GMAC 2011

Online Communications:
Matching Media & Message
@me

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College search in 1995 was largely an offline affair. FTF, word-of-mouth, was tremendously important. Though some websites did exist, the primary communication between prospective students and parents was through the phone, letters, and print. Long-form, produced videos were distributed on video cassettes. Cutting-edge colleges and universities were experimenting with “interactive media” distributed on CD-ROMs. Tulane began distributing “Discover Tulane,” an imaginative “viewbook” on a floppy disk, in 1992.

One consequence of how the process unfolded is that applicants were identified fairly in the process, allowing institutions to track them over time and communicate with them throughout the application process.
By 2003, word-of-mouth was still important (though by 2003, conversations occurred over email as well as FTF) and, for teens, IM and chat. Direct paper mail was being replaced by direct email in search.

But more important than either was Google. Typing in the name of an institution you heard about somewhere into Google’s minimalist search box brought you directly to its website.

At this point, a college or university website assumed enormous importance. Depending on how well the site facilitated the search for answers to questions from prospective students, they might apply or cross the institution off their list. Colleges like Lewis & Clark began identifying students who could augment institutional messages with their own insights into institutional life. Blog posts containing their words began appearing on .edu websites, next to “official” content.
Today, word-of-mouth is facilitated, augmented, and amplified by Facebook and a few other social channels. Many more voices have become part of the conversation, among them third-party sites like Unigo, Zinch, College Prowler. These sites enable conversations about colleges and what they offer (academic, social, etc.) in which anyone can participate. There is little filtering here. Colleges can have a voice in the discussion, but they are only one of many voices in the conversation.

As a result of all the information available, applicants now often appear in college databases when they apply — far later in the process than in 1993.
changes?

more info available to more people, faster
more voices, more opinions
many more channels
institutions lose control of the message

These are some of the major changes that have occurred in the past 20 years — more information from more people offering more opinions delivered over more channels. Today, institutions have lost control of the message as electronic channels & social media in particular enable individuals to communicate rapidly with each other.
So, given this landscape, let’s look at some new realities for 2011 that make online communications significantly more important — and challenging — for all institutions. Not just colleges and universities.
1. Everything is connected to everything else.

This is Barry Commoner’s first law of ecology and mStoner’s first law of branding. It’s essential to keep in mind when structuring communications and marketing activities. Because of the way the world works today, it’s easy for organizational anomalies to be observed and amplified. Consistency counts. Not only in appearance (do your communications look like they come from the same organization?) but voice.

Furthermore, your online presence doesn’t occur in a vacuum but is also connected to everything else you do:

People’s experiences with your staff when they visit your office. A customer’s experience with your accounting department. The condition of your buildings.
Given the new realities, it’s essential to think about your communications as part of a larger ecosystem. You’ll use multiple channels to market your institution and inform important audiences about your brand. And various campaigns will use multiple channels to achieve specific results.
Social media is an extremely important component of any online presence in 2011 and there’s a lot of buzz about it in the college and university community. Social media has tremendous benefits to any institution: but this is a time for realism, not hype. In order to be effective with social channels, institutions need to be strategic in their thinking about them; be clear about what social media is good for, and what it’s not good for; connect it to other key marcom channels; fund it appropriately; and set appropriate goals — and measure progress against them.

Social media = web-based tools used for social interaction. The most important brand names are Facebook, Twitter, YouTube, LinkedIn, Flickr, though blogs are an important component of any social strategy.

Social networking is what people do with social media: rank, comment, share, post, rant, etc.
Social Networking Sees Marked Year-Over-Year Growth Age 35-54

% by Age Group Who Currently Have a Personal Profile Page on Facebook, MySpace, LinkedIn or Any Other Social Networking Web Site

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>12-17</td>
<td>57%</td>
<td>78%</td>
<td>76%</td>
<td>63%</td>
</tr>
<tr>
<td>18-24</td>
<td>63%</td>
<td>64%</td>
<td>77%</td>
<td>80%</td>
</tr>
<tr>
<td>25-34</td>
<td>44%</td>
<td>65%</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>34%</td>
<td>32%</td>
<td>51%</td>
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<tr>
<td>45-54</td>
<td>14%</td>
<td>35%</td>
<td>35%</td>
<td>45%</td>
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<td>55-64</td>
<td>4%</td>
<td>4%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>65+</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: Total Population 12+

[source: mstnr.me/jeovHb]
12-34s Most Active Social Networkers

% by Age Group Who Use Social Networks “Several Times per Day”/Currently Have a Personal Profile Page on Facebook/Use Twitter at Least Once per Month

- **Frequent Social Networkers**
- **Facebook Users**
- **Monthly Twitter Users**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequent Social</th>
<th>Facebook Users</th>
<th>Monthly Twitter</th>
<th>Total Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>29%</td>
<td>80%</td>
<td>11%</td>
<td>41%</td>
</tr>
<tr>
<td>18-24</td>
<td>37%</td>
<td>37%</td>
<td>11%</td>
<td>85%</td>
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<td>25-34</td>
<td>29%</td>
<td>67%</td>
<td>11%</td>
<td>87%</td>
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<tr>
<td>35-44</td>
<td>19%</td>
<td>60%</td>
<td>8%</td>
<td>77%</td>
</tr>
<tr>
<td>45-54</td>
<td>8%</td>
<td>42%</td>
<td>4%</td>
<td>54%</td>
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<td>55-64</td>
<td>6%</td>
<td>30%</td>
<td>3%</td>
<td>39%</td>
</tr>
<tr>
<td>65+</td>
<td>2%</td>
<td>5%</td>
<td>1%</td>
<td>8%</td>
</tr>
</tbody>
</table>

[source: mstnr.me/jeovHb]
And here’s a story from Mashable about ten people who lost their jobs over a tweet or Facebook post: mashable.com/2011/06/16/weinergate-social-media-job-loss/
If you don’t believe social media has consequences, here’s a single tweet that damaged the reputation of luxury brand Kenneth Cole, brought about a huge amount of opprobrium and condemnation online and offline, and caused Cole himself to apologize for his insensitivity on a blog post.
Men are more likely to use online forums and live chats operated by schools (46% vs 40%), social networking sites (23% vs 16%)

Women more likely to use on-campus meetings with school reps (33% vs 25%)

Those with higher scores are more likely to use...

Online forums and live chats operated by schools (687 vs. 670 score)
Blogs operated by schools (687 vs. 672)

Internationals are more likely to use facebook page operated by school (18% vs 12%)

US citizens are more likely to use...

Schools’ twitter feeds (17% vs 11%)
On-campus meetings with school reps (48% vs 19%)

Of school sources, both groups say they value school/program websites the most, with international candidates more likely to value it the most (46% vs 39%).

Internationals are also more likely to value off-campus school info sessions most (17% vs 23%) and US citizens are more likely to value on-campus meetings with school reps the most (22% vs 7%).
Deep Dive: School Information Sources

Of those who use each, % rating it their most valued source

- School/program websites: 51%
- On-campus meeting with school rep: 43%
- Off-campus sessions: 36%
- School online forums/chats: 21%
- School Facebook pages: 11%
- Viewbook/brochures: 10%
- Blogs operated by the schools: 8%
- School Twitter feeds: 8%
- Other school social networking: 8%

Source: “What AIGAC Research Can Tell You About Outstanding Applicants”

2011 Annual Conference
admissions

students vs. U

3.

A Facebook page is not a social strategy.

To many people, Facebook = social media. But having a Facebook page is not, in itself, a social strategy. And despite Facebook’s efforts to encourage other websites and marketers to use Facebook credentials to log into their own sites, adoption of this technology hasn’t soared. Many people (including me) are cautious about using Facebook exclusively, or too widely, because of concerns about too much communication being forced through a single channel.
students vs. U

One in four social network users knowingly follow brands, products or services on social networks. For those who use these sites and services several times per day, this figure increases to 43%.

- Amongst those who do follow brands, products or companies on social networks, 80% indicate that Facebook is the network they use the most to connect with companies.

(Data from: The Edison Research/Arbitron Internet and Multimedia Study 2011)
4.
The net is in your pocket, where you are.

As mobile devices become more powerful and common, many people are using them to access a variety of content. Social channels — Facebook, Twitter, etc. — are being optimized for mobile access.

- Approximately 46 million Americans 12+ now check their social media sites and services several times every day.
- Much of this frequent usage is driven by mobile access. 56% of frequent social network users own smartphones, and 64% of frequent social networkers have used a mobile phone to update their status on one or more social networks.

And a lot of new tools, such as so-called “location-based services” or “geosocial” tools provide information and other activities to mobile users focused on the location at which they access the web. Examples include Yelp, which offers reviews of restaurants and other businesses; SCVNGR, a mobile gaming platform; and many others.

Location-based sites and services (such as Foursquare and Facebook Places) are familiar to 30% of Americans 12+, and used by 4% of Americans 12+.

(Data from: The Edison Research/Arbitron Internet and Multimedia Study 2011)
For Those With the Social Habit, the Mobile Phone is a True Convergence Device

% Who (Item) On a (Mobile Phone/Smartphone) Several Times per Day or More

- Send/Receive Text Messages: 70% (All Mobile Phone Owners 12+) vs. 83% (Frequent Social Networkers)
- Make/Receive Calls: 79% vs. 53%
- Use Social Networking Sites: 47% vs. 12%
- Browse The Internet: 42% vs. 18%
- Listen to Music Transferred/Downloaded to Phone: 20% vs. 9%
- Play Games: 16% vs. 9%
- Listen to Pandora: 8% vs. 8%
- Watch Video: 7% vs. 3%
- Purchase an App: 4% vs. 2%

[source: mstnr.me/jeovHb]
Colleges, universities, and businesses are responding by developing mobile-friendly versions of their websites — essentially slimmed-down versions of their sites. They’re also developing “apps,” small programs that do something special or fun for important audience segments, like this example from William & Mary which allows fans to dress the college mascot.
5. An online presence doesn’t just happen.

Of course, none of this will happen without focus, staff, budgets, goals, and measurement.
institutional

well-organized website
appropriate technology & staff to manage it
clear goals + measurement
multiple channels
multiple voices
socal media

specific goals
more planning, less spontaneity
institutional buy-in & support
in-house expertise
multiple SM channels
barriers to success

lack of staffing & expertise
lack of institutional clarity
slow pace of change
lack of commitment
uncertainty about SM usefulness
Measuring the effectiveness of all this chatter is not easy and schools, colleges, and universities struggle with it. Some of the more sophisticated are trying to move beyond counting touches such as Facebook “likes”, Twitter “retweets,” etc., and attempting to explore how these translate into meaningful engagement such as applying, giving, or otherwise supporting an institution.

But social media is new and even well-funded commercial entities struggle with how to measure its significance in meaningful ways. This chart, from noted consultant Jeremiah Owyang, summarizes what measurements corporate social strategists use to determine effectiveness of their efforts.
case studies
## channels

<table>
<thead>
<tr>
<th>web</th>
<th>website &amp; blog</th>
</tr>
</thead>
<tbody>
<tr>
<td>map</td>
<td>Google Map w/PBO pins</td>
</tr>
<tr>
<td>other SM</td>
<td>Twitter, Facebook, LinkedIn</td>
</tr>
<tr>
<td>merchandise</td>
<td>PBO t-shirts &amp; tschotskes</td>
</tr>
<tr>
<td>real world</td>
<td>store signs, bus wraps, ads</td>
</tr>
<tr>
<td>personal</td>
<td>meetings, displays,</td>
</tr>
</tbody>
</table>
Leading the Green Revolution:

Our university is a recognized national leader in teaching, research, service and management practices enhancing sustainability and environmental responsibility. The university's progressive work in these areas is a major reason why Corvallis repeatedly has been named among America's top green, sustainable and livable cities, and why others in higher education look to OSU's authentic, holistic approach as a model for other campuses.

Do you know a business that:

- Is owned by an OSU alum
- Has lots of OSU alums working there
- Supports OSU
- Drives innovation
- Supports economic growth
- Serves in the community

If you know a business that fits this description then please nominate them for the Orange Spotlight. An honor that will go to one business every month starting in April. At the end of August we will be giving away two OSU Football season tickets to one lucky person who has nominated a business.

From the PBO Blog

April 9, 2010
OSU Press author Robin Cody releases first book in 15 years

April 1, 2010
Family Trees

March 31, 2010
Share your Powered by Orange story

Orchard View Farms chosen for this month's Orange Spotlight.
A STRONG START: WHY AN INCOMING FRESHMAN CHOSE OSU

Jasmine Freeman 

As of spring of 2006, Samie Kelly-Diehlm was a Sophomore at Oregon State University. Samie and her older sister are the only ones in the family that have attended college. She said, "I decided to go to Oregon State University because of the multitude of classes and the great amount of opportunities that Oregon State University offers." Samie attended her freshman year in the Pre-Med Program and is preparing for her sophomore year. She is currently a Pre-Med student at Oregon State University. Samie's favorite things about Oregon State University are the social events, the academic opportunities, and the community. Samie's least favorite things about Oregon State University are the food, the traffic, and the weather. Samie enjoys playing tennis, running, and spending time with her family and friends. She is looking forward to her sophomore year and hopes to major in Pre-Med. Samie's advice to incoming students is to take advantage of all of the opportunities that Oregon State University offers and to get involved in the community. She encourages incoming students to take challenging classes and to not be afraid to ask for help. Samie's favorite things about Oregon State University are the social events, the academic opportunities, and the community. Samie's least favorite things about Oregon State University are the food, the traffic, and the weather. Samie enjoys playing tennis, running, and spending time with her family and friends. She is looking forward to her sophomore year and hopes to major in Pre-Med. Samie's advice to incoming students is to take advantage of all of the opportunities that Oregon State University offers and to get involved in the community.
I make a positive impact on the economy, environment and community. I turn OSU's enduring purpose into action. I am...
results

>27,000 distinctive participants

On 21 September, 22% of visits from PDX Facebook: 3,137; LinkedIn: 2,800; Twitter: 460

Other units taking up PBO theme
Though it originally targeted Portland, the campaign expanded quickly. PBO evolved into a broader awareness-building campaign for OSU. To make this shift, PBO initiated the Orange Spotlight in 2010. The feature invites nominations for businesses that are “Powered by Orange” — “owned by an Oregon State alum, have lots of OSU alums working there, or are just friends of OSU. They also drive innovation, support economic growth, and serve in the community.” Each month, a winning business is selected for the “Orange Spotlight,” which includes a feature story on OSU’s website, promotion on its social networks, and inclusion in a campaign to push OSU fans to featured businesses via Powered by Orange. People who nominate businesses are entered in a drawing for OSU Football season tickets.

The result? Baker said, “We’re getting hundreds of nominations for businesses with some kind of OSU connection.” The benefits can be real for businesses profiled. “We just spotlighted a vineyard in Napa Valley, Lamborn Family Vineyards. Its owners are graduates of the OSU horticulture program and using sustainable growing techniques. Lamborn got great publicity when WineBusiness.com picked up the story. This gave us a great story to reuse as we talk about OSU’s new wine institute. It was a win-win for all concerned.”

The “Orange Spotlight” nominations have enabled OSU to gain detailed information on hundreds of businesses. Baker noted, “That’s a pretty significant result for us.”
case study
NMHBook

[NHMSchool.org/nmhbook; case study: mstnr.me/nmhbook]

NMH URLs

website: NMHSchool.org
Facebook: on.fb.me/fXSykv
blogs: www.nmhblogs.org/
130 Reasons: 130reasons.nmhblogs.org/
Flickr gallery: www.flickr.com/photos/nmhphotos/
Vimeo: vimeo.com/nmhschool
YouTube: www.youtube.com/user/nmhschool
Twitter: @NMHSchool
NMHbook: nmhschool.org/nmhbook
Every week, NMH honours athletes who are killin’ it - crazy goals, great save, or abundance of team spirit. This week at all-school meeting, this lil’ vid introduced the announcement.

View comments, related videos, and more
John W. Wilson  
November 11, 2009 8:33am  
Congratulations on the launch of the Facebook site. Loved the photos, especially since I was just there. Wish I could have a closer view of Boulger.

Loved the photos, especially since I was just there. Wish I could have a closer view of Boulger.

Vinny Vinny Nguyen  
November 11, 2009 10:51am  
Hi, I am Vinny, I attended NMH in 94 and my sister in 96/97. I have one BIG question that I am dying to know: which campus is now closed? I know now it’s MH campus, but I don’t remember what the name of my campus, and I can’t remember the name of my dorm. There was a girl campus named Margaret or something, can someone please answer my question? I need to know.

We relaunched our website today. We are a little biased and over excited. We think it’s pretty cool.

We relaunched our website today. We are a little biased and over excited. We think it’s pretty cool.

Northfield Mount Hermon School  
November 10, 2009 9:16pm  
The NYT ran a story on prep schools like NMH and what the economic downturn means for financial aid. (We are giving more than $7 million in aid to families this year.) The bottom line: It’s a good time to support your favorite school.

Northfield Mount Hermon School  
November 8, 2009 2:25pm  
The NYT ran a story on prep schools like NMH and what the economic downturn means for financial aid. (We are giving more than $7 million in aid to families this year.) The bottom line: It’s a good time to support your favorite school.

Northfield Mount Hermon School  
November 8, 2009 11:16am  
We relaunched our website today. We are a little biased and over excited. We think it’s pretty cool.
“For us, engagement is the strongest reason for being involved in social media. We want people to engage: we’re careful about pushing them to take action.”

Heather Sullivan, director of communications at NMH, says that key success factors for her social media initiatives are clear differentiators for the school, a great website, and institutional buy-in for her social media initiatives.
URLs for assets associated with this campaign:

blog: wmmascot.blogs.wm.edu
Facebook: bit.ly/8YnyH1
Twitter: @WMMascot
YouTube: www.youtube.com/wmmascot
Flickr: bit.ly/cYVYk3
<table>
<thead>
<tr>
<th>channels</th>
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<tbody>
<tr>
<td>email</td>
<td>e-newsletters, digests, email from prez</td>
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<tr>
<td>periodicals</td>
<td>alumni magazine, newsletters, student newspaper</td>
</tr>
<tr>
<td>web</td>
<td>WM.edu, Alumni Assn, Tribe Athletics</td>
</tr>
<tr>
<td>Facebook</td>
<td>former mascot</td>
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<tr>
<td>YouTube</td>
<td>W&amp;M channel</td>
</tr>
<tr>
<td>blogs</td>
<td>mascot choice/old mascot</td>
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### William & Mary Mascot Communication Plan

**February 2009 - September 2009**

<table>
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<tr>
<td>Create an concept/identity for the mascot project</td>
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<td>2/1/09</td>
<td>Joel Pattison designed - Mascot Search</td>
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<td>Build a website</td>
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<tr>
<td>Create a blog</td>
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<tr>
<td>Send graphic and concept to campus stakeholders</td>
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<td>2/26/09</td>
<td>for their use in print and on the web</td>
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</tbody>
</table>

<table>
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<th>Status</th>
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<tr>
<td>Message/announcement from President</td>
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<tr>
<td>Release from University Relations</td>
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<td>2/27/09</td>
<td></td>
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<tr>
<td>Spot in Alumni Magazine (March issue)</td>
<td>complete</td>
<td>3/26/09</td>
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</table>

<table>
<thead>
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<th>REINFORCE KICK OFF</th>
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<th>Deadline</th>
<th>Comments</th>
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<td>3/4/09</td>
<td>post asking for feedback on guidelines</td>
</tr>
<tr>
<td>Announcement in Student Happenings</td>
<td>complete</td>
<td>3/4/09</td>
<td>post asking for feedback on guidelines thru 3/16</td>
</tr>
<tr>
<td>Announcement on myWM</td>
<td>complete</td>
<td>3/4/09</td>
<td>post asking for feedback on guidelines thru 3/16</td>
</tr>
<tr>
<td>Announcement in eConnections</td>
<td>complete</td>
<td>3/12/09</td>
<td>eConnections goes out 2nd Fri of each month; deadline is 1st Thurs of month</td>
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<tr>
<td>Announcement in Momentum</td>
<td>complete</td>
<td>3/20/09</td>
<td>goes out to 46,000 monthly; includes faculty/staff/current parents</td>
</tr>
<tr>
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<td>complete</td>
<td>3/2/09</td>
<td>in FAQ and on Ebirt’s facebook</td>
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<tr>
<td>Send Release to all three student newspapers</td>
<td>complete</td>
<td>2/27/09</td>
<td></td>
</tr>
<tr>
<td>Announcement on Tribe Athletics website</td>
<td>complete</td>
<td></td>
<td>posted week of 2/27 and week of 3/9</td>
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<tr>
<td>Announcement in Tribe Pride Newsletter</td>
<td>complete</td>
<td>March</td>
<td></td>
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<tr>
<td>Announcement on W&amp;M Alumni site</td>
<td>complete</td>
<td>2/27/09</td>
<td></td>
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<td>Mascot Search Widget for <a href="http://www.wm.edu">www.wm.edu</a></td>
<td>complete</td>
<td>6/5/09</td>
<td>placed in Campus Life section and “M”; 4/9 added to Communities page; added to Alumni and Current gateways on June 5 - June 30</td>
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<td>Added Mascot Search link to Athletics bridge page menu</td>
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<td>included in Mason Experiences March 2009</td>
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<td>Sent blurb and graphics to Law School</td>
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<td>3/31/09</td>
<td>will appear in Law eNews for late March</td>
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</table>
Tribe Pride welcome to the Griffin. Wrapup: the mascot search is over.

April 7, 2010 - winmacat

William & Mary's new mascot, the Griffin, arrived on campus yesterday. Here, you'll find a rundown of some of the media coverage of our new mascot.

And you must seriously don't want to miss these on William & Mary's YouTube channel:

* "Help me, Griffin"
* "Introducing the Griffin, the Tribe's new mascot"

For me, I love the griffins, and I'm happy we have a mascot (to be frank, any mascot). But, right now, what I really feel is grateful. Because of this mascot search, I feel like this opportunity to work with WM's Athletic Director, Terry Drake. Terry did a superb job spearheading our effort and it was an immense pleasure to work with him. Many, many people worked behind the scenes on the WM mascot Search. They deserve our thanks for a fun, inclusive, and carefully planned process.

- Mascot Search Committee
- WM Athletics
- Creative Services
- University Relations
- Alumni Association
- College Communications Council
- Vice President
- Brian Wilson, University Relations
- Sue Pellino, Creative Services
- Matt Collins, WM Athletics
- Eric Pesich, Alumni Association
- Amy Schottler, Swem Library
- Spencer Nixon, WM Athletics
- Pete Kifloun '57

In my humble opinion, The Pilot Howard it best:

Now it's up to the campus community to accept the Griffin and we think it should. We're willing to admit it is difficult to accept something that new, a new athlete's image, and acknowledge that some may not even be. But, as new classes of students enter the College to see the Griffin, I'm hopeful that the Tribe - as a whole - is happy to be the College returns - we believe the Griffin will become a welcome and beloved symbol. Although it took a while to get here, welcome to Teams Griffin.

Go Tribe! Shout out to the Griffin!

Addie,
- Susan F. Evans, Director of Creative Services, The College of William & Mary
results

839 mascot suggestions/90 days
11,183 survey completions/4 wks
3,345 view of mascot search YouTube vid
16,913 unique visits of finalist unveiling
earned media= Daily Show, WaPo, ESPN, USA Today, CHE, etc.
case study
University of Nottingham

Relevant URLs

electionblog2010.blogspot.com
www.youtube.com/user/60secondpolitics
nottspolitics.org

The communications and marketing team at the University of Nottingham created a campaign focused on positioning Nottingham as the definitive source of expert commentary on the 2010 UK elections. This involved both staff members in the communications and marketing team as well as faculty with expertise in politics. By live blogging 24/7 during the election season, they wanted to draw the attention of reporters and major media, scholars at other institutions, the general public, potential students, and public opinion influencers. Before the effort began, they developed a series of goals to which they attached specific numbers. For example: “to generate 20 pieces of national and international [media] coverage...”; “...to help increase applications by at least 5%.” In preparation, the team researched reporters, bloggers, and experts, developing extensive lists of media contacts. One staff member worked closely with the faculty experts and bloggers to time tweets and posts in response to developing election themes. Traffic was largely driven by Twitter (123 tweets with 7,779 click-throughs), online PR, and linked placement of faculty experts supported by their blog posts and traditional PR work. By the campaign’s end, 104 blog posts had delivered more than 90,000 page views. The campaign exceeded all the targets set by the office. And: “Every item of national media coverage on Election Day featured a University of Nottingham spokesperson,” for a total of 466 national media hits.
New Politics: The Prime Minister Speaks

*Britain can do better. Britain can be better than this.

... Building the greatness of our nation through the greatness of its people.

No more squandering the nation’s assets.

No more sleaze..

No more lies.

No more broken promises.“

(Tony Blair, 1997)
Relevant URLs

McCombs School of Business, UT: new.mccombs.utexas.edu/
McCombs Blogs and Social Media: new.mccombs.utexas.edu/blogs
McCombs Today: blogs.mccombs.utexas.edu/mccombs-today/
McCombs Today Facebook Page: www.facebook.com/UTMcCombsSchool
Texas Enterprise: texasenterprise.org/
Texas Enterprise on Facebook: www.facebook.com/pages/Texas-Enterprise/227780052714
Powers of Green: Cityscape of the Future
By Matt Siler
26/12/2020

The chances of the future will be much greener and more efficient if landscape architects have their way. Effective management will ensure natural systems, and nature will provide a reliable source of energy. Renewable sources of energy will not run out. If we do not manage them carefully, nature may not produce energy for us. And even better, landscape architects can accomplish this same money.

Injecting Science
Study Aims to Inform Debate Over
Natural Gas 'Fracking'
Growing controversy over environmental ramifications of hydraulic fracturing, or fracking, has dampened enthusiasm over that method of extracting natural gas from shale. A new study will take a comprehensive look at the environmental issues and regulatory climate related to hydraulic fracturing in an effort to “separate fact from fiction.”

As Greece Goes, So Goes Europe: How
the Unthinkable Happens
The European debt crisis may have started in Greece. The fundamentals of “Rich Versus Poor” and “East Versus West” are behind the Greek debt crisis, and the number of governments acting to prevent the crisis is not just a Greek problem. When government fails to act, capitalist nations, and governments that have been financially dependent on big business also go down.

Finding a Common Language in International Negotiation
The reluctance to engage in dialogue with another country is not uncommon. Language barriers may be just the tip of the iceberg when it comes to an international negotiation. However, successful countries are those that set up a methodology that ensures their citizens know how to communicate in business and social settings, and that can be difficult for countries from different groups to bring these gaps in a short amount of time.

Energy Beyond the Kilowatt-Hour
Conservation is more complex than stopping the plug in energy-saving electronics. An array of new technologies collectively known as the smart grid could help manage the use of water, use of electricity, and even provide for heating and cooling of homes.

Rigorous Debate
Results in Better Decisions
When important decisions are made with full debate, the results often don’t reflect all of the points that require attention. While debate of a person’s nature helps to have a place it helps ensure the best possible acceptance of a recommended action is just as wrong.
best practices
best practices

multiple channels
multiple sources of content
channel integration
sense of humor
planned evolution
results
phone calls
real world