



2014
7102



UNIVERSITY OF ILLINOIS

SOCIAL MEDIA CONFERENCE

LinkedIn
Then

and

Now

Meaghan Downs & Allison Vance, Public Affairs

History

- Created August 1, 2013
- Included in beta program
- Went live August 19

The screenshot shows a LinkedIn group page for "University Pages Admins -- Private Group" with 652 members. The page features a search bar, navigation tabs for Home, Profile, Connections, Jobs, and Interests, and a "Business Services Upgrade Free" button. The main content area includes a post titled "Announcing the Alumni Tool Plugin!" by Omar Garratt, a "Top Contributors in this Group" section listing Omar Garratt, and a "Your group contribution level" section with a progress bar. A "LinkedIn Premium" promotion is also visible, offering a free month of Premium with various benefits.

The screenshot shows a news article from NPR titled "University Pages: LinkedIn Launches New College Profiles" by Bill Chappell, dated August 19, 2013. The article features a large image of the University of Illinois at Urbana-Champaign campus. Below the image, there is a section titled "Explore Careers of 191,530+ Alumni" with a table showing where alumni work and what they do.

Where alumni work	What alumni do
University of Illinois at Urbana-Cham. 5,063	Engineering 14,466
Caterpillar Inc. 626	Information technology 12,016
Intel Corporation 596	Administrative 11,537

That's great!...Now what???

LinkedIn's goals

- Attract users under 25, give info to students
- Show users career outcomes from schools
(where alumni work, what alumni do)
- Help users network with fellow alumni

Campus goals

Communications tool

- Share news
- Promote events
- Engage with alumni
- Engage with current students
- Engage with prospective students/their parents

The screenshot shows the LinkedIn profile page for the University of Illinois at Urbana-Champaign. The page features a header with the university's name and logo, a navigation menu, and a main content area. The main content area includes a large image of the campus, a section titled 'Explore Careers of 210,263+ Alumni' with a table of job categories, a 'Notable alumni' section featuring Jack Welch, and a 'Featured group' section for Illinois Alumni.

Where they work	Count	What they do	Count
University of Illinois system	722	Engineering	21,498
Caterpillar Inc.	720	Education	19,914
IBM	663	Research	15,333

Progress?

- Built a relationship with LinkedIn



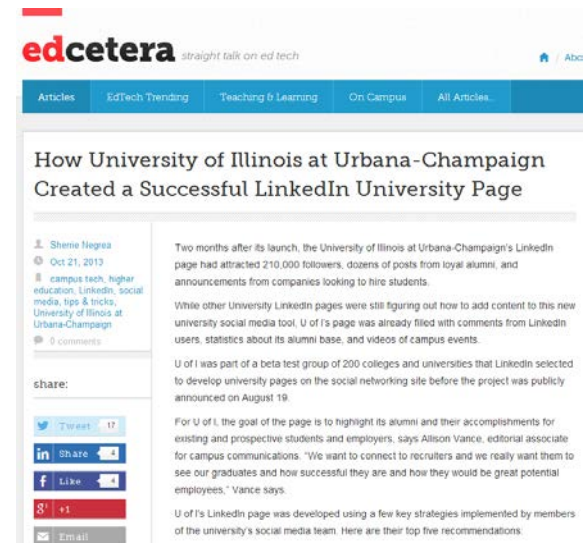
#13 UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
Champaign, IL



The University of Illinois at Urbana-Champaign (also known as University of Illinois, U of I, UIUC, and Illinois) is a public, four-year university that offers a plethora of undergraduate and ... [read more](#)

- Good press

- More than that, great response from alumni/students/parents



So...what about colleges/units?

- LinkedIn's thinking: Universities = Companies
- Meeting regularly to talk strategy.
- Currently, working in architecture:
 - Share your news with us!
 - Groups
 - Use LinkedIn to mine for alumni data, contact
 - Meet with us

Chancellor Wise LinkedIn “Influencer”

- Started October 2013
- Posts once a month
- Only higher ed administrator

Phyllis Wise 1st **influencer**
Chancellor at University of Illinois at Urbana-Champaign
Urbana-Champaign, Illinois Area | Higher Education
Previous Education University of Washington, UC Davis, University of Kentucky
University of Michigan

Send a message Endorse 500+ connections

★ Relationship Contact Info

Does Phyllis have these skills or expertise?

University Teaching x Student Development x Science x
Higher Education Administration x Physiology x

Type another area of expertise...
Endorse Skip What is this?

Posts

Published by Phyllis 5,716 followers
See more ▶

Five Advantages of Working in a Micro-urban...
May 1, 2014

State of Higher Education: The Future Depends on...
March 25, 2014

Elevating the Discussion
January 30, 2014

More Influencers
Jeff Haden
Ghostwriter, Speaker, Inc. Magazine Contribu...
Follow

LinkedIn Premium **FREE**
Get a free month of LinkedIn Premium with:
90 days of details on Who's Viewed Your Profile and how they found you
25 InMails per month to contact members outside your network
35 times the reach with access to full profiles of everyone in your network
Upgrade Free

People Also Viewed
Ban Ki-moon
Secretary-General of the United Nations

“An Unexpected Path: How I Became a Chancellor”

- 32,830 views
- 597 likes
- 181 comments

Phyllis Wise Chancellor at University of Illinois at Urbana-Champaign **influencer**
8 Posts 5,716 followers Following

An Unexpected Path: How I Became Chancellor

October 08, 2013 | 33,522 597 181

Tweet 112 Like 294 +1 48 Share 2,080

I am just celebrating the second anniversary of the day I officially became chancellor of the [University of Illinois at Urbana-Champaign](#) – one of the premier public research universities in the world and one of the original land-grant universities established by Abraham Lincoln in 1862. I am responsible for leading an institution with more than 43,000 students, 1,800 faculty members and more than 425,000 living alumni around the world.

“ Leadership isn’t in one’s DNA or something only a special few can ever possess. Leadership is a skill like any other that must be cultivated

It’s probably not surprising that in this role I’m often asked to speak and write about leadership. And while I appreciate these opportunities, I always feel a little strange because I have to start all of them with the confession that I consider myself more a leader by accident than by design. I can say with complete authority that “Do the tea

Phyllis's Recent Posts

- Five Advantages of Working in a Micro-urban Community**
May 1, 2014
- State of Higher Education: The Future Depends on Accessibility**
March 25, 2014

[See all](#)

Top Posts

Today	This Week	All
James Altucher 10 Things To Do When They Don't Call Back 54,995 views		
Jay Torres - MBA, MCPM, PMP/CSM/ITIL Employees don't really want to quit your company - They want to quit a REALLY bad Manager 44,070 views		
Ngee Key What if you lose your job tomorrow? 40,823 views		
Drew Cohen Jim Carrey's Advice on Life Can Inspire Us All 40,481 views		
Rhondalynn Korolak Breaking Bad – 3 Lessons That You Can Use To Grow Your Business		



Meaghan, a snapshot of how University of Illinois at Urbana-Champaign's page did in the past 30 days

[See University Page](#)



223,201

Followers



324

New followers



3,735

University Page views

<p>Fighting Illini athletic teams will get a fresh, updated look thanks to a rebran...</p> <p>April 7, 2014</p>	108,028	81	20
<p>Today the Alma Mater will be returned home to its pedestal at Illinois. Watch it...</p> <p>April 9, 2014</p>	131,761	316	19
<p>Want to learn powerful ways to push your career forward? Don't miss this opportu...</p> <p>April 11, 2014</p>	26,627	7	0
<p>Illinois alumna Lisa Thompson's Blue Sky Bakery & Cafe offers scones as well as ...</p> <p>April 14, 2014</p>	47,886	33	1
<p>Happy 25th Birthday and congrats to Illinois student Tatyana McFadden! She won h...</p> <p>April 21, 2014</p>	99,564	235	12

What they like to read about

- Family


 [University of Illinois at Urbana-Champaign](#) Delete

Illinois graduates still lining up to take their picture with the Alma Mater this morning after celebrating Commencement over the weekend. Check out our live Alma cam here: <http://illinois.edu/about/tours/almacam.html>. Watch Commencement speaker Mike... more



Like (94) • Comment (10) • 16 days ago

 [Walter Stojak, Louis Ori +92](#)

-  [Jonathan McDonald, PE](#) What? No gloves....
15 days ago
-  [Anthony \(Tony\) Wang](#) And she still hasn't sat down.
15 days ago
-  [Evelyn Campbell Dimitri](#) Whas up, Alma?
15 days ago
-  [Sosina Asfaw](#) Hi Alma! Welcome Back!!
15 days ago
-  [Charles Ferrell](#) Congrats to all fellow Alumni 2014!
15 days ago
-  [Brian M. Legan](#) Mike - Very inspiring remarks! Passion, persistence, and perseverance are qualities that will benefit all. Thank you.
15 days ago
-  [Ginna \(Busey\) Arnold-Lazar](#) Congrats to all!
14 days ago
-  [Jeff Schroeder](#) Got to see it last week, when I picked up my daughter. it really



University of Illinois at Urbana-Champaign

The Marching Illini learned this morning that they'll be marching in the Macy's Thanksgiving Parade in 2015! The band is one out of only 10 in the country chosen for the annual parade: http://news.illinois.edu/news/14/0502parade_BarryHouser.html



Like (253) • Comment (20) • 1 month ago

David Liming, 최슬기 +251



Garrick Bradley II Great job Marching Illini!!!
1 month ago



Noel Hoekstra, CEM Go Illini!
1 month ago



Shay Peoples Super Cool - Go ILLINI!!!
1 month ago



Kit Bay I-L-L!
1 month ago



Carl Jones I-N-I!
1 month ago



Derek Cazeau Very nice
1 month ago



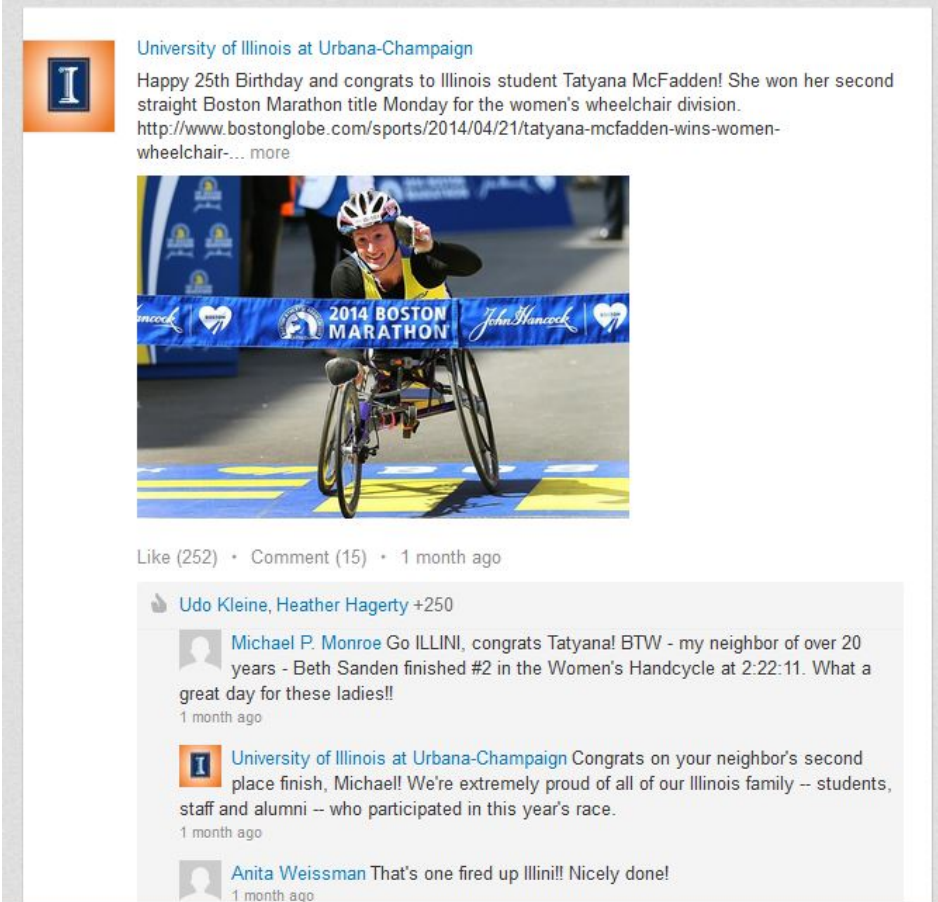
Robert J Wolinski, Jr So jealous, I wanted to march in a big parade!
1 month ago



Tony Brinati Good chance that I'll be in New York City next Thanksgiving for exhibit installation at Greater New York Dental Meeting. Will definitely put this on the calendar. Another well-deserved honor for the greatest band in the land!


What they like to read about

- Success/Pride



The screenshot shows a Facebook post from the University of Illinois at Urbana-Champaign. The post features a photo of a female wheelchair athlete crossing the finish line of the 2014 Boston Marathon. The banner in the photo reads "2014 BOSTON MARATHON" and "John Hancock". The post text congratulates student Tatyana McFadden on her 25th birthday and her second consecutive Boston Marathon title in the women's wheelchair division. Below the post, there are three comments: one from Michael P. Monroe congratulating Tatyana and mentioning another student's performance; one from the University of Illinois at Urbana-Champaign congratulating Michael; and one from Anita Weissman congratulating the university.

University of Illinois at Urbana-Champaign
Happy 25th Birthday and congrats to Illinois student Tatyana McFadden! She won her second straight Boston Marathon title Monday for the women's wheelchair division.
<http://www.bostonglobe.com/sports/2014/04/21/tatyana-mcfadden-wins-women-wheelchair-...> more



Like (252) • Comment (15) • 1 month ago

Udo Kleine, Heather Hagerty +250

Michael P. Monroe Go ILLINI, congrats Tatyana! BTW - my neighbor of over 20 years - Beth Sanden finished #2 in the Women's Handcycle at 2:22:11. What a great day for these ladies!!
1 month ago


University of Illinois at Urbana-Champaign Congrats on your neighbor's second place finish, Michael! We're extremely proud of all of our Illinois family -- students, staff and alumni -- who participated in this year's race.
1 month ago

Anita Weissman That's one fired up Illini!! Nicely done!
1 month ago




What they like to read about

- Innovation




University of Illinois at Urbana-Champaign

To innovate is to translate knowledge and ideas into economic growth and social well-being. Learn how with our Inventor's Handbook: <http://otm.illinois.edu/sites/all/files/files/2013inventorshandbook-final-print.pdf>



2013 Handbook for Inventors & Innovators
otm.illinois.edu • Innovation at the University of Illinois A Handbook for Inventors & Innovators, often called the Inventor's Handbook, serves as an introduction to the University's intellectual property policies, patenting and commercialization services,...

Like (20) • Comment • 16 days ago

 Johnny Alex Laforet, Walter Stojak +18

Add a comment...



A record number of female engineers will attend the College of Engineering this fall. More than 27 percent growth in two years! <http://engineering.illinois.edu/news/article/8440#sthash.6kBDYLmV.dpuf>



Like (137) • Comment (13) • 6 days ago

[masoud abdollahi](#), [Scott More](#) +135



[Kong L. Yang](#) Google can learn some things from the University of Illinois at Urbana-Champaign.

6 days ago



[Michael P. Monroe](#) Always been a great Engineering school. Now it'll be even better. GO ILLINI

5 days ago



[Samuel E. Eskridge, P.E.](#) That is terrific progress!

5 days ago



[Karen Delp](#) That's good to hear. As a female Illini Engineering grad, I can say that this is a great opportunity for both the University and for the students. Hail to the Orange and Blue!

5 days ago



[Patricia W. Hughes](#) I'm happy that my alma mater is making this headline!

5 days ago



[María de Jesús López](#) YAY!

5 days ago



[Al Ittner](#) As a proud Dad of two U of I Engineering graduates, I can assure you it's really difficult to even get into to the program, much less complete it. Congrats to all these young ladies.

5 days ago



[Rajendra Grewal](#) Great to see women study engineering. My wife , Dr Anjana

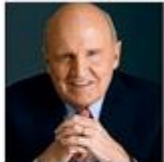
What we want them to see

- Innovation
- Transformative learning
- Societal impact
- Stewardship

Notable alumni

Notable alumni ?

< 1 / 65 >



Jack Welch

Executive Chairman, Jack Welch Management Institute

PHD, Chemical Engineering



BS

199

[See all »](#)

Change/View Notable Alumni ×

Add Notable Alumni:



Mike Ambinder

Experimental Psychologist at Valve



Marc Andreessen

General Partner at Andreessen Horowitz



Michael Auslin

Resident Scholar and Director in Asian and Security Studies, American Enterprise Institute



Prith Banerjee

Managing Director of Global Technology R&D at Accenture



Grant Barth

Chief Merchandising Officer (CMO) at Levi Strauss & Co.

Recommendations



University of Illinois at Urbana-Champaign
Urbana-Champaign, Illinois Area

222,973 followers

✓ Following

Home Notables Students & Alumni Recommendations

LinkedIn for Education ▶

Did you attend University of Illinois at Urbana-Champaign?

Only alumni and students can write recommendations

Yes, continue

University of Illinois will always be a part of me

I attended U of I Champaign-Urbana back in the early 1980s. It was known as one of the top engineering schools in the nation then and continues that fine tradition. Nobody has ever questioned my BSME from Illinois and respects that degree and that I could earn it. Along with the academic excellence were my fellow students, I learned so much and experienced such varied perspectives, experiences, and friendships that I could not replace that time I spent there for anything in the world. I have sincerely missed the open discussions with my friends and colleagues that could lead to anything and anywhere on a topic ever since I graduated.



Timothy Irwin

Gas Turbine Service Engineer at Mitsubishi Power Systems Americas
1981 – 1985, BSME, Mechanical Engineering

Like (1) · Comment · 2 days ago

University of Illinois at Urbana-Champaign

Add a comment...

Similar schools ?



The University of Texas at Austin
Austin, Texas Area



University of Wisconsin-Madison
Madison, Wisconsin Area



Penn State University
State College, Pennsylvania Area



University of Illinois at Chicago
Greater Chicago Area



University of Florida
Gainesville, Florida Area



University of Illinois
United States

Ads By LinkedIn Members

Excellent education

Urbana-Champaign offered an excellent education and diversity in the student body & staff.
Great place to find yourself and your passion in life!



Karyn Cho

Broker at Team Jodi Realty

1985 – 1989, Bachelor of Business Administration (BBA), Marketing

Like (2) · Comment · 5 days ago

 [University of Illinois at Urbana-Champaign](#) and [Andy Holloman](#)

Add a comment...

A transformational experience

I've attended Uoifl for a year as part of an exchange program. Looking back I can confirm that the year I've spent in Uoifl has been transformational for me at many levels, not only academically, but also socially and culturally.



Yilmaz Erceyes

Brand Manager, Fabric Care UK & Ireland at Procter & Gamble

1999 – 2000, Bachelor of Science (B.Sc.), Chemical Engineering

Like (1) · Comment · 3 days ago

 [University of Illinois at Urbana-Champaign](#)

Add a comment...

Great School and Excellent Value

The university provided me an excellent engineering education. Due to its size it also offers tremendous variety in educational and non-educational opportunities (sports, concerts, etc). I cherish my time there.



James Fredell

Sr. Project Manager at Hallam-ICS
1976 – 1982, BSME, Mechanical Engineering

Like (3) · Comment · 6 days ago

👍 [University of Illinois at Urbana-Champaign](#), [Scott Remington](#) and [Eric Wyers](#)

Add a comment...

Best value by far! Top academics, superb leadership opportunities

As an engineering alumni, I have loved watching U of I climb in global rankings of top engineering universities. In addition to world-class academics, U of I encourages learning by experience with student organizations that provided much-needed professional development and organizational leadership. A lot of companies (mine included) are looking for the well-rounded students that come from a University of Illinois experience.



Adam Gorski

Manager, Systems Engineering and Corporate Events at AGI
2001 – 2005, B.S., Aerospace Engineering

Like (1) · Comment · 6 days ago

👍 [University of Illinois at Urbana-Champaign](#)

Questions?

74

1

0

2

