

VII. STANDING COMMITTEES

A. Academic and Student Affairs

*In Joint Session with*

B. Finance, Audit and Facilities Committee

How the UW Uses Social Media

INFORMATION ONLY

This presentation will illustrate how the UW is using social media (Facebook, Twitter, YouTube and LinkedIn) to better connect with the media, alumni, prospective students, current students, sports fans, faculty, staff and others interested in our University.

*Attachment*

How the UW Uses Social Media: Slides to be projected



# How the UW Uses Social Media

Presented by the Office of External Affairs  
Nov. 18, 2010

# Social Media's Global Reach

Top 10 most visited sites on the Web



# Phenomenal Growth

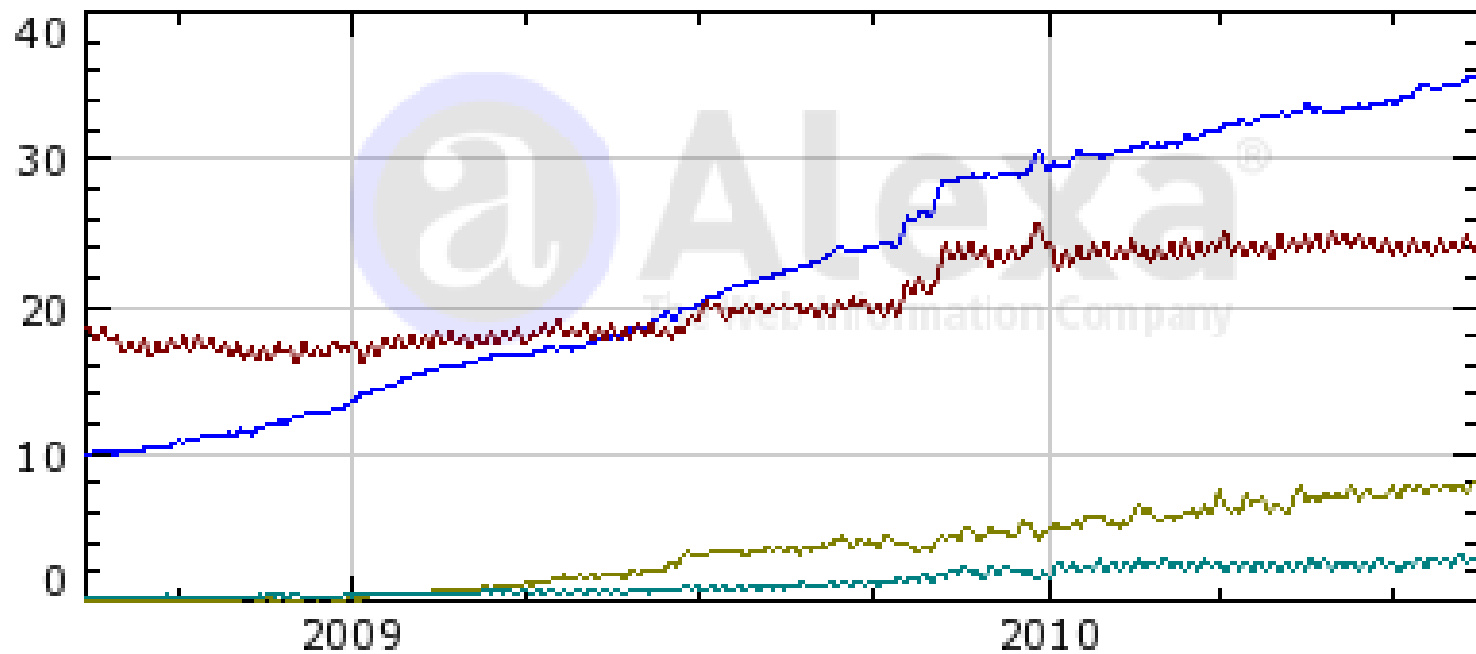
Daily Reach (percent)

facebook.com

youtube.com

twitter.com

linkedin.com



# Percentages of global Internet users who visit:

## Facebook

<b>Yesterday</b>	<b>38.20%</b>	<b>+0.5%</b>	
7 day	37.69%	+0.2%	
1 month	37.43%	+3.35%	
3 month	36.56%	+8.86%	

## YouTube

<b>Yesterday</b>	<b>24.46%</b>	<b>+0.7%</b>	
7 day	25.29%	+0.6%	
1 month	24.14%	+2.0%	
3 month	24.58%	+3.4%	

## Twitter

<b>Yesterday</b>	<b>8.76%</b>	<b>+19.4%</b>	
7 day	8.36%	+0.6%	
1 month	8.27%	-0.5%	
3 month	8.23%	+12.75%	

## LinkedIn

<b>Yesterday</b>	<b>3.74%</b>	<b>+77.0%</b>	
7 day	3.24%	+1.8%	
1 month	3.14%	+2.7%	
3 month	3.06%	+19.7%	

# A Snapshot of the UW's Presence

**facebook**

50+ units have pages

**You Tube**

35+ units have channels



45+ units have accounts

**Linked in**®

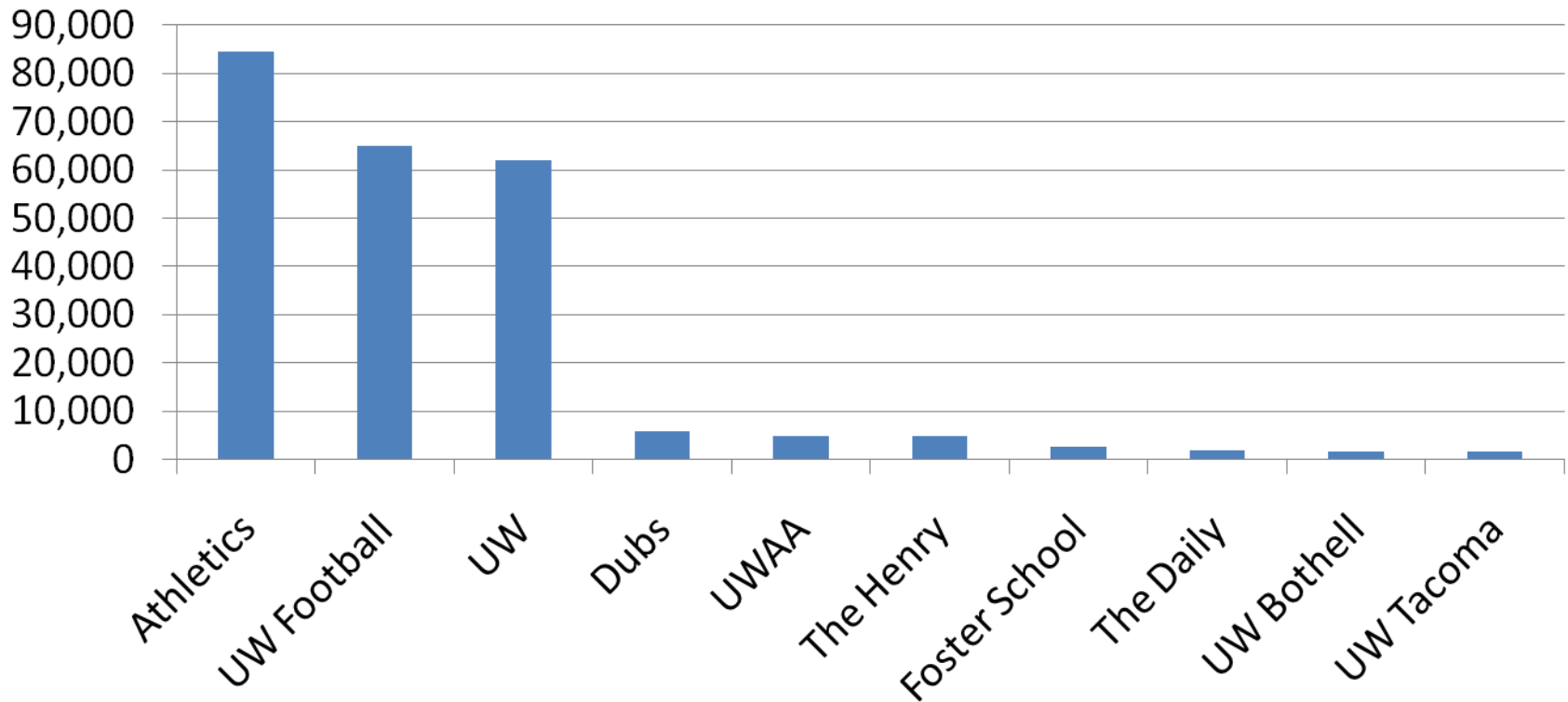
7+ units have groups/pages

# UW Facebook Pages

The screenshot shows the Facebook interface for the University of Washington Foster School of Business. At the top, the Facebook logo and a search bar are visible. The page header includes the name 'University of Washington Foster School of Business' and navigation tabs for 'Wall', 'Info', 'Photos', 'Boxes', and 'Events'. The main content area features a post with a photo of a building, a text input field for writing a message, and a 'Share' button. Below the post, there are several news items, including 'The 10 Most Innovative Business School Classes - Forbes.com' and 'Paccar Hall designed to promote teamwork - The Daily of the University of Washington'. The left sidebar contains a 'Write something...' box, a 'Filters' button, and a section titled 'Information' with details about the school's location and founding. Below that, a '14 Friends Like This' section displays profile pictures of users who liked the page.

# Examples of the UW on Facebook

Fans





# Our Peers on Facebook

We're among the top 25 universities on Facebook.



216K fans



62K fans



85K fans



51K fans



64K fans



42K fans

# UW YouTube Channels

**UWTV** UNIVERSITY of WASHINGTON

**UWTV - University of Washington Television**  
UWTV's Channel

All Uploads Playlists

**WEDNESDAYS**  
9P Media Space  
9:30P Fostering Leadership  
10P UW 360

UW 360

Watch what's new this fall on UWTV!  
635 views - 3 weeks ago

Media Space - Episode 2: Elan Lee,  
234 views - 2 weeks ago

UW 360 - October 2010 Edition: Full episode  
935 views - 1 month ago

see all

**UW 360 (14)**

UW 360 - November 2010 Edition: Healing  
UWTV - 60 views

UW 360 - November 2010 Edition: Foldit  
UWTV - 18 views

0:17 / 0:30 360p

Info Favorite Share Playlists Flag

Watch what's new this fall on UWTV!

# Going Viral

## Librarians Do Gaga video:

- 700K+ views since May 27
- Created by iSchool student
- Loved by academics & Perez Hilton alike!



# Our Peers on YouTube

**LSU**

Visit [LSU.edu](http://LSU.edu)

- Academics
- Research
- Student Life
- Prospective Students
- Visitors & Parents
- Alumni & Donors

**LSU** Louisiana State University  
LSU's Channel

Subscribe Uploads Favorites Playlists

when you hear the **DRUMS**  
geaux to the **QUAD**

0:00 / 0:31

Info Favorite Share Playlists Flag

Search

Date Added | Most Viewed | Top Rated

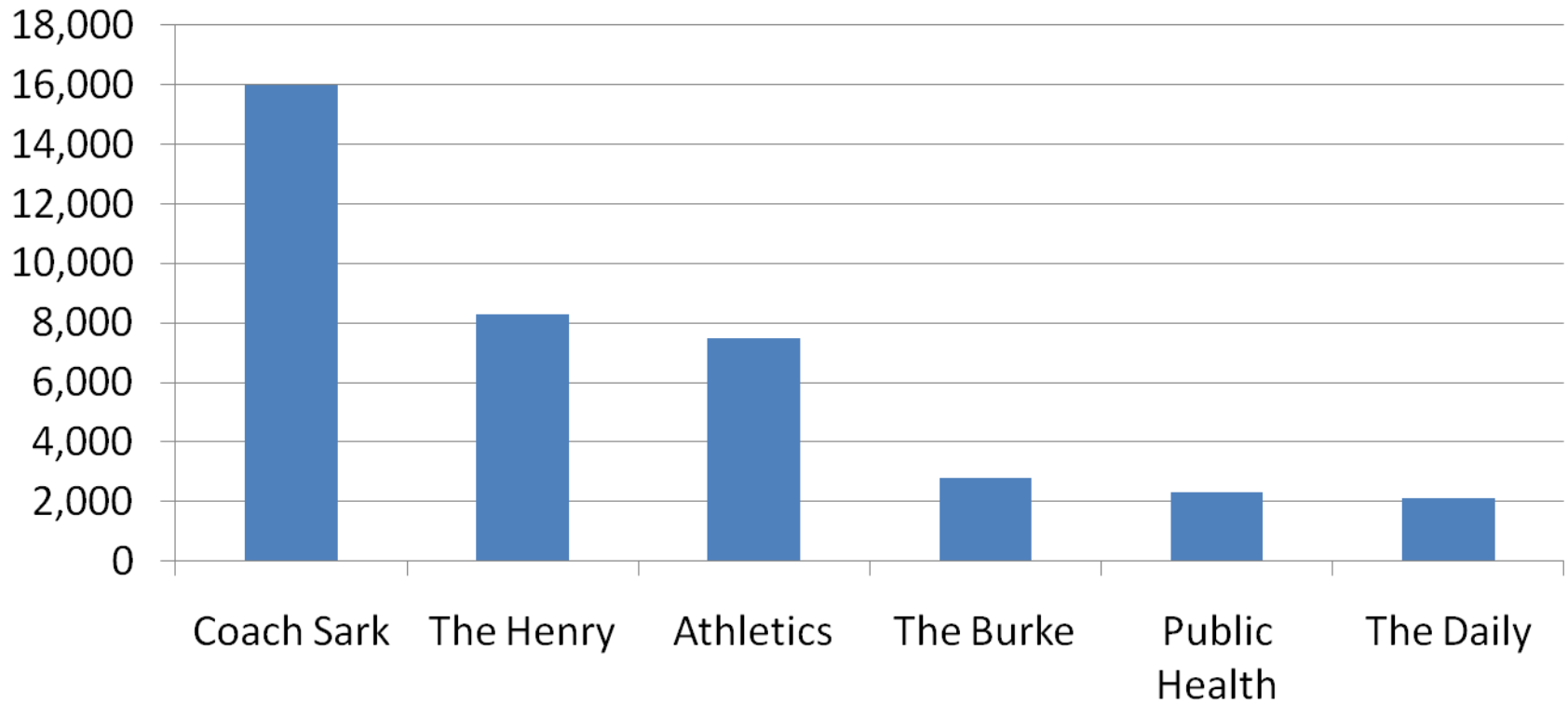
- LSU FALL FEST 2010, September 17**  
214 views - 1 week ago
- LSU Oil Skimmer Prototype**  
261 views - 4 weeks ago
- LSU Relief Well Demo**  
2,991 views - 1 month ago
- All I Do Is Win**  
12,197 views - 1 month ago
- LSU Football 2009: Requiem for a Dream**

# UW Twitter Accounts

The image shows a screenshot of the Twitter profile for the Henry Art Gallery (@henryartgallery). The profile header includes a large pink 'H' logo, a profile picture of a person in an art gallery, and the name 'Henry Art Gallery' with the handle '@henryartgallery' and location 'Seattle, Washington UW'. The bio reads: 'Tweets from Betsey Brock, at the Henry. (Seattle's oldest art museum, with the newest ideas!) We're on the UW campus at 15th Ave NE and NE 41st. <http://www.henryart.org>'. Below the header, there is a 'Following' button and navigation tabs for 'Timeline', 'Favorites', 'Following', 'Followers', and 'Lists'. The timeline shows three tweets from @henryartgallery: 1) 'Golden Apple Awards | KCTS 9 - featuring the Henry's Roosevelt High School Partnership [kcts9.org/education/gold...](http://kcts9.org/education/gold...) via @AddThis' (2 hours ago); 2) '@Artforum CRITICS' PICKS: "Image Transfer: Pictures in a Remix Culture" <http://bit.ly/cH2CW0>' (6 hours ago); 3) 'RT @cherryandmartin: Excellent show: Amanda Ross-Ho in Image Transfer @henryartgallery review @Artforum <http://ow.ly/39kup> ^PWW' (6 hours ago).

# Examples of the UW on Twitter

## Followers



# Monitoring and Responding





Actor & UW Alum **Rainn Wilson**  
complains about the UW on Twitter

RainnWilson (rainnwilson) on Twitter - Windows Internet Explorer provided by Comcast

http://twitter.com/rainnwilson

RainnWilson (rainnwilson) on Twitter



## rainnwilson

✓ Following

My new band is called "Fail Whale".  
about 3 hours ago from web

I aint 'fraid of no ghost! (except Xandar, spirit of room 271, Cleveland Hotel. Said to be the angry soul of a deranged Moroccan butcher!)  
about 4 hours ago from web

Sippin' on gin 'n juice! Only without the gin. Sippin on a juice box, actually.  
about 13 hours ago from mobile web

Tomorrow night I'll be on @NBCjay (Leno) @10 with my new BFF @alyankovic - I will be discussing Keynesian Economic Theory.  
about 13 hours ago from web

Problem solved! Me 11/6 6:30P Kane Hall UW - Speaking on Soulpancake, artistic and spiritual jounries! (with some jokes and questions too)  
about 19 hours ago from mobile web

The U of Washington Alumni Group wont sponsor my speaking engagement at the school on 11/6 - Need a hall to bring my magic to my alma mater!  
about 21 hours ago from web

Location Los Angeles, CA  
Web http://www.soulpa...  
Bio I am an actor and a writer and I co-created SoulPancake and my son, Walter.


144 following 1,552,113 followers

Tweets 1,927

Favorites

Actions  
block rainnwilson  
report rainnwilson for spam

Following



View All...

RSS feed of rainnwilson's tweets



# What's next?

Things come...



And things go...



So the UW will continue to adapt quickly and strategically!