WELCOME, WORD NERDS!
What's the difference between a cat and a comma?

A cat has claws at the end of its paws, and a comma is a pause at the end of a clause!
TODAY’S PLAN

> A few style updates
> Marvels of Social Media
  – Welcome Elise Perachio/Lady Diana!
STYLE UPDATES!

> In narrative text, use a person’s full name on first reference.

> In subsequent references, most UW publications use last name only. **This is the preferred approach for most stories.** However, depending on the communication’s goals, tone and audience, it is acceptable to use first name only in subsequent references.
The UW on Social Media
## Where are we?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>289,551 Fans</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>291,236 Followers</td>
</tr>
<tr>
<td>YouTube</td>
<td>3,673 Subscribers</td>
</tr>
<tr>
<td>Twitter</td>
<td>81,685 Followers</td>
</tr>
<tr>
<td>Instagram</td>
<td>20,400 Followers</td>
</tr>
<tr>
<td>Vine</td>
<td>3,075 Followers</td>
</tr>
<tr>
<td>Google+</td>
<td>6,219 Followers</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1,286 Followers</td>
</tr>
<tr>
<td>Tumblr</td>
<td>1,291 Followers</td>
</tr>
</tbody>
</table>
Why are we there?

Because we asked ourselves some questions.
How to pick the right channels

- Who is using/might use the channel?
- What has its growth trajectory been?
- What are the benefits of using the channel?
- What are the drawbacks?
- How does it compare to existing social media channel?
  - What is its unique value proposition?
- How likely is it to be adequately supported/funded by its creators?
How to pick the right channels

> What is required to engage with this channel? (Learning curve, staffing needs, etc.)
> How can we measure whether we’re successful? What metrics does the channel provide?
> How will this channel integrate with existing properties? How will it impact or complement other opportunities/partnerships/properties?
Target audiences

- Alumni
- Community/business/political leaders
- Current students
- Donors (current and prospective)
- Faculty & staff (current and prospective)
- Friends, community members and fans (sports, arts)
- International audiences
- Media
- Parents
- Peers
- Prospective students
Roles of Social Channels

> **Facebook**: Utilize as our flagship property that embodies the spirit of our community and represents the UW in a way that is engaging, informative and accessible.

> **Google+**: Increase our visibility in search and reach different demographic (geekier, more male).

> **Instagram**: Share beautiful and fun photos of the UW experience.

> **LinkedIn**: Inspire, inform and connect alumni and students, with UW stories and career resources.

> **Pinterest**: Showcase a visual scrapbook of campus, PNW life, Husky Pride, events and contest content. Plus gallery of merchandise.
Roles of Social Channels

> **Twitter:** Connect, engage and share with our community in the moment with customer service, breaking news, live tweeting, retweeting, etc.

> **Vine:** Share the amusing and unconventional through short video.

> **YouTube:** Showcase the best of the UW through video.

> **Tumblr:** Highlight the undergrad experience and engage with prospective students.
UW Social Media Style
Persona

An *in-the-know young alum* who can tell multi-faceted, culturally relevant stories through a captivating, personable lens.

- Authentic to the UW brand
- Conversational and relatable
- Knowledgeable but awed by discovery
- Full of school pride and spirit
- UW, Seattle and PNW local enthusiast and community builder
- Conversant in U-Dub language (Go Dawgs, Bow Down, etc.)

In comment replies/customer service interactions
- Timely, empathetic and respectful
Purposeful
- Enriches content
- Relevant/timely

Connected
- Branded
- Location (PNW)
- UW people

Captivating
- Attracts attention

Relatable
- Personal
- Shareable

Visuals

“With time and effort, we can get past our racial biases and make our world truly boundless.”
— Ana Mari Cauce, interim President.

DUBS UP TO SPOCK
HE LIVED LONG AND PROSPERED
Gestures

> Acknowledge the cleverness, admiration, enthusiasm, opinions, expertise and pain points of our audiences.
Tips
Most popular UW posts

> Anything with:
  – Mascot (Dubs)
  – Cherry blossoms
  – Football

> But also:
  – Other sports
  – Photos, especially of campus icons & especially from Instagram
  – Pride points
  – “Gee, I didn’t know that” posts
  – Posts that engender nostalgia
Even the “unpopular” ones…

… are important because they achieve goals that aren’t measured in “likes” or retweets, such as

> Qualified job applicants
> Reputation building/management
> Visibility for other depts. beyond what they could get on their own
Examples of unexpectedly successful posts

> Feel-good student stories

Another job well done by the amazing UW School of Law students of the Innocence Project Northwest:

Wrongfully convicted Seattle man paid $497,742 for prison time
www.king5.com
Brandon Olofaro became the first person to claim a financial award from the state for innocent people sent to prison.

Last year he was homeless, learning to speak English and teaching himself pre-calculus. Tomorrow he starts his first year as a UW undergraduate, majoring in bioengineering. Meet Solomon Muchu and learn more about his inspiring journey:

Finding hope in the margins
seattletimes.com
Within one year, Solomon Muchu went from homeless immigrant student to University of Washington freshman. His perseverance shows the importance of reaching out to vulnerable students, writes columnist Thanh Tan.
Examples of unexpectedly successful posts

> Stories with broader community relevance

Wow! It's really coming along!

For PNW eyes only! 😊 On his weather blog, UW Atmospheric Sciences Professor Cliff Mass explores the question of whether the Pacific Northwest will become a climate refuge from the effects of global warming:
http://cliffmass.blogspot.com/2014/07/will-pacific-northwest-be-climate.html

Take A Peek Inside The University Light Rail Station
kuow.org
Riders should be able to catch a train here by spring of 2016.

Cliff Mass Weather Blog: Will the Pacific Northwest be a Climate Refugio Under Global Warming?
ciffmass.blogspot.com
Your list paints a bleak picture for salmon. More dams, a change in precipitation patterns and river flow), and rising seas that inundate the few remaining estuaries.

Paula Shields, Ana Mari Cauce, Miranda Dixon and 146 others like this.
Editorial Planning
Winter Quarter 2015 at a Glance

Winter has set in, the days are short, and the raincoats and UW rainboots are on. But a little rain can’t hold us Huskies down. We are proud to live in the Evergreen state and continue to shine purple and gold right through these dreary days. Even when Red Square is empty, the learning, discovery and innovation continue inside the hallways, classrooms, labs and cafés on campus—and beyond. It’s time to grab a hot cider, hunker down, hit the books and recommit to the personal, professional and academic goals we’ve set for ourselves. But we’ll also find time to have a little fun along the way.

<table>
<thead>
<tr>
<th>Chapters &amp; Creative</th>
<th>Campus Life</th>
<th>Events</th>
<th>Sports</th>
<th>Student Experience</th>
<th>Public as a Philosophy</th>
<th>Proven Impact</th>
<th>Innovation Mindset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stories</td>
<td>-Super Bowl* -Purple Fridays* -#TBT -Seattle Saturdays</td>
<td>-MIdterms -Returning from Winter Break -Upcoming Spring Break -Finals Week* -Cherry Blossoms (End of Season)* -Cactus Bowl Game (1/2)</td>
<td>-New Years (1/1) -Umbrella Dance (Jan) -Valentines Day (Feb 14th)* -St. Patrick’s Day (Mar 17th)* -Groundhog Day (Feb 2nd)* -Presidents Day (Feb 16th) -Faculty Lecture (Feb 19th) -Presidents Address (Mar 4th)</td>
<td>-Basketball -Baseball -Golf -Tennis -Track &amp; Field -Hockey</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**INSTITUTIONAL STORIES**

- Undergraduate Medalist Reception (March, 2015)
- Husky Leadership Fireside Chats: (1/21) (1/27) (2/4) (2/12) (2/23)
- Undergraduate Medalist Reception
- Burke Events (Jan)
- Psychology Lecture Series
- Grad School Lectures (UWAA)
- Economic Impact Report (Jan)
- Burke Events (Jan)
- Medicine Updates
- Economic Impact Report (Jan)

**CoMotion Launch Event**

**Imagery**

Snow, Coffee, Studying, RSO Events, Warm, Fireplaces, Rainy Weather, Sports, Cherry Blossoms (Later in the Quarter), Umbrellas and Boots, Books, Warm Beverages
NEXT NERD MEETING:
THURSDAY, JUNE 4