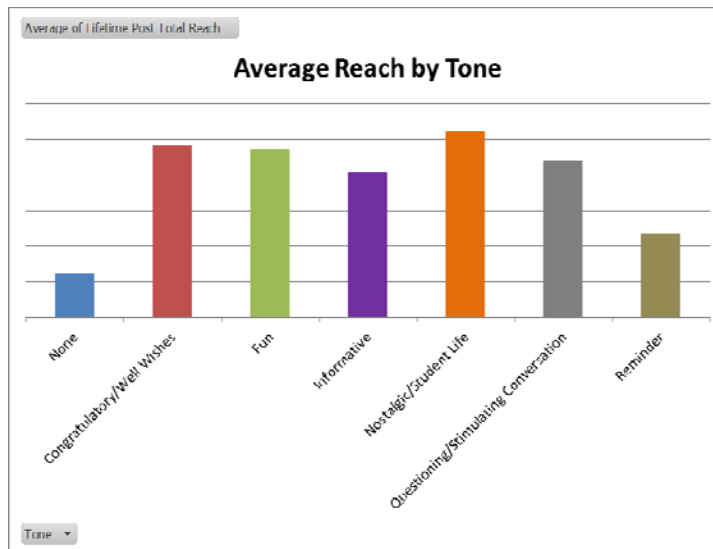
- Broke down our posts by tone used and topic discussed to analyze what was resonating the most with our alumni



OUR SOCIAL MEDIA RESEARCH



OUR SOCIAL MEDIA RESEARCH



*What if we could see what similarities there
are across higher ed institutions?*



#Altraining

KEY FINDINGS FROM 2015 SURVEY



2015 SOCIAL MEDIA SURVEY

- 109 respondents
- Questions focused on overall social media use, and most popular Facebook posts
- Responses came from alumni relations, development and marketing-communications teams



FOCUS OF THE SURVEY

- If we can determine what strategies can be utilized for investment, different channels and cadence, we can create a more cohesive social media plan
- If we can determine what types of posts are most appealing, we can create more engaging posts that are more likely to be seen and shared by alumni



INVESTING IN YOUR SOCIAL MEDIA STRATEGY

- A social media budget is necessary for advertising
- Staff for smaller shops may be difficult, but social media advertising can be scaled to the size of your shop.



FACEBOOK ADS

 **Notre Dame - Mendoza College of Business**
Graduate Alumni Like Page
Sponsored · 🌐

Looking for some inspiration today? Watch 2015 Distinguished Alumni Award winner Perry Dellelce MBA '87 talk about the impact Notre Dame had on his career. And, don't forget to nominate a classmate for the 2016 Distinguished Alumni Award! <http://ntrda.me/1wHLNKh>

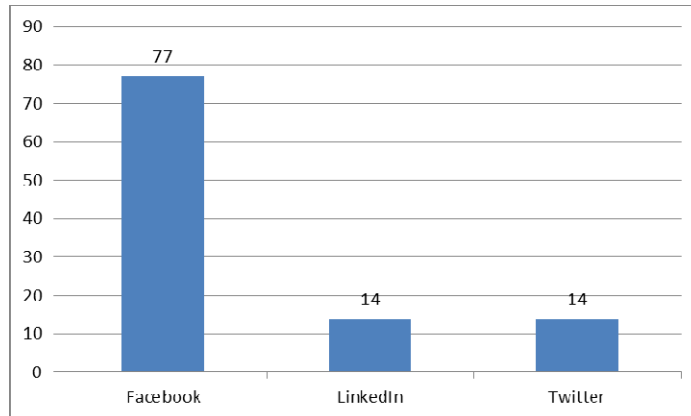
 **Distinguished Alumni Award Winner Perry Dellelce**
The Distinguished Alumni Award recognizes a business graduate who has not only demonstrated significant achievements in business, but who has...
YOUTUBE.COM

4 Likes

Like Comment Share



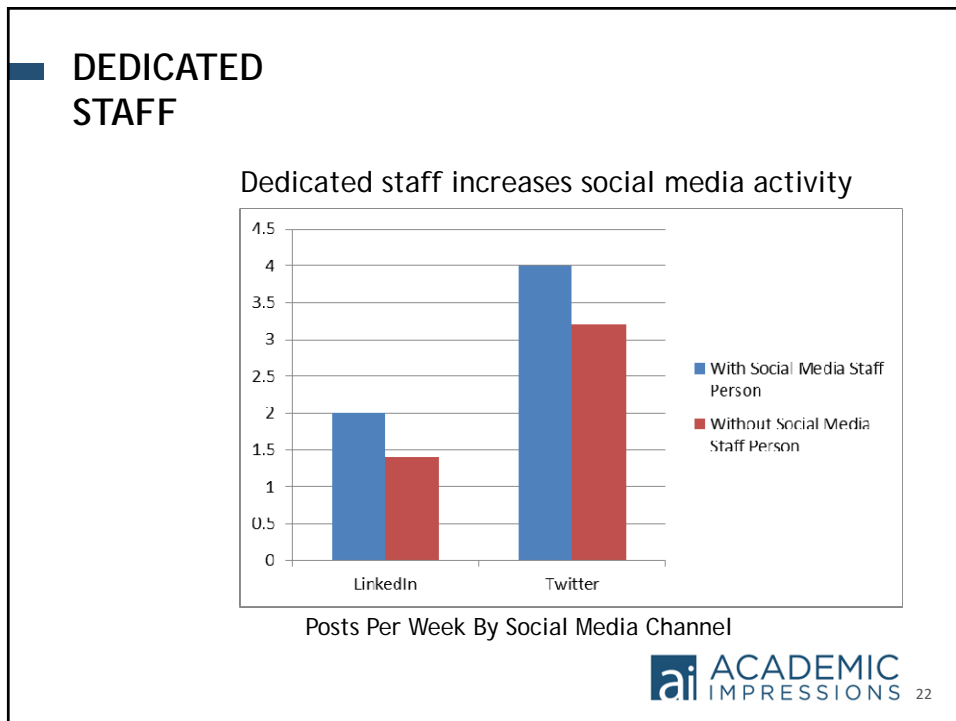
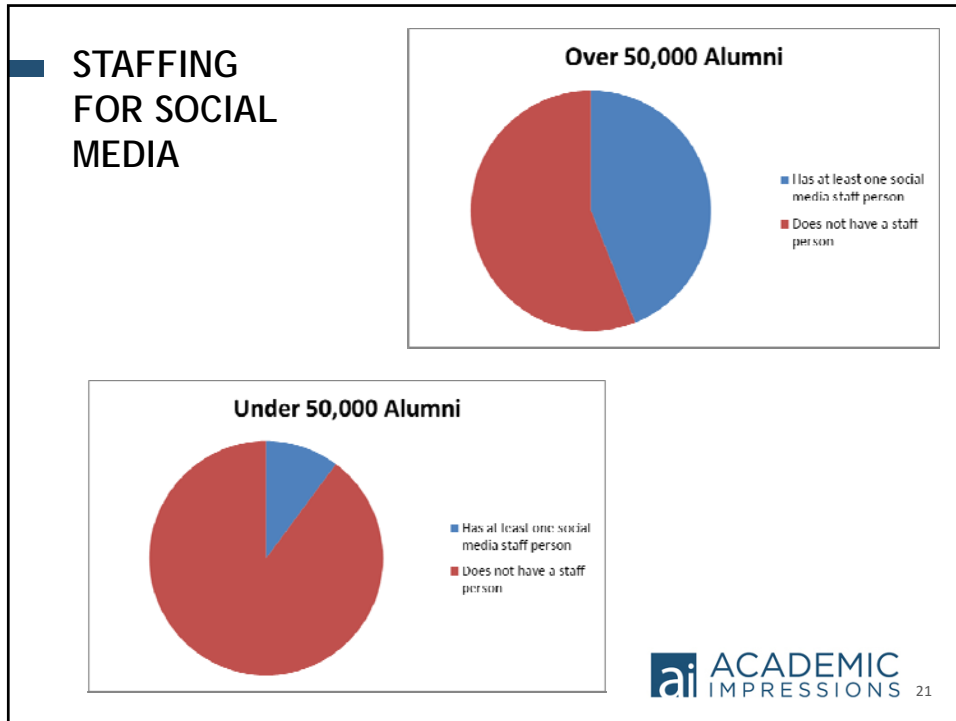
ADVERTISING ON SOCIAL MEDIA



Respondents who have put dollars behind social media advertising

WHY PLACE ADVERTISING ON SOCIAL MEDIA?

- Increase registration for reunion
- Encourage making a gift as part of a special challenge campaign
- Promote alumni association membership drives
- Encourage coming back to campus for homecoming



IS YOUR LEADER USING SOCIAL MEDIA?



Michael Crow @michaelcrow · May 13

This is why we do what we do @ASU. Congrats to our '16 grads & all who helped them succeed. bit.ly/1ZO0iHh



20 46



Brian W. Casey @PresidentCasey · Apr 14

From DePauw's campus, inside Hoover Hall. Coming along nicely. [instagram.com/p/BEMAC3NqQJs/](https://www.instagram.com/p/BEMAC3NqQJs/)

1 5



Brian W. Casey @PresidentCasey · Apr 11

Flying again, I have grown increasingly familiar with, and fond of, the chicken corn chowder at the Delta Sky Club, and this is troubling.

30



Brian W. Casey @PresidentCasey · Mar 20

Irish!!!

12

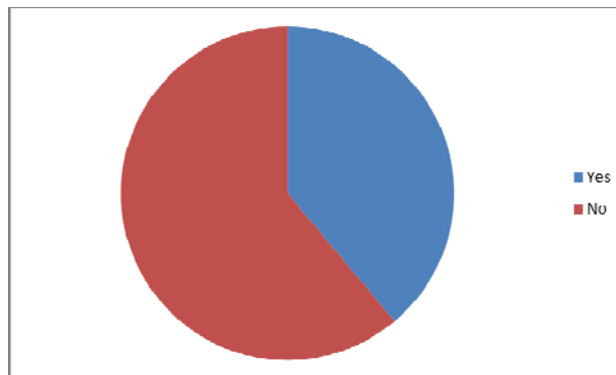


Brian W. Casey @PresidentCasey · Mar 17

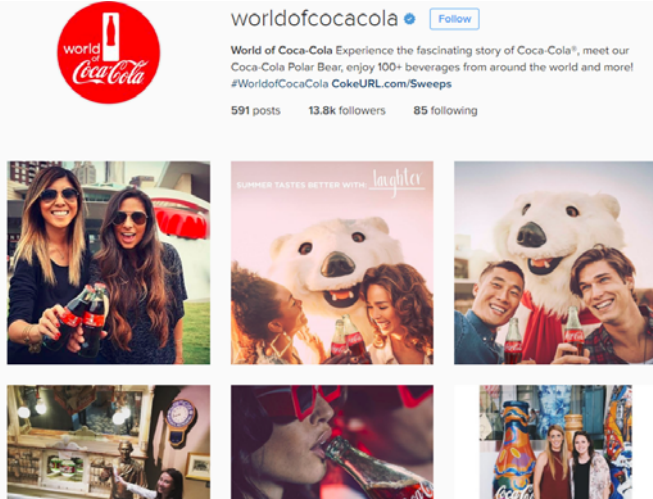
In addition to being St. Patrick's Day, it's Emrys' 3rd birthday. This means he's 21 in dog... [instagram.com/p/BDDr9rLQqEH/](https://www.instagram.com/p/BDDr9rLQqEH/)

16

IS YOUR PRESIDENT/CHANCELLOR USING SOCIAL MEDIA?

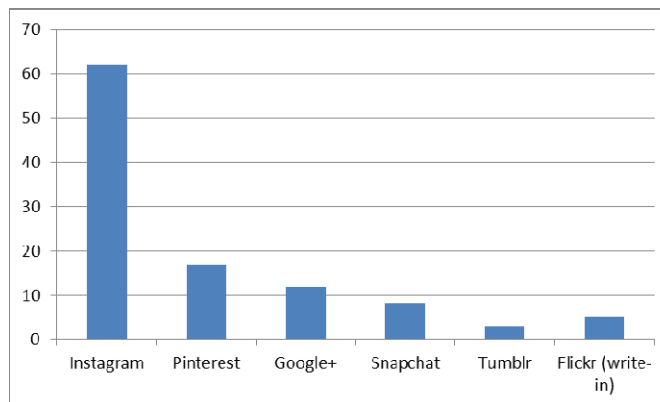


INSTAGRAM: THE NEXT FRONTIER



ai ACADEMIC IMPRESSIONS 25

INSTAGRAM: THE NEXT FRONTIER



Respondents whose department use these sites

ai ACADEMIC IMPRESSIONS 26

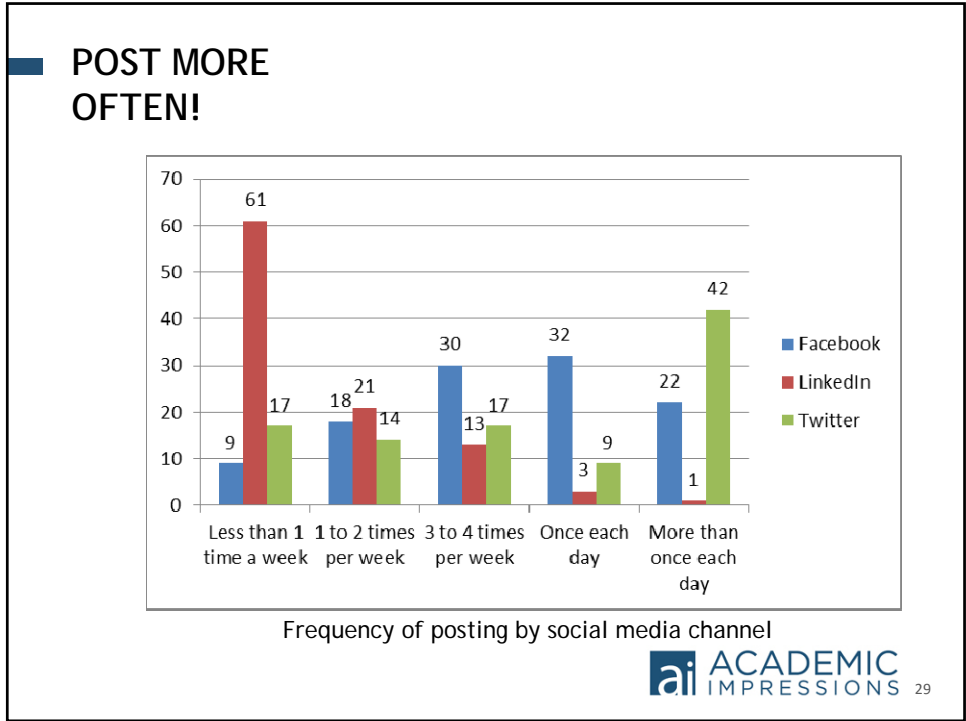
**INSTAGRAM:
THE NEXT
FRONTIER**



**THE STAYING
POWER OF
FACEBOOK**

Rank	Average Ranking	Site
1	1.26	Facebook
2	2.44	Twitter
3	2.91	LinkedIn
4	3.26	Instagram
5	4.82	Pinterest





? QUESTIONS

ai ACADEMIC IMPRESSIONS 30



CHAT

What have you discovered about your alumni that you didn't know previously, because of social media posts?



#Altraining

TONES AND TOPICS



#Altraining

TONES



CELEBRATORY



Santa Clara University Alumni Association

Like Page

October 12, 2015 · 🌐

We've done it again! Santa Clara University ranked third out of 100 in Niche's Best Catholic Colleges. Way to go SCU.



Best Catholic Colleges - College Rankings

Explore the 2016 Best Catholic Colleges. College ranking based on statistics and student reviews. Compare top Catholic Colleges.

COLLEGES.NICHE.COM

34

FUN



Junata College
Like This Page · November 15, 2015 · 🌐

Tenting 2015 has officially begun on campus!

Like Comment Share

602 Top Comments

35 shares 12 comments

Shana Herb Johannesson For madrigal tickets?
Like Reply · November 15, 2015 at 8:12pm

Junata College Of course!
Like Reply · November 15, 2015 at 8:13pm

Nora Kalve What do they do during tenting?
Like Reply · November 15, 2015 at 8:56pm

Junata College Tenting is a yearly tradition when students gather in groups and tent for 7 days and complete tasks each night for a madrigal table.
Like Reply · November 15, 2015 at 9:21pm

View more replies

Scott Beatty Tent? You babies! We waited out under blankets and the blinnest sleeping bags! We braved frostbite! We lost toes! Shameful!
Like Reply · November 15, 2015 at 8:22pm

1 Reply

Meghan Monaghan Madrigal line is what it was in the early 90s. No tasks to complete just hanging out and socializing throughout the week.
Write a comment...

INFORMATIVE

SMU ✓
November 18, 2015 · 🌐 Like Page

Former President George W. Bush spoke with students yesterday in Cox School of Business Prof. Don Vandewalle's leadership class.
#TheBushCenter #smu


Like Comment Share

1K Top Comments

121 shares 39 comments 36

INSPIRATIONAL

More Videos by Ohio University Alumni Association Like Page
Previous Next



Ohio University Alumni Association
Homecoming Week starts Monday!! #BobcatNation #OUHC2015 #GoCats
Shared with: Public
34,500 Views

<http://ohio.edu/homecoming>
Like Comment Share October 3, 2015
Embed Report video

528 people like this. Chronological

37

NOSTALGIC



St. Ambrose University Alumni
Like This Page - September 11, 2015

Flashback Friday! Before St. Ambrose was a university...

Like Comment Share

167 Top Comments


- Mark Seter I was last class to graduate with the that sign... even though they placed a temporary one over it as an announcement.
Like Reply 2 - September 11, 2015 at 2:19pm
- Sandy Larson Bah love it 😊
Like Reply 1 - September 11, 2015 at 2:16pm
- Jeanne Sheehan I was there then!! Awesome school - awesome that is has grown and matured!
Like Reply 1 - September 11, 2015 at 1:15pm
- Thomas E Abel I hope they kept that sign.
Like Reply - September 11, 2015 at 1:02pm

Write a comment...

ai ACADEMIC IMPRESSIONS 38

PERSUASIVE

We Are E-X-E-T-E-R
More Videos by Phillips Exeter Academy Like Page
Previous Next



Phillips Exeter Academy
It's fall E/a Week and it's time to get excited for #EAweekend!
Exeter's youngest 15 alumni classes have begun the battle, taking on Andover in the annual E/a Challenge: www.exeter.edu/eachallenge #BlueDoesntFlyHere
Follow the action all week and the day of the games at www.exeter.edu/EA.
Like Comment Share November 9, 2015
422 people like this. Chronological

Shared with: **Public**
11,244 Views
Embed
Report video

ai ACADEMIC IMPRESSIONS 39

SOMBER

Adventist University of Health Sciences Like Page
September 11, 2015 · 🌐

ADU remembers those families affected by the events that occurred on September 11, 2001. #weremember



Like Comment Share

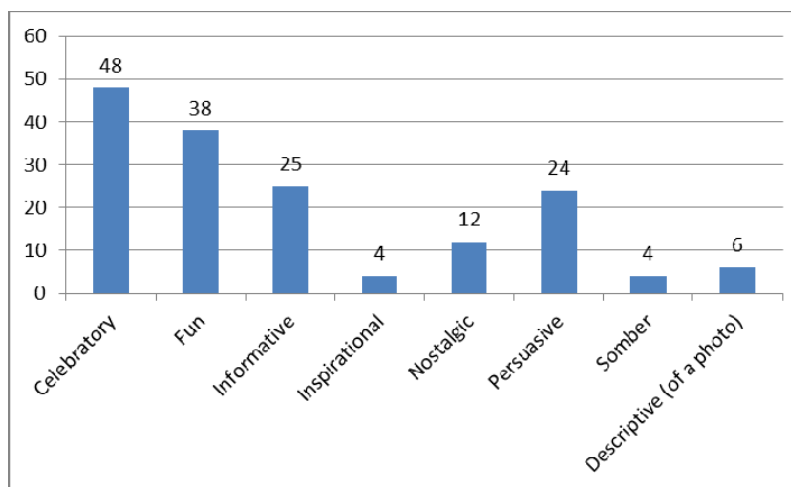
112 Top Comments
1 share 2 comments

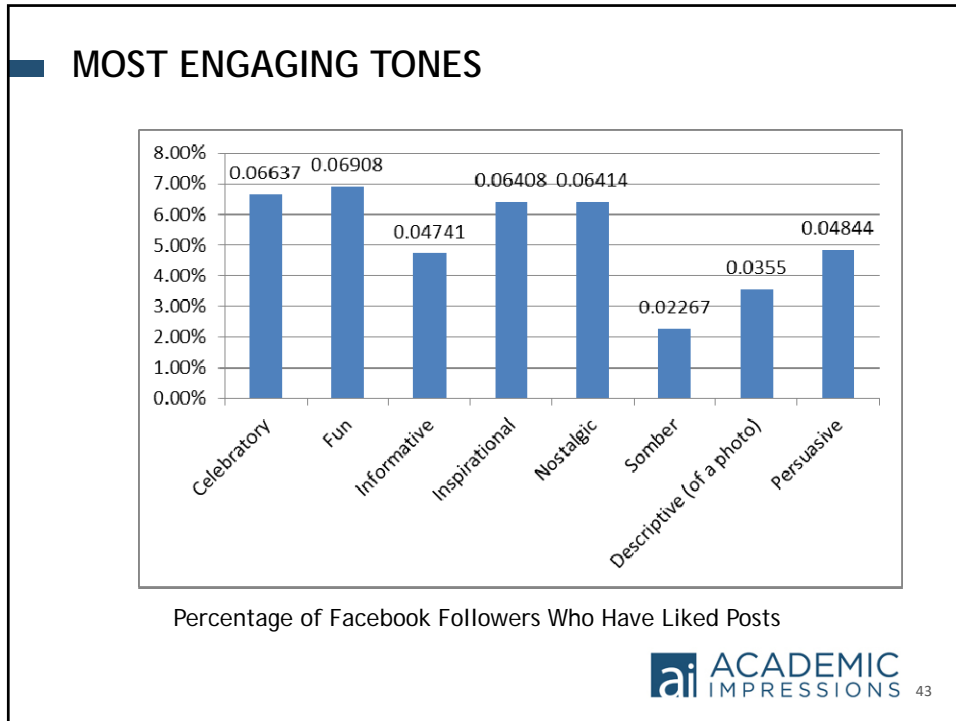
ai ACADEMIC IMPRESSIONS 40

DESCRIPTIVE



BREAKDOWN OF POSTS BY TONE






QUESTIONS




What topics will most resonate with alumni?

ALUMNI

 **Okanagan College Alumni Association** Like Page
September 14, 2015 · 🌐

This year's alumni award recipients, Sareena Sharma Nickoli and John Perrott, are getting some love from the Kelowna Daily Courier.




College alumni to be honoured
Two Okanagan College alumni are being recognized by the Okanagan College Alumni Association (OCAA) for their exceptional contributions to the communities in which they live.
KELOWNADAILYCOURIER.CA

Like Comment Share


7 Top Comments

12 shares 1 comment

ANNIVERSARY/HOLIDAY

 **McMaster University Alumni Association** Like Page
October 2, 2015 · 🌐

It's been 85 years since the photo in the foreground newspaper was taken. That's 85 years of McMaster in Hamilton, 85 years of students on our beautiful campus, and 85 years of growth and evolution. We couldn't be prouder of McMaster in 2015. #gomacgo



Like Comment Share 👤

1.1K Top Comments

58 shares 4 comments



ATHLETICS

Travia, Griffin team up for winning goal in OT Like Page
More Videos by Milwaukee School of Engineering (MSOE) Previous Next



 **Milwaukee School of Engineering (MSOE)** Shared with: Public
Sara Travia (21) and Rachael Griffin (27) teamed up to score the winning goal in the NACC tournament championship vs. Aurora tonight. The win and championship continued the best season in program history with a record 15 wins. Congratulations!
Like Comment Share November 7, 2015 Edited 👤
6,332 Views
Embed
Report video

181 people like this. Top Comments

30 shares 7 comments



CAMPUS

Muhlenberg College Alumni
November 6, 2015 · 🌐

Muhlenberg fall fashion, courtesy of the KnitWits!



Like Comment Share

182 Chronological

ai ACADEMIC IMPRESSIONS 49

CELEBRITY

Bloomsburg University Alumni Association
September 4, 2015 · 🌐

Forever a Husky! Alum Tom Beaupre '06, bass player for Florida Georgia Line, tweeted out to BU from the band's appearance on Good Morning America today. Florida Georgia Line is one of the hottest bands in country music today. Look for Tom's story in the fall 2015 issue of the University Magazine.



Like Comment Share

1.3K Top Comments

610 shares 53 comments

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EVENT



Mohawk College Alumni Association

September 29, 2015 · 🌐

Like Page

October 27 we will be honouring 9 incredible Mohawk graduates at the Alumni of Distinction Awards. Will we see you there?
<http://www.mohawkcollege.ca/.../alum.../alumniOfDistinction.html>



Like Comment Share

7

Top Comments

ai ACADEMIC IMPRESSIONS 51

FACULTY

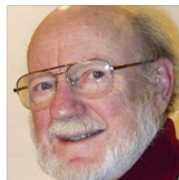


University of Wisconsin School of Veterinary Medicine

October 5, 2015 · 🌐

Like Page

UW-Madison veterinary science alumnus William C. Campbell was awarded a share of the 2015 Nobel Prize in Physiology or Medicine, it was announced today. Campbell and Satoshi Omura received the honor for their work leading to the discovery of the drug avermectin, derivatives of which have made a tremendous impact on animal and human health.



Nobel Recipient Campbell Earned Master's, Doctorate at UW-Madison

William C. Campbell, a master's and doctoral graduate of the University of Wisconsin-Madison, was awarded a share of the 2015 Nobel Prize in...

VETMED.WISC.EDU

Like Comment Share

115

22 shares

ai ACADEMIC IMPRESSIONS 52

FUNDRAISING



Harper College November 6, 2015 · [Like Page](#)

Tuesday, December 1 is #GivingTuesday at Harper College. Watch Montserrat's story and find out how you can join others in the Harper community to raise \$3,788 on December 1 to support students like her. #GivingTuesdayHarper <http://ow.ly/UihBy>

#GivingTuesdayHarper--Montserrat
For more information about #GivingTuesday at Harper College, or to make a donation, please visit...
YOUTUBE.COM

[Like](#) [Comment](#) [Share](#)

24 [Top Comments](#)

31 shares 3 comments

GENERAL



Lewis & Clark Law School October 26, 2015 · [Like Page](#)

Announcing our new BA/JD 3+3 program with Oregon State University! Juniors at OSU can apply to start law school at Lewis & Clark next fall. The program shaves one year off the traditional time it takes to get both degrees.

OSU Oregon State UNIVERSITY
L&C launches new 3+3 program with Oregon State University - Law Admissions - Law School - Lewis...
Lewis & Clark Law School and Oregon State University have created an accelerated 3+3 BA/JD...
LAW.LCLARK.EDU

[Like](#) [Comment](#) [Share](#)

128 [Top Comments](#)

14 shares 5 comments

GLOBAL

SMU November 13, 2015 · [Like Page](#)

SMU has heard from all 11 of its students studying in Paris that they are safe. The SMU Travel Oversight Committee is closely monitoring the situation and is receiving updates from the U.S. State Department and International SOS.

[SMU students in Paris report they are safe; SMU monitoring situation | Parents News](#)

SMU has heard from all 11 of its students studying in Paris that they are safe. The SMU Travel Oversight Committee is closely monitoring the situation and is receiving updates from the U.S. State Department and International SOS.

[BLOG.SMU.EDU](#)

[Like](#) [Comment](#) [Share](#)

2.4K [Top Comments](#)

100 shares 36 comments

LOCAL



Salem State University Alumni Association Like This Page · October 20, 2015 · [Like Page](#)

[Like](#) [Comment](#) [Share](#)

272 [Top Comments](#)

112 shares 11 comments

Erin E Cowell You can't simply drive through because you're sitting in traffic.
[Like](#) [Reply](#) 3 · October 20, 2015 at 8:36pm

Jessica Suttie Rumrill That's the truth! Even late September there are small herds of people!
[Like](#) [Reply](#) 1 · October 20, 2015 at 9:56pm

1 Reply

Jolene OBrien No you go the long way to get to O'Keefe
[Like](#) [Reply](#) · October 20, 2015 at 10:28pm

Deb Holloran So...that's why I get on my broomstick and fly through...
[Like](#) [Reply](#) · October 20, 2015 at 7:37pm

David Horgan Hell no. I used to hate working

[Write a comment...](#)

RANKINGS

 Pace University Alumni shared a link. Like Page
November 9, 2015 · 🌐



PACE UNIVERSITY RANKED MOST UNDERRATED COLLEGE IN AMERICA | PACE UNIVERSITY
News Item. PACE UNIVERSITY RANKED MOST UNDERRATED COLLEGE IN AMERICA. 11/03/2015 News Release Image. PACE UNIVERSITY RANKED...
WWW.PACE.EDU


Like Comment Share 

129 Top Comments


43 shares 17 comments



STUDENTS

 Tennessee Tech University Like Page
December 4, 2015 · Cookeville, TN · 🌐

Congratulations on making it through "dead week," Golden Eagles! One more week and you'll have succeeded at another semester at TTU.

Like Comment Share 

407 Top Comments

18 shares 8 comments



TRADITIONS

Juniata College · October 27, 2015 · Like Page

Today, the Chronicle of Higher Education is debuting a new section about college traditions and they've featured Juniata's Storming of the Arch in their first article. Check it out!



THE CHRONICLE OF HIGHER EDUCATION

Why Campus Traditions Matter
They serve as important coming-of-age events. So we looked at three of them — involving rat funerals, roughing up freshmen, and honoring a college's founders. And we need your help to document more.
CHRONICLE.COM

Like Comment Share

115 · Top Comments

37 shares · 4 comments

TRAVEL

The Ohio State University Alumni Association · November 9, 2015 · Like Page

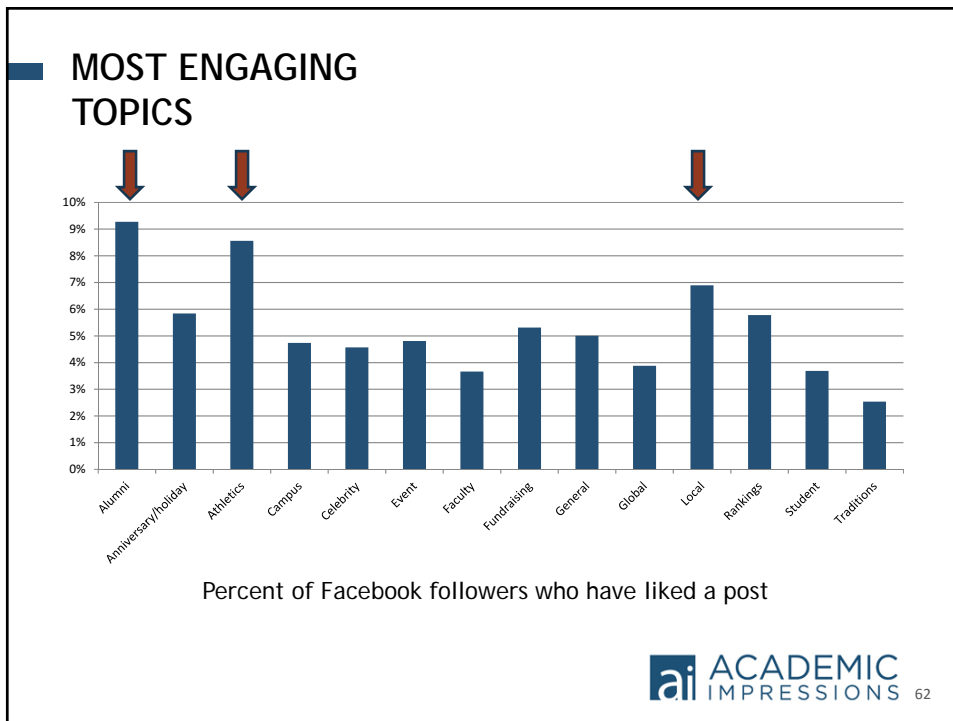
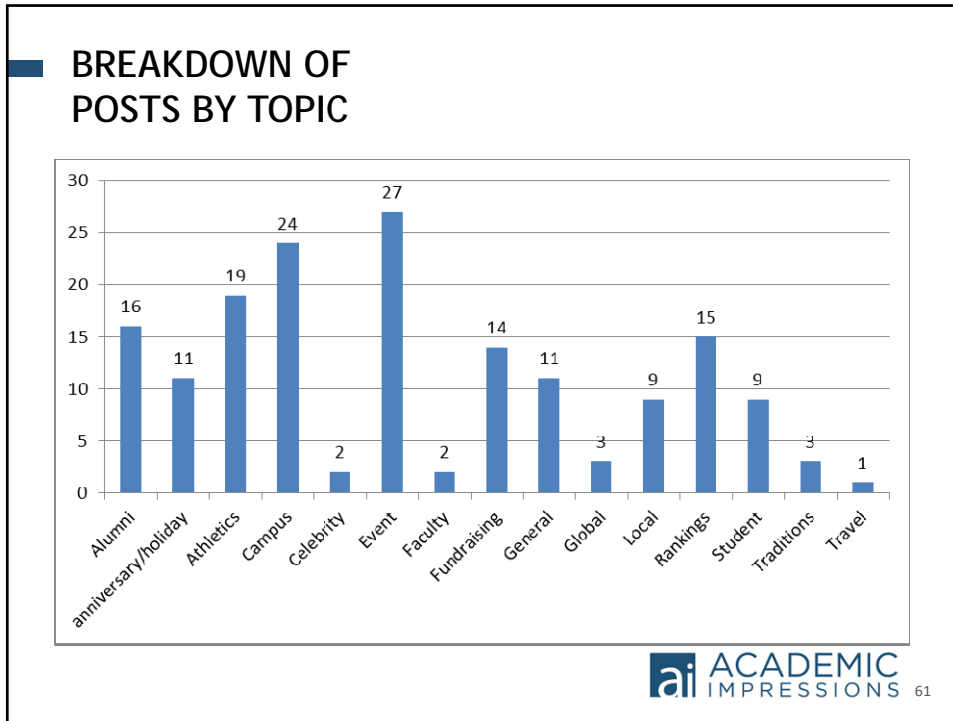
Buckeye pride in Cape Town, taken during a recent Treasures of Southern Africa tour. Explore alumni tours: <http://go.osu.edu/alumintours>



Like Comment Share

168 · Top Comments

81 shares · 4 comments



■ INCORPORATING INTO YOUR WORK

- Based on your posting frequency, pick a time frame to review for your postings
 - Eg. 3 mo., 6 mo., 1 year
- Export post analytics from this time frame to Excel
- Categorize each of your posts.
 - Start with the tones and topics discussed in this webinar, but feel free to add additional
- Use Excel charts to review which tones and topics receive most likes for your page



■ POSTING ABOUT FUNDRAISING

- Higher ed institutions can, and do, discuss fundraising on their alumni and main social media pages
- Tone doesn't always have to be persuasive or "asking for a gift"



TOPIC: FUNDRAISING TONE: INFORMATIVE

UNC Charlotte Alumni
October 20, 2015 · 🌐

A very generous gift from another one of our outstanding alumni!

Lowe's CEO Robert Niblock gives \$2.5M to UNC Charlotte's Belk School of Business - Charlotte...
A \$2.5 million gift from Robert Niblock, CEO of Lowe's, will be used as an endowment for the university's Belk College of Business and in support of the...
BIZJOURNALS.COM

Like Comment Share

344 Top Comments



TOPIC: FUNDRAISING TONE: PERSUASIVE

We Never Get the Blues
More Videos by Phillips Exeter Academy

Like Page
Previous · Next

Phillips Exeter Academy
Principal MacFarlane called in backup for the final push to win the E/A Challenge, stay undefeated and make sure that Exeter's flag flies over Andover's campus.

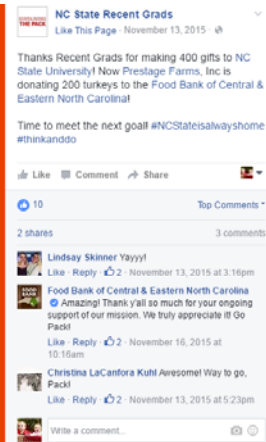
Alumni in the classes of 2001-2015 can keep that blue thing away from Exeter by making a gift at www.exeter.edu/beatandover from now until noon tomorrow. Go Big Red!
#BlueDoesntFlyHere

Like Comment Share November 12, 2015

Shared with: Public
10,972 Views
Embed Report video



TOPIC: FUNDRAISING
TONE: CELEBRATORY



TOPIC: FUNDRAISING
TONE: INSPIRATIONAL



William & Mary Alumni Association
William & Mary has embarked on the most ambitious fundraising initiative in its 323-year history to continue to do what it does best: educate and inspire students of great talent and promise and prepare them to lead lives of principled achievement. Learn more at <https://forthebold.wm.edu/#WMMForTheBold>

647 people like this. 478 shares. 15 comments.

#Altraining

KEY TAKEAWAYS



TAKEAWAYS

- Be comfortable talking about fundraising online, but make sure these posts aren't always "asks"
- Create a content plan for your social media sites
 - When possible plan posts by week/month





TAKEAWAYS

- Come up with an appropriate topic and tone “mix” based on the data
 - Focus on alumni updates, athletics successes and local flavor, or whatever happens to be most important to your alumni
 - Make posts inspirational, fun, nostalgic and celebratory
 - Perform the analysis just based on your page’s posts



TAKEAWAYS

HOW TO IMPART DIFFERENT TONES

- **Nostalgic:**
Words like “Remember”, “tradition”, “back in the day”, “did you ever...”, “memories”
- **Celebratory:**
Words like “Congratulations!”, “Thank you”, “proud”, “happy”
- **Inspirational:**
Words like “Ambitious”, “bold”. Most of these posts include videos
- **Fun:**
Words like “Cool”, “excited”, “check this out”, Ex. BuzzFeed list-style





TAKEAWAYS

- Utilizing a portion of your annual budget for social media advertising could pay dividends
- Have a meeting with your institution's leadership to discuss the benefits of their presence on Twitter
 - Show examples!
- Start an Instagram page, or encourage the appropriate department to start one for your institution.




TAKEAWAYS

- Tying gifts to specific social media activities is difficult, without adding other tools
- To learn more on key marketing topics in alumni relations and annual giving, check out Tim's book, [Innovative Strategies for Annual Giving and Alumni Relations: Lessons from the Corporate World.](#)



QUESTIONS






EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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