



2017



UNIVERSITY OF ILLINOIS

# SOCIAL MEDIA CONFERENCE

## Being Ambassadors for Illinois

Holly Rushakoff, Associate Director for Communications and Marketing  
College of Liberal Arts and Sciences  
@hollyrushakoff

#ILLINOISsmc



/lasillinois

University of Illinois College of LAS

You are posting, commenting, and liking as University of Illinois College of LAS — Change to Holly Rushakoff

Page Activity Insights Settings Build Audience Help

# 100 YEARS AT ILLINOIS

University of Illinois College of LAS  
College & University 3 - 2011

10 Page Likes  
1,522 Post Reach  
UNREAD  
0 Notifications

Recent

2014  
2013  
2012  
2011  
2010  
2009

PEOPLE

★★★★★  
2,600 likes 43 visits

David Evensen, Gina Manola and 43 other friends like this or have been here.

Promote Your Page  
Reach up to 110,000 people near Urbana.

Invite your friends to like University of Illinois College...

Gabriel Jackson Invite  
Steve Rushakoff Invite

ABOUT

The College of Liberal Arts & Sciences at the University of Illinois at Urbana-Champaign has more than 50 academic units and 150,000 alumni. [READ MORE](#)

www.las.illinois.edu Promote

APPS

Twitter

Like Comment Share

Nick Rudd and 11 others like this.

2013 • 100 YEARS AT ILLINOIS • 2013

# College of Liberal Arts & Sciences AT ILLINOIS

1,532 Page Likes 101 Post Reach 530 UNREAD 841 Notifications 616

Tweets Tweets and replies

College of LAS (@LASIllinois) · See Father (Dad) Time MT @TheTypology: Great ex. of what we can learn from artifact collectors. in @LASIllinois mag on @y/404

Univ of Illinois @illinois\_alma · @LASIllinois stats alum Sky Andreck talks about becoming a data analyst for the @indiana las @indiana @alumni @magazine

Who to follow

The Chicago Reporter (@CHICAGO) · 18 Follow

North West (@NorthWest) · 18 Follow

They Knew (about) (@TheyKnew) · 18 Follow

Popular accounts

100 Photos and videos

College of Liberal Arts & Sciences at Illinois

100 Photos

100 Years at Illinois

Why Liberal Arts & Sciences

Research with a Global Reach

Global Studies

Global Learning at Illinois

LAS on the Go!

LAS Faculty

LAS Alumni

LAS Services

LAS Authors

LAS Recent Locations

Global Studies - Ecuador

Global Studies - Ecuador & ...

Let Us Be Proud

Best of 10 of the Top

10 of 10 Best of 10

Instagram

lasillinois

College of LAS at Illinois invent yourself in the College of Liberal Arts & Sciences at the University of Illinois at Urbana-Champaign. Join a century of greatness! @LASIllinois

148 posts 339 followers 149 following

June 2008

May 2014

#ILLINOISmc





# Searching #Illini on Twitter

Home Notifications Discover Me



#Illini

## Everything

People

Photos

Videos

News

Timelines

Advanced Search

## All people

People you follow

## Everywhere

Near you

## Trends · Change

#XboxE3 Promoted

Rik Mayall

The Young Ones

#TonyAwards

#Egypt

Karachi

#E3Live



## Results for #Illini

Save

Top / All



**College of LAS** @LASIllinois · 6m

LAS alumni event: Presenting Mr. #Lincoln. Join us @ALPLM for private museum tour, drama vignette, dinner. [ow.ly/xNgNe](http://ow.ly/xNgNe) #Illini

Expand

Reply Delete Favorite More

Favorited by Lee Taylor and 2 others



**Matt Wszolek** @Mattyd222 · 8m

Looking good @Illinois\_Alma on the web today! #Illini [chicagotribune.com/news/](http://chicagotribune.com/news/)

Expand

Reply Retweet Favorite More



**Dan Martin** @DanMartinD5s · 21m

@DerekPiper247 Could Harris to #sparty impact Brunson one way or other? #Illini

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Reply Retweet Favorite More



**Doug Bucshon** @IllinoisRivals · 28m

[OrangeandBlueNews.com](http://OrangeandBlueNews.com) - Soph highlights of Mundelein (Ill.) Carmel OL Sean Foster - just picked up #Illini offer [rivals.yahoo.com/video/recruiti...](http://rivals.yahoo.com/video/recruiti...)

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Reply Retweet Favorite More



**UI Alumni Network** @uiaumnetwork · 35m

Don't miss @NYCIllini's Annual Dinner featuring Flyin' #ILLINI @stephenbardo and the club's scholarship winner. [bit.ly/UfxJY1](http://bit.ly/UfxJY1)

Expand

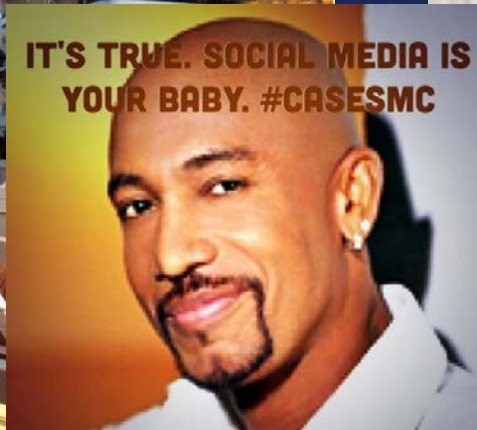
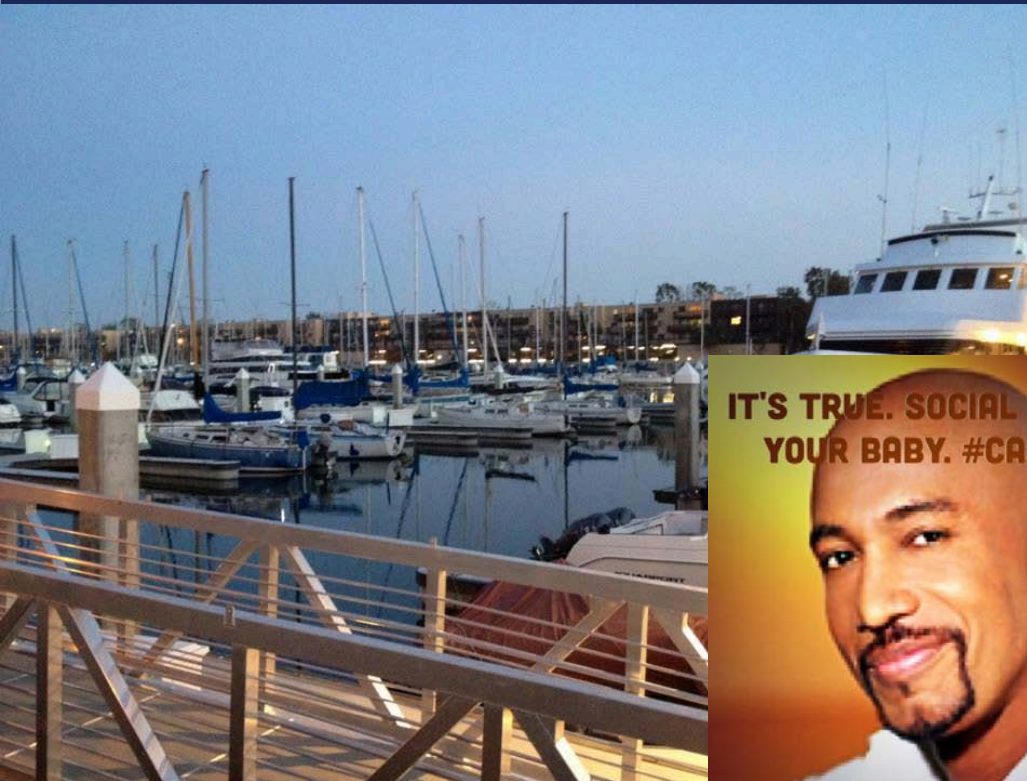
Reply Retweet Favorite More

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# Council for Advancement and Support of Education (CASE) Social Media and Community Conference



#ILLINOISsmc





# CASE Social Media and Community Conference



#ILLINOISsmc





# CASE Social Media and Community Conference

—Andrew Gossen, Cornell, @agossen



Coping with  
Digital Disruption  
in Educational  
Advancement





# HigherEdLive.com/disintermediation-and-advancement

## HIGHER ED LIVE

Digital development. Professional empowerment.

HIGHER ED LIVE STUDENT AFFAIRS LIVE ADMISSIONS LIVE ADVANCEMENT LIVE BLOG EDUNIVERSE [f Like](#) [Follow](#) [Watch LIVE](#)

TRENDING Alumni Engagement Communications Conferences Content Strategy Fundraising International Leadership Marketing Live Metrics Social

### If You Don't Like Change, You'll Like Irrelevance Even Less – Disintermediation & Higher Ed Advancement

by Andrew Gossen [f Like](#) 2 [Twitter](#) 10

Internet-related disintermediation — reduction in the use of intermediaries — has been complicating the work of Higher Ed Advancement professionals for at least a decade. The impact hasn't been as dramatic as in the private sector, where the rise of e-commerce devastated established industries such as journalism and bookselling. There is little doubt, however, that the emergence of digital networks that make it easy for people to find each other and organize group activity, as well as produce and share content, has reduced the effectiveness and efficiency of many core elements of the Communications and Alumni Relations toolkits. And with the emergence of crowdfunding, Development officers are being forced to come to grips with a new reality in which they no longer have a monopoly on the tools of fundraising.

Advancement Live: Disintermediation & Higher Ed...

ON AIR Andrew Gossen @agossen

0:00 / 59:56

In this show, originally aired on May 13, Host Andrew Gossen explored the impact of disintermediation in Advancement with a trio of experts representing the three Advancement disciplines: Missouri University of Science and Technology's Andy Careaga (Communications), MIT's Christine Tempesta (Alumni Relations), and the Cornell Annual Fund's Jennifer Kwiatkowski (Fundraising). The conversation included a range of examples and suggested strategies for coping with disintermediation that focus on listening, delivering value, collaboration, and empowering audiences to help achieve institutional goals.

Formstack Capture and manage registrations with easy online forms. [Start Now](#)

University Business **TOP PRODUCTS** **COLLEGE** by OmniUpdate Voted Top Web CMS for Higher Education in 2012 & 2013 by University Business Readers

DOWNLOAD THE WHITEPAPER an integrated online solution for engagement & fundraising success **imodules**

welcome **COLLEGE** COLLEGE VISITS made simple.

Connect **40%** of college-bound seniors on **zinch**

SEARCH

TWITTER [Follow](#)

**HigherEdLive.com** @higheredlive 5 Jun  
Connor advice: have hands-on interaction with students #higheredlive at higheredlive.com  
Expand

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# Coping with Digital Disruption in Educational Advancement (Andrew Gossen)

**1. Accept the lost control we used to have**







# Coping with Digital Disruption in Educational Advancement (Andrew Gossen)

1. Accept the lost control we used to have
- 2. Focus intently on adding value for the end user**





## 2. Adding value for the end user: *Communications and Marketing*

- Tell stories that are useful, educational, or entertaining
- Produce some content specifically for social media





## 2. Adding value for the end user: *Alumni Relations*

Think beyond in-person events

- Use LinkedIn to foster career conversations amongst students and alumni (micro-volunteer)
- Use Google Hangouts to do topical interviews/discussions with alumni or faculty
- Provide a “second screen” experience during a popular TV event





# 2. Adding value for the end user: *Development*

- Embrace crowdfunding

**UCLA spark**

Sometimes all it takes to make a big difference is a small step. Welcome to **UCLA SPARK**, a crowdfunding tool to fuel ideas that change our world.

**UC HAITI INITIATIVE**  
UC Haiti Initiative: Empowering Medical Education  
By Dr. Rebecca Gordon  
Join our campaign to train a Haitian physician, Dr. Bellier, in the treatment of rheumatic diseases.  
\$4,369 / \$5,000  
87% Funded | 40 Donors | 4 Days

**TUNE IN UCLA RADIO**  
Support Our Station! UCLA Radio Crowdfunding Drive  
By Lauren Uba  
UCLA Radio has been broadcasting since 1962. Help us continue our tradition of bringing quality programming to our Bruin family and around the world!  
\$6,866 / \$10,000  
68% Funded | 64 Donors | 1 Days

**EMPOWER MS. UCLA POW WOW**  
Empower Ms. UCLA Pow Wow to Reach Out!  
By Hayley Iwig  
Ms. UCLA Pow Wow serves as a community role model to promote American Indian culture and the importance of higher education. Help her spread her message!  
\$809 / \$8,000  
10% Funded | 16 Donors | 5 Days

**Help Send 25 Kids to Camp Kesem at UCLA**

**Beethoven Spectacular!**

**UCLA Heal My HeART Campaign**

Powered by **USEED**

**UNIVERSITY OF ALBERTA**  
Play Around the World (PAW) is sending 1k students to Thailand, Cambodia and the NWT to create and deliver play, recreation and sport opportunities for children and youth of all abilities while broadening their world view.  
\$15,560 / \$15,000  
100% Funded | 146 Supporters | 0 Days Left

**EMERSON COLLEGE**  
Branching Out: Emerson College ASB  
Alternative Spring Break (ASB) at Emerson College participants are raising \$10,000 to cover housing, transportation, and food expenses for the 2014 Alternative Spring Break projects in Detroit, MI, Eagle Butte, SD, and Joshua Tree, CA. Through these service learning trips, participants aim to better understand urban blight and poverty, address a lack of focus on the preservation of natural spaces, specifically national parks, and better understand the life and culture on a Native American Reservation.  
\$10,030 / \$10,000  
100% Funded | 168 Supporters | 0 Days Left

**ASU Foundation**  
HELP SAVE THE UPLANDS: A NEW PROJECT ON ASU'S CAMPUS  
Help us raise funds to make the 2014 ASU 8x8 Bower(8) Run a reality! This annual event, which raises thousands of pounds of clothing and food donations for local charities, has become a huge tradition here at ASU and we want to see it happen again in 2014.  
\$1,753 / \$5,000  
35% Funded | 21 Supporters | 21 Days Left

**UNIVERSITY OF WASHINGTON**  
S.T.E.M. 4 All: Inspiring the next generation of scientists and engineers  
We believe that every student deserves a chance to become a leader in science, technology, engineering and math (STEM) and invent the economies of tomorrow. The UW Tacoma Math-Science-Leadership Program is raising money to provide free, transformational summer learning experiences in STEM for 120 South Puget Sound youth.  
\$5,210 / \$10,000  
52% Funded | 18 Supporters | 64 Days Left

**Heal My HeART FUNDED**





## 2. Adding value for the end user: *Social Media*

- Do you know the best practices?
- Is your post carefully written/researched?
- Are you looking at insights/analytics to see your effectiveness and understand your audience?
- Are you checking out what the campus/groups similar to you are doing?
- Are you tagging others you mentioned in the post?
- Have you formed social media goals yet?
- How does social media fit in with your overall communications plan?





Your social media audience = your Superfans.  
(But they aren't watching your every move online.)



#ILLINOISsmc





# Coping with Digital Disruption in Educational Advancement (Andrew Gossen)

1. Accept the lost control we used to have
2. Focus intently on adding value for the end user
- 3. Learn from our constituents and each other**

*“We need to come out of our silos. People have strong convictions on what is or isn’t our job. But your constituents don’t care who it is they are interacting with....”*





# How you can be an Illinois ambassador

- Promote U of I's social media posts (like/share/retweet—as your unit and/or yourself)
- Follow other campus units on social media and promote their news when it makes sense for your audience
- Share campus stories from the Chancellor, News Bureau, Admissions' efforts







# How you can be an Illinois ambassador

*(continued)*

- Reach out to 2-3 key people who can also be ambassadors for your unit and share your news
  - Alumni Association Board, Illini Clubs
  - Student Organizations





## CONNECT WITH LAS ON SOCIAL MEDIA

"I LOVE LAS  
BECAUSE IT  
ALLOWS ME TO  
EXPAND MY MIND  
AND MY SOUL."



GET MORE, SHARE MORE

"I LOVE  
LAS BECAUSE  
I EXPERIENCED  
AMAZING FACULTY  
AND TEACHING  
METHODS."



"I LOVE LAS  
BECAUSE IT'S THE  
GREATEST COLLEGE  
IN THE WORLD!"



**W**HEN YOU HEAR STUDENTS  
OFFER SUCH HEARTFELT  
SENTIMENTS, you want to broadcast  
them immediately. And we did, on the College of LAS's  
Twitter account. It was during the campuswide I Love Illinois  
Week in February, when we celebrated the college's centennial  
with cookies and LAS freebies.

The digital age enables us to share more campus news,  
supplementing the *LAS News* magazine and *LAS News  
Online* email newsletter. But it also opens new ways to have  
conversations with each other.

For several years, we have offered readers the opportunity  
to remark on our news stories online. And now, on social  
media, you can also help increase the exposure of the College  
of Liberal Arts and Sciences and the University of Illinois.  
Especially when you are excited about new research, or  
remember a featured professor, or simply want to brag about  
your alma mater, you can be ambassadors for us.

We hope you'll consider commenting on or sharing our  
Facebook posts, tweeting at us or sharing our news on Twitter,  
and liking our Instagram photos. And certainly, you'll have to  
tag us the next time you take a selfie with the Lincoln bust. ■

### FOLLOW AND INTERACT WITH LAS ON SOCIAL MEDIA:

 [facebook.com/lasillinois](https://facebook.com/lasillinois)  
 [twitter.com/lasillinois](https://twitter.com/lasillinois)

 [instagram.com/lasillinois](https://instagram.com/lasillinois)  
 [pinterest.com/lasillinois](https://pinterest.com/lasillinois)

**(BONUS:** If you search #LASillinois on Twitter, you'll see all the "I love LAS because..." quotes.  
If you search #LASillinois on Instagram, you'll see campus life photos from students and the college.)

## LAS News magazine Spring 2014

### Calls to action

- Follow LAS to receive more news
- Increase Illinois' exposure by sharing our news
- Feel free to interact with us





# More coordination among us yields:

- Larger audience, wider impact
- Increased engagement on hashtag campaigns

*This will build stronger brand awareness and affinity.*





# Higher education and social media

*Check out these resources:*

- #CASEsmc on Twitter
- #hesm on Twitter
- @CASEAdvance on Twitter
- HigherEdLive.com
- Tweet your favorites to #ILLINOISsmc





2017



UNIVERSITY OF ILLINOIS

# SOCIAL MEDIA CONFERENCE

## Thank you!

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#ILLINOISsmc

[publish.illinois.edu/illinoissmc](http://publish.illinois.edu/illinoissmc)