Social Media in the Office of University Development
Beth Braxton and Rebecca Bramlett
November 17, 2010
Who is using social media?

Facebook

- 500 million active users world-wide
  - 125 million+ US users (120% growth in 2 years)
  - 50% of active users log on to Facebook in any given day

Twitter

- 18 Million adults access at least monthly
- Estimated to reach 26 Million by end of 2010
- 19% of all online adults are on twitter
Social Media in Development

Office of University Development Social Media Committee

The Social Media committee exists to create a presence for Carolina Development and its program in social media in order to educate alumni, students, parents and friends about development and its programs and why giving is important. Content posted by the committee will be curated news about the University and its students, alumni, faculty and staff that is entertaining or enlightening with an emphasis on content that promotes giving.
Social Media in Development

Carolina Annual Fund
UNC Young Alumni
UNC Heelraisers Student Giving
Celebrating Carolina's Diversity
Carolina Women's Leadership Council

@CarolinaDevelop
@UNCYoungAlumni
@UNC_Heelraisers

CarolinaDevelopment

carinadevelopment

http://giving.unc.edu/socialmedia
Our Reach

Facebook

Audience of 4,514

- Carolina Annual Fund
- UNC CH Heelraisers Student Giving
- Celebrating Carolina's Diversity
- Carolina Women's Leadership Council
- UNC Young Alumni
Our Reach

Twitter

Audience of 2,280
Value Created

- Increased acceptance of online philanthropy
  - Social Media users more likely to buy and donate online
  - Nationally online donors
    - Late 30s
    - Larger average gift
  - UNC online giving FY 2010
    - 27% increase
    - 10% donors were young alumni (2000-2009)
Value Created

- Communication
  - Opted-in
  - One-way and Two-way
  - Reaching more people per day than any other development effort
  - Offering a community for interest groups who are geographically dispersed
  - Access to updated demographic information
Tweets mentioning @CarolinaDevelop

marycoleallen: What an amazing video for an amazing mission. Great job! @CarolinaDevelop! [link]
9:55 AM Nov 5th via web

orangeopolitics: RT @carolinadevelop: Edward Kidder Graham House "has won a permanent stay of execution" [link]
2:20 PM Nov 4th via HootSuite

infbucks: Well done, Chapel Hill! RT @heathnettles RT @carolinadevelop: Chancellor Thorp doing the #Thriller #dance. [link]
4:26 PM Nov 2nd via web

heathnettles: RT @carolinadevelop: Chancellor Thorp doing the Thriller dance in the Pit! [link]
3:59 PM Nov 2nd via HootSuite

pricharm: RT @uncgc: RT @carolinadevelop: Congratulations to UNC’s 15 most recent Fulbright grant winners! [link]
1:56 PM Oct 27th via TweetDeck

uncgc: RT @carolinadevelop: Congratulations to UNC’s 15 most recent Fulbright grant winners! [link]
1:34 PM Oct 27th via HootSuite

orangeopolitics: RT @CarolinaDevelop: UNC Art Dept. using old Chapel Hill Museum Space for free public art show in Jan. [link]
5:31 PM Oct 26th via TweetDeck OS from Lakewood Park, Durham

OtherTomJones @CarolinaDevelop: Im too round.
4:51 PM Oct 26th via Tweepie for Mac in reply to CarolinaDevelop
Value Created

- Marketing
  - Control the brand conversation
  - Integrated Strategies
    - Bell Ringers, Challenges, Profile Pictures
  - Drives traffic to website
  - Viral
<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
<th>Comments</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Heart of the University</td>
<td>332</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Fellow Chief Manager Hogan Medlin honors Anoop Desai</td>
<td>1,146</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Fellow Chief Manager Steve McQuaid honors Anoop Desai</td>
<td>1,134</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Fellow Chief Manager Pablo Vega honors Anoop Desai</td>
<td>1,488</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>Nalini Desai, Anoop's mother, speaks at an event in his honor</td>
<td>1,374</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>UNC-Chapel Hill Chancellor Holden Thorp honors Anoop Desai</td>
<td>801</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Anoop Desai speaks at GAA Welcome Home Reception, May 4, 2009</td>
<td>4,567</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>Celebrate Carolina's Diversity</td>
<td>244</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A Snow Day</td>
<td>137</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
Young Alumni Spring Game Tailgate - Hosted by Triangle Young Alumni Council

You are Attending · Share · Public Event

Time: Saturday, April 10 · 12:00pm - 3:00pm

Location: Skipper Bowles Lot, Chapel Hill

Created By: UNC Young Alumni, Emily Miller Ray, Erin Nichols, Seth Deanin

More Info
Come enjoy the Spring Football Game with friends, barbecue and fun...hosted by your Young Alumni Council. Enjoy the tailgate before heading into the stadium for the Spring Football Game, being aired on ESPN. The Spring Game is general admission...no ticket required!

Who: YAC Tailgate
When: Saturday, April 10 at noon
Where: Skipper Bowles Lot

See More

Write something...

Michelle Turner I hope to make it, thanks for having it!
April 3 at 3:12pm · Comment · Like · Flag

Meg Petersen Spring Game Letter from Butch Davis

Spring Game Letter From Butch Davis - NORTH CAROLINA OFFICIAL ATHLETIC SITE
tarheelblue.unc.edu
The University of North Carolina Tar Heels Official Athletic Site, partner of CSTV Networks, Inc. The most comprehensive coverage of University of North Carolina Tar Heels Athletics on the web.

March 22 at 2:39pm · Comment · Like · Share · Flag

Meg Petersen Map of parking lots on Campus -- BBQ will be at Skipper Bowles lot off Manning Drive

UNC Chapel Hill Police
North Carolina Children's Hospital: Thank you to the wonderful, dedicated NC Children’s Hospital facebook family who helped us reach our goal of 10,000 fans! Another big thank you to the angel who pledged $10,000 toward this goal—this special friend will be revealed on Thursday during the 9th Annual NC Children’s Promise Radiothon/Telethon!!

11 hours ago

Wall  Info  Photos  Poll  Events  Video

Share:  Post  Question  Photo  Link  Video

Tracey QueenOfObscene Hastie: YAAAAAAAAAAI! Proud to be a part of something so awesome... MUCH love to the LEGEND donating 10K. Awesome...

9 hours ago  Like  Comment

Lisa Cain: I never doubted this victory to 10,000 Likes!

10 hours ago  Like  Comment

North Carolina Children's Hospital: In all this revelry over reaching 10,000 Promises, we want to share a special story. Meet 1-year-old Samiya Hicks. She's been at the Children's Hospital since April. Children like Samiya are why we're here, and we thank each of you for adding your name to our list of supporters. Together we have made (and will continue...

North Carolina Children's Hospital: 1-year-old gets new heart

1-year-old gets new heart | The heart transplant Samiya Hicks got just days after her first birthday may well be the best birthday present anyone's ever received.

10 hours ago  Like  Comment  Share

43 people like this.

View all 9 comments

Add to My Page's Favorites
Suggest to Friends
Subscribe via RSS

N.C. Children's Hospital was again ranked as one of "America's Best Children's Hospitals" by US News and World Report and the only children's hospital in North Carolina to rank in the Top 10.

Information

Founded: 1952

7 Friends Like This

6 of 7 Friends  See All

Jenny Lee  Karen  Sarah  Other

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
Donor Badge

- 4,272 viewed
- 822 shared
- 456 added to Facebook profile
- 26 published to twitter
- 322 published to news feed
- 21 sent invite notifications
- 98,691 friends reached
Future Goals

- Increased analysis with ArgyleSocial
- Competition
  - resources
- Combine with Web Analytics
  - Google Analytics
  - Add This
ROI

- Involvement
  - Site visitors
  - Reach
  - Frequency
  - Media impressions

- Interaction
  - Contribution to blogs
  - Content creation and uploads
  - Gifts

- Intimacy
  - Prospect attitudes and perceptions

- Influence
  - Likelihood alumni and prospects will recommend or advocate your institution
Questions?

Beth Braxton
Beth_Braxton@unc.edu
(919) 962-4388

Rebecca Bramlett
Rebecca_Bramlett@unc.edu
(919) 843-3317