



2014
7102



UNIVERSITY OF ILLINOIS

SOCIAL MEDIA CONFERENCE

#ILLINOISsmc



Key Takeaways

Be an ambassador for Illinois

- Share more Illinois stories
- Find others who can be advocates for you/Illinois
- Contribute your angle in #ILLINOIS hashtags

Make sure your unit's page is following University of Illinois, your college's page, etc.

- You can personally connect with Chancellor Phyllis Wise on LinkedIn

We'll have more shareable content in fall with a new illinois.edu homepage

To meet with a social media mentor, sign up via publish.illinois.edu/ILLINOISsmc/resources

To present or suggest a topic for fall workshops, email hrush@illinois.edu. Some ideas:

- Google Hangouts
- Case Studies: Cutting-Edge Social Media in Higher Education

Continue sharing articles/ideas/Qs via #ILLINOISsmc or socialmedia@lists.illinois.edu

