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

1. Google
2. facebook
3. YouTube
4. Yahoo!
5. Windows Live
6. Baidu
8. Blogger
9. msn
10. Twitter
Phenomenal Growth
Percentages of global Internet users who visit:

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<tr>
<th></th>
<th>Facebook</th>
<th>YouTube</th>
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<tr>
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<td>Yesterday</td>
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<td>38.20% +0.5% ↑</td>
<td>24.46% +0.7% ↑</td>
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<td>7 day</td>
<td>37.69% +0.2% ↑</td>
<td>25.29% +0.6% ↑</td>
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<td>1 month</td>
<td>37.43% +3.35% ↑</td>
<td>24.14% +2.0% ↑</td>
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<td>3 month</td>
<td>36.56% +8.86% ↑</td>
<td>24.58% +3.4% ↑</td>
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<th>Twitter</th>
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<td>Yesterday</td>
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<td>8.76% +19.4% ↑</td>
<td>3.74% +77.0% ↑</td>
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<tr>
<td>7 day</td>
<td>8.36% +0.6% ↑</td>
<td>3.24% +1.8% ↑</td>
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<td>1 month</td>
<td>8.27% -0.5% ↓</td>
<td>3.14% +2.7% ↑</td>
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<tr>
<td>3 month</td>
<td>8.23% +12.75% ↑</td>
<td>3.06% +19.7% ↑</td>
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Source: Alexa.com
A Snapshot of the UW’s Presence

- 50+ units have pages
- 35+ units have channels
- 45+ units have accounts
- 7+ units have groups/pages
UW Facebook Pages
Examples of the UW on Facebook

Fans

- Athletics
- UW Football
- UW
- Dubs
- UWAA
- The Henry
- Foster School
- The Daily
- UW Bothell
- UW Tacoma

Fans range from 0 to 90,000.
Our Peers on Facebook

We’re among the top 25 universities on Facebook.

- University of Michigan: 216K fans
- University of Washington: 62K fans
- University of California, Los Angeles: 85K fans
- University of Minnesota: 51K fans
- University of North Carolina: 64K fans
- California University: 42K fans
UW YouTube Channels
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
UW Twitter Accounts
Examples of the UW on Twitter

Followers

Coach Sark  The Henry  Athletics  The Burke  Public Health  The Daily

0 2,000 4,000 6,000 8,000 10,000 12,000 14,000 16,000 18,000
Monitoring and Responding

Actor & UW Alum **Rainn Wilson**
complains about the UW on Twitter
My new band is called "Fail Whale".

I ain't 'fraid of no ghost! (except Xander, spirit of room 271, Cleveland Hotel. Said to be the angry soul of a deranged Moroccan butcher!)

Sippin' on gin 'n juice! Only without the gin. Sippin on a juice box, actually.

Tomorrow night I'll be on @NBCJay (Leno) @10 with my new BFF @lyankovic - I will be discussing Keynesian Economic Theory.

Problem solved! Me 11/6 6:30P Kane Hall UW - Speaking on Soulpancake, artistic and spiritual journeys! (with some jokes and questions too)

The U of Washington Alumni Group want sponsor my speaking engagement at the school on 11/6 - Need a hall to bring my magic to my alma mater!
What’s next?

Things come…

And things go…

So the UW will continue to adapt quickly and strategically!