

Meeting

MINUTES

FEBRUARY 3, 2014

11:00 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Tutorial on Electronic and Social Media Communication
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Christine Culbertson, James Durbin, Chelsea Formanik, Kim Gentile, Wayne Hill, Eileen Korey, Neal Raber, Scott Roberts, Christopher Serio, and Deborah Wilhite

Agenda topics

11:00 A.M.

APPROVAL OF MINUTES

KIM GENTILE

DISCUSSION	The minutes of the meeting held on November 25, 2013 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

11:05 A.M.

TUTORIAL ON ELECTRONIC AND SOCIAL MEDIA COMMUNICATION

BOB KROPFF, JESSICA BIXBY AND STEVE SEDLOCK

DISCUSSION	Jessica Bixby reviewed UA's usage of four social media sites: Facebook, Twitter, Instagram, and Snapchat.
	<p>Facebook: It is considered to be the most popular social media site in the world. Friends and family are the primary focus. A person has a profile; an organization has a page. UA does have a presence on FB. Bixby encouraged members of the committee to 'like' the UA page. She manages the site and posts one or two times a day. She has posted the Super Bowl commercial. It has been viewed 1,500+ times through 58 shares. UA group pages have been created such as for the Class of 2018. Paid ads on Facebook are also being considered. In the fall a UA paid ad was posted on FB. The UA Facebook page fan base is primarily 18+.</p> <p>Twitter: Twitter is real-time communication. An individual can send a quick message. You can also track conversations. Bixby uses Hootsuite to see all conversations simultaneously. Twitter does not provide a way for users to categorize their tweets or posts. Because of this, users have developed a method of grouping tweets by subject with hashtags. A hash or pound (#) symbol can be placed before any word to create a hashtag. Hashtags can appear anywhere within a tweet; the hashtag links that tweet to a specific topic or category. For example, "#Twitter" could be added to a tweet about Twitter. Twitter users can search for tweets related to specific topics using hashtags. Hashtags have been used for #UAKronVisit and #FutureZip.</p> <p>Instagram: This is a photo and video sharing network. With permission Bixby posts photos from other Instagram users to the UA Instagram and other social media sites. In the admission packet students are encouraged to post selfies with their acceptance notice. The trend is that younger people use this site via mobile access.</p> <p>Snapchat: This site is also used for sharing photos, but the photos disappear after time. Bixby is monitoring this site for consideration.</p> <p>Bixby pointed out that it is not the number of people who are listed as 'friends' or 'followers' on a site that is the most important – it is the level of engagement. KSU has 49,000 Facebook friends but does not see higher engagement compared to Akron. (KSU = 1.9% engagement vs. Akron = 7.6%.)</p> <p>Sedlock presented information on email analytics. The Alumni Association sends their online newsletter to 51,000 people via email. The Merit service – an engagement component delivered by readMedia -- provides an opportunity similar to LinkedIn for students to promote themselves and their accomplishments throughout their college career.</p>

