Social Media and Business Schools: Implementing Your Strategy

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Agenda

1. Strategic Implementation Principles

    Always On

    It's about conversations

    Be Aspirational

    Test, Learn, Repeat

2. Operational Principles

    Resourcing

    Content

    Measurement

3. The Growth of Social Media

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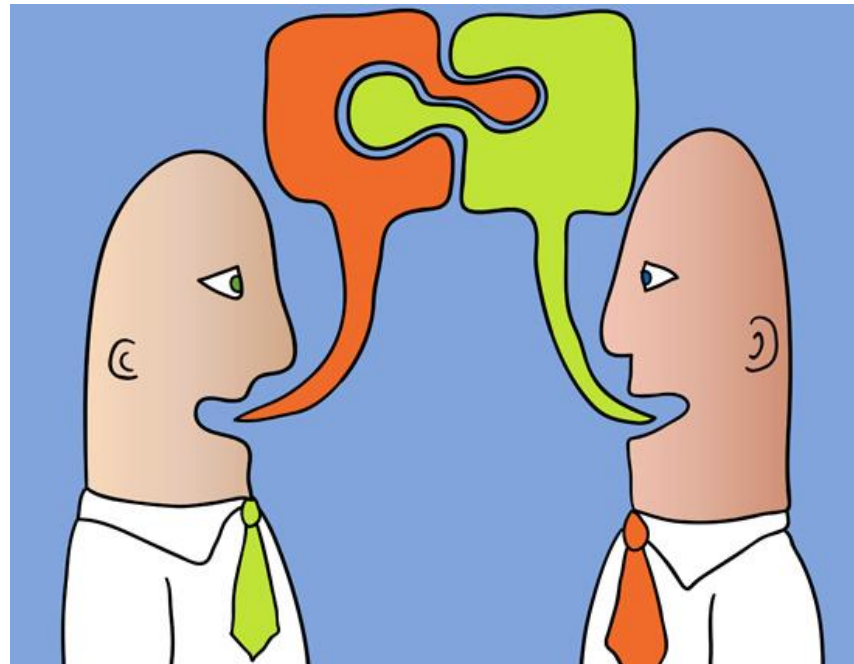
1. Strategic Implementation Principles

Always On

Social media marketing vs. traditional marketing – your presence is always "on"

It's About Conversations

1. Don't sell or push your school – it is about an ongoing conversations with your followers
2. "Stop marketing. Start engaging."

Be Aspirational

Test, Learn, Repeat

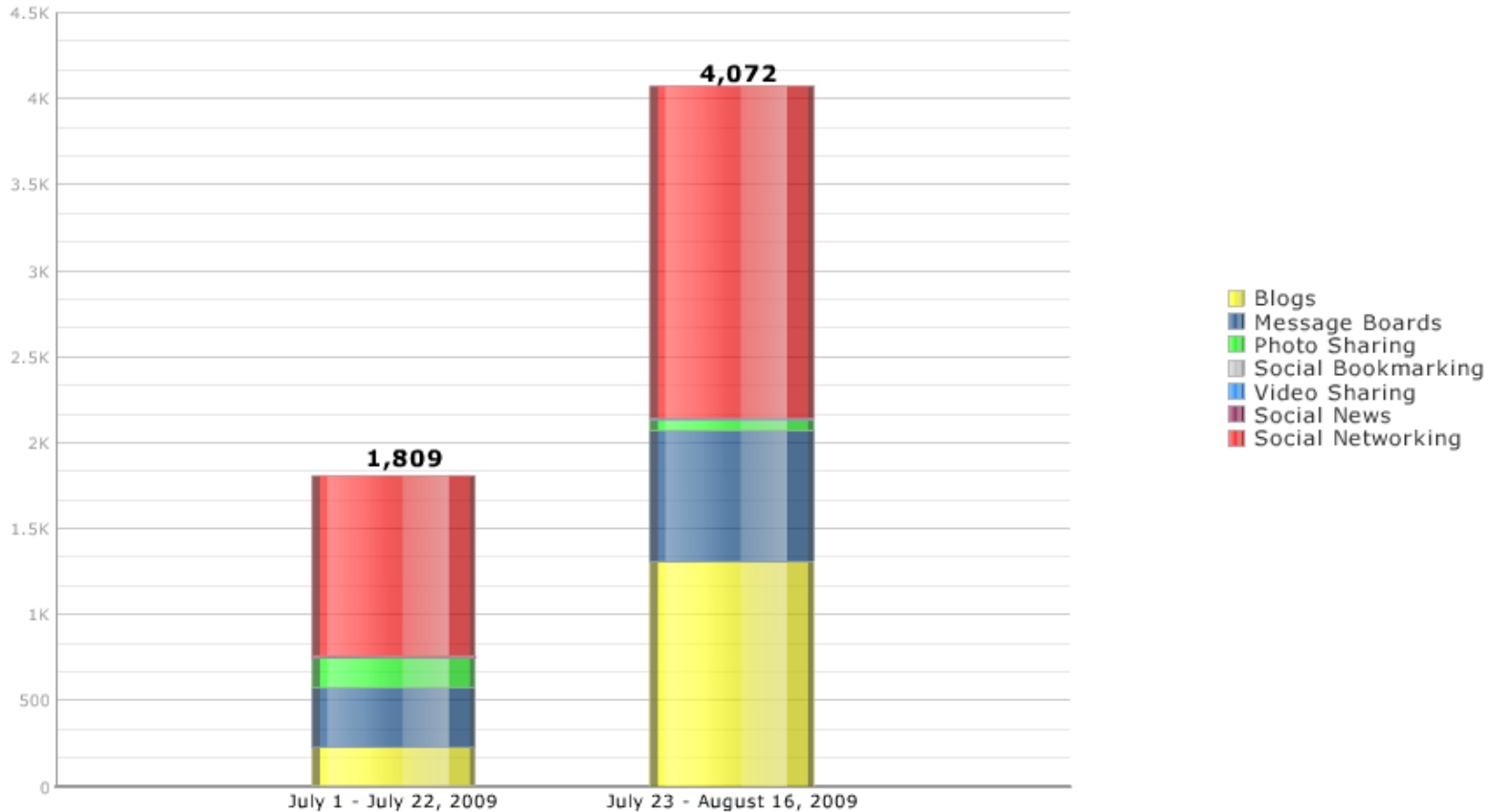# 2. Operational Principles

Resourcing

1. Have someone own it and goaled against it

2. Passion is important
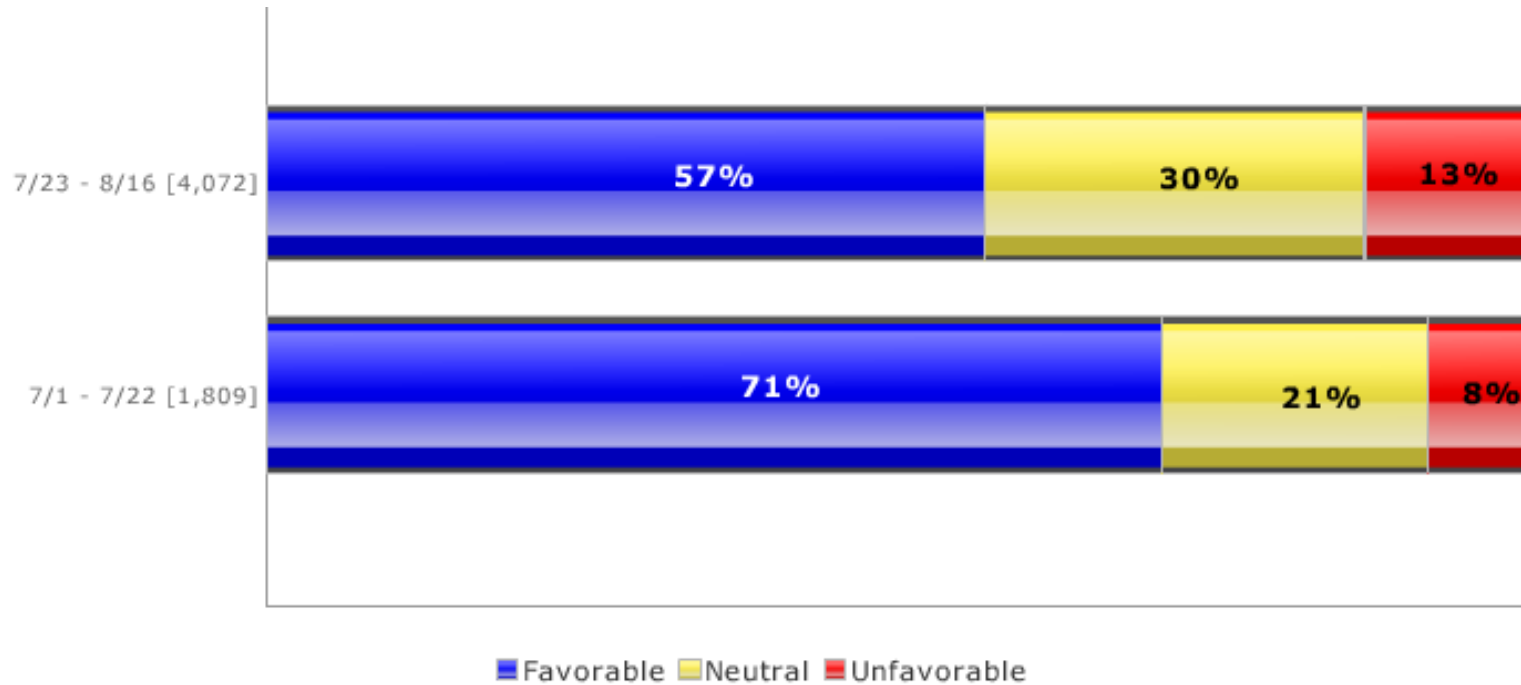
3. Be creative about staffing

Content

1. Content strategy and calendar
2. Seek partnerships
3. Start small

Measurement – Volume of discussion

Measurement – Sentiment

Measurement - Topic breakdown

National Cheesecake Day, 18%
Contests/Placements, 17%
Reunion of a Lifetime/Facebook, 13%
General Mentions, 12%
Health/Nutritional Info, 9%
Cheesecake, 8%
Stafanies Ultimate Red Velvet, 8%
Locations, 7%
Appetizers/Entrees, 6%
Pricing, 2%

3. The Growth of Social Media

Over 500 million active users share more than more than 30 billion pieces of content each month on Facebook

Facebook Press Room

Twitter has rocketed from three million users to 160 million in the last two years

NY Times, After building an audience, Twitter turns to Ads

There are over a million check-ins every day on Foursquare

Telecoms.com

Over 148 million blogs currently exist with an average of nearly 85,000 added a week

Blogpulse.com

There are more than 2 billion video views a day on YouTube, nearly double the prime-time audience of all 3 major US TV networks combined

Google/AFP News News

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