Website & Social Media

Brandie Barrera, Director of Social Media
October 24, 2015
Have you seen our new website?
A Westside Story

• In 2009 the Westside Network was viewed as inactive and “dead in the water”.

• Began consistently using social media as a communications & engagement tool in late 2011.

• In 2012 established an event strategy that leveraged social media, email and in-person communication.

• By early 2014 the Westside’s “active” constituency grew from 250 to over 3,000.
Best Practices

• You are an extension of the university. Be an ambassador, an advocate, and a cheerleader.
• Social media is a team effort. Don’t make it one person’s responsibility.
• Post regularly and consistently.
• Use images and links as much as possible when you post.
• Repurpose content.
Platforms

**Pinterest**
- Social site that is all about discovery
- Largest opportunities
- Users are: 17% Male, 83% Female
- 20 million active users

**Twitter**
- Microblogging social site that limits each post to 140 characters
- Largest penetration
- But spreading slowly and steadily
- 5.7 million tweets happen every second
- 241 million active users

**Facebook**
- Social sharing site that has 1+ billion users worldwide
- Largest opportunities
- Communicating with consumers in an unobtrusive way
- Users share 1 million links every 26 minutes
- 1 billion active users

**Instagram**
- Social sharing site all around pictures and now 15 second videos
- Many brands are participating through the use of #hashtags and posting pictures consumers can relate to
- Users: 200 million active users

**Google+**
- Social network built by Google that allows for brands and users to build circles
- Not as many brands active, but the ones that are tend to be a good fit with a great following
- 540 million active users

**LinkedIn**
- Business-oriented social networking site
- Brands that are participating are corporate brands giving potential and current associates a place to network and connect
- 79% of users are 35 or older
- Users: 300 million active users
### Social media users among all adults

*Among all American adults ages 18+, the % who use the following social media sites*

<table>
<thead>
<tr>
<th>Platform</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>58</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>23</td>
</tr>
<tr>
<td>Pinterest</td>
<td>22</td>
</tr>
<tr>
<td>Instagram</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>19</td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER
Demographics

More people use multiple sites

% of internet users who use the following number of social networking sites
(sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014


PEW RESEARCH CENTER
Demographics

Age Distribution At The Top Social Networks
% Of Users In Each Age Group — US Data · Users Aged 18 And Over — December 2014

- Snapchat: 45% (18-24), 26% (25-34), 13% (35-44), 10% (45-54), 6% (55-64), 1% (65+)
- Vine: 28% (18-24), 23% (25-34), 17% (35-44), 15% (45-54), 10% (55-64), 7% (65+)
- Tumblr: 28% (18-24), 25% (25-34), 18% (35-44), 13% (45-54), 11% (55-64), 6% (65+)
- Instagram: 23% (18-24), 26% (25-34), 19% (35-44), 15% (45-54), 12% (55-64), 4% (65+)
- Twitter: 19% (18-24), 22% (25-34), 21% (35-44), 18% (45-54), 13% (55-64), 7% (65+)
- Google+: 16% (18-24), 25% (25-34), 22% (35-44), 18% (45-54), 13% (55-64), 7% (65+)
- Facebook: 16% (18-24), 22% (25-34), 19% (35-44), 18% (45-54), 15% (55-64), 10% (65+)
- Pinterest: 15% (18-24), 26% (25-34), 21% (35-44), 17% (45-54), 15% (55-64), 7% (65+)
- LinkedIn: 14% (18-24), 21% (25-34), 22% (35-44), 18% (45-54), 16% (55-64), 9% (65+)

Source: comScore
Content: Sharing is Caring

- Repurpose content from other channels
  - UCLA Alumni
  - UCLA
  - UCLA Athletics
  - Google Alerts
Content: Sharing is Caring

• Post About Popular Topics
  ➢ Topical
  ➢ Points of pride
  ➢ Bruin celebrities
  ➢ Compelling stories
  ➢ Sports victories
  ➢ Exclusives / previews
  ➢ Pretty campus photos
Gamification:

The 1990s Commencement Season Spirit Challenge winner is... CLASS YEAR 1999!! Congratulations to all 1999 alumni, especially those that participated in this decades challenge. For the record, this is the second year in a row that 1999 has won this challenge. In addition to bragging rights, here are a few interesting facts about UCLA during 1999:

- UCLA celebrated its 80th anniversary
- The UCLA Medical Center, designed by famous architect I.M. Pei, the same man who designed... See More
<table>
<thead>
<tr>
<th>Month</th>
<th>Alumni Affairs Annual Events</th>
<th>Campus</th>
<th>National</th>
<th>Theme</th>
<th>Storylines</th>
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</thead>
<tbody>
<tr>
<td>Oct</td>
<td>Welcome to the City</td>
<td>Football</td>
<td>Breast Cancer Awareness Month</td>
<td>Nostalgia</td>
<td>Gameification: Bidg Interiors</td>
</tr>
<tr>
<td></td>
<td>Bruin Bash</td>
<td>Basketball</td>
<td>Filipino Heritage Month</td>
<td></td>
<td>BOTD Filipino</td>
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<tr>
<td>73</td>
<td>Mentor Program Selection</td>
<td>Optimist in UCLA Magazine</td>
<td>9/27-10/4: Sukkot</td>
<td></td>
<td>Bruin Pumpkin Carving</td>
</tr>
<tr>
<td>74</td>
<td>Homecoming</td>
<td>10/14: John Wooden's birthday</td>
<td>10/5-10/6: Simchat Torah</td>
<td></td>
<td></td>
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<tr>
<td>75</td>
<td>Parents Weekend</td>
<td></td>
<td>10/11: National Coming Out Day</td>
<td></td>
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<tr>
<td>76</td>
<td>Leaders Conference</td>
<td></td>
<td>10/12: Columbus Day</td>
<td></td>
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<tr>
<td>77</td>
<td></td>
<td></td>
<td>10/31: Halloween</td>
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<tr>
<td>Nov</td>
<td>8-Clap Heard Round the World</td>
<td>Football</td>
<td>Prostate Cancer Awareness #Movember</td>
<td>Football</td>
<td>Gameification: Houses Divided</td>
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<tr>
<td>79</td>
<td>Beat SC Week / Bonfire</td>
<td>Cross Country (Pac-12 Championship)</td>
<td>Native American Heritage Month</td>
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<td>BOTD Native American</td>
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<tr>
<td>80</td>
<td>Bruin Bash</td>
<td>Cross Country (NCAA Championship)</td>
<td>11/11: Veteran’s Day</td>
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<tr>
<td>81</td>
<td>Mentor Orientation</td>
<td>Soccer (NCAA Tournament)</td>
<td>11/20: Transgender Day of Remembrance</td>
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<tr>
<td>82</td>
<td>Int’l Dinners / Guardian Scholars Online Discount Promo Interview with a Bruin</td>
<td>Basketball</td>
<td>11/20-11/27: Thanksgiving</td>
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<td>85</td>
<td>Holiday Parties</td>
<td>Centennial Campaign - EOY Donations</td>
<td>12:1 World AIDS Day</td>
<td>Traditions</td>
<td>Gameification: Photo Contests</td>
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<tr>
<td>86</td>
<td>Football (Pac-12 Championship / Bowl Games)</td>
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<td>12/8: International Human Rights Day</td>
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<tr>
<td>87</td>
<td>Soccer (NCAA Tournament)</td>
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<td>12/6-12/14: Hannukah</td>
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<tr>
<td>88</td>
<td>Basketball</td>
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<td>12/16-12/24: Las Posadas / Navidenas</td>
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<tr>
<td>89</td>
<td>12/4: Instruction ends</td>
<td></td>
<td>12/21: Winter Solstice</td>
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<td>90</td>
<td>12/14: Campaign in UCLA</td>
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<td>12/25: Christmas</td>
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## Weekly Planning

<table>
<thead>
<tr>
<th>Approx. Time</th>
<th>Monday (10/28)</th>
<th>Tuesday (10/27)</th>
<th>Wednesday (10/28)</th>
<th>Thursday (10/29)</th>
<th>Friday (10/30)</th>
<th>Saturday (10/31)</th>
<th>Sunday (11/1)</th>
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<tbody>
<tr>
<td>10am</td>
<td>ACP Monday</td>
<td>ARN Tuesday</td>
<td>YAE Wednesday</td>
<td>Partnership</td>
<td>Parent's Friday</td>
<td>Alumni game</td>
<td>Events BRANDIE</td>
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<tr>
<td></td>
<td>UCLA ONE</td>
<td></td>
<td>House of Cards</td>
<td>Thursday</td>
<td></td>
<td>watches/Alumni</td>
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<td></td>
<td>TERESA</td>
<td></td>
<td>event TERESA</td>
<td></td>
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<td>Den BRANDIE</td>
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<td>2pm</td>
<td>Membership</td>
<td>Travel Tuesday</td>
<td>Bruin Bash photo</td>
<td>#TBT parents'</td>
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<td>Theme:</td>
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<td></td>
<td>Monday - Print</td>
<td>- Traveler</td>
<td>album update</td>
<td>weekend 2010 -</td>
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<td></td>
<td>your card BRANDIE</td>
<td>favorite movie</td>
<td>BRANDIE</td>
<td>TERESA</td>
<td></td>
<td>Week. TBD</td>
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<td>5pm</td>
<td>UCLA Football</td>
<td>Scholars Inc</td>
<td>DP Wednesday -</td>
<td>Affinity Thursday</td>
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<td>BOTD: - LIAM</td>
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<td></td>
<td>Badge vs.</td>
<td>Tuesday</td>
<td>Festival of</td>
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<td></td>
<td>Halloween</td>
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<td>Colorado -</td>
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<td>Philippine Arts</td>
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<td>Events BRANDIE</td>
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<td></td>
<td>LIAM</td>
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<td>and Culture, reg.</td>
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<td>deadline 11/2</td>
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<td>9pm</td>
<td>#OnThisDay -</td>
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<td></td>
<td>Hall B. in</td>
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<td>Crash Into the</td>
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<td><a href="https://alumni.ucla.com">https://alumni.ucla.com</a></td>
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<td>Future</td>
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<td>12</td>
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</tbody>
</table>

**Social Media Posting Schedule**

**Twitter**
- Mirror FB
- Monitor hashtags

**Instagram**
- Repost @kendymaya '10, Peace Corps Volunteer, Africa #UCBruinsEverywhere #OnThisDay mirror post
- Travel Tuesday mirror post
- Campus shot
- #TBT mirror post
- Repost @mvl07 '11, Santorno #UCBruinsEverywhere
- Game day repost

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**UCLA**
## Content: Events

<table>
<thead>
<tr>
<th>Platform / Channel</th>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>✔</td>
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<tr>
<td>Facebook</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Twitter</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Instagram</td>
<td>✔</td>
<td>✔</td>
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</tbody>
</table>

- **Before**
  - Have a handle and a hashtag for all events, and include them in all communications.
  - Use a 4:2:2:2 timeline leading up to the event.
More than 100 registrations came from social media marketing.

The last dedicated email from UCLA Alumni was cancelled because the event reached capacity two days prior the event.
Approx. 240 RSVPs came in during the last week of marketing.

Likely the result of the email from the Chancellor.

Likely the result of the email from Alumni & Staff Assembly.
Engage With Us!

• Bruin of the Day
• Hashtag Campaigns
  ➢ #BruinProud
  ➢ #UCBruinsEverywhere
  ➢ #AlumniDen
  ➢ Check with your Alumni staff support liaison for more.
• Videos for YouTube
• Join our Social Ambassador Program!
Questions