



2016



UNIVERSITY OF ILLINOIS

SOCIAL MEDIA CONFERENCE

#ILLINOISsmc



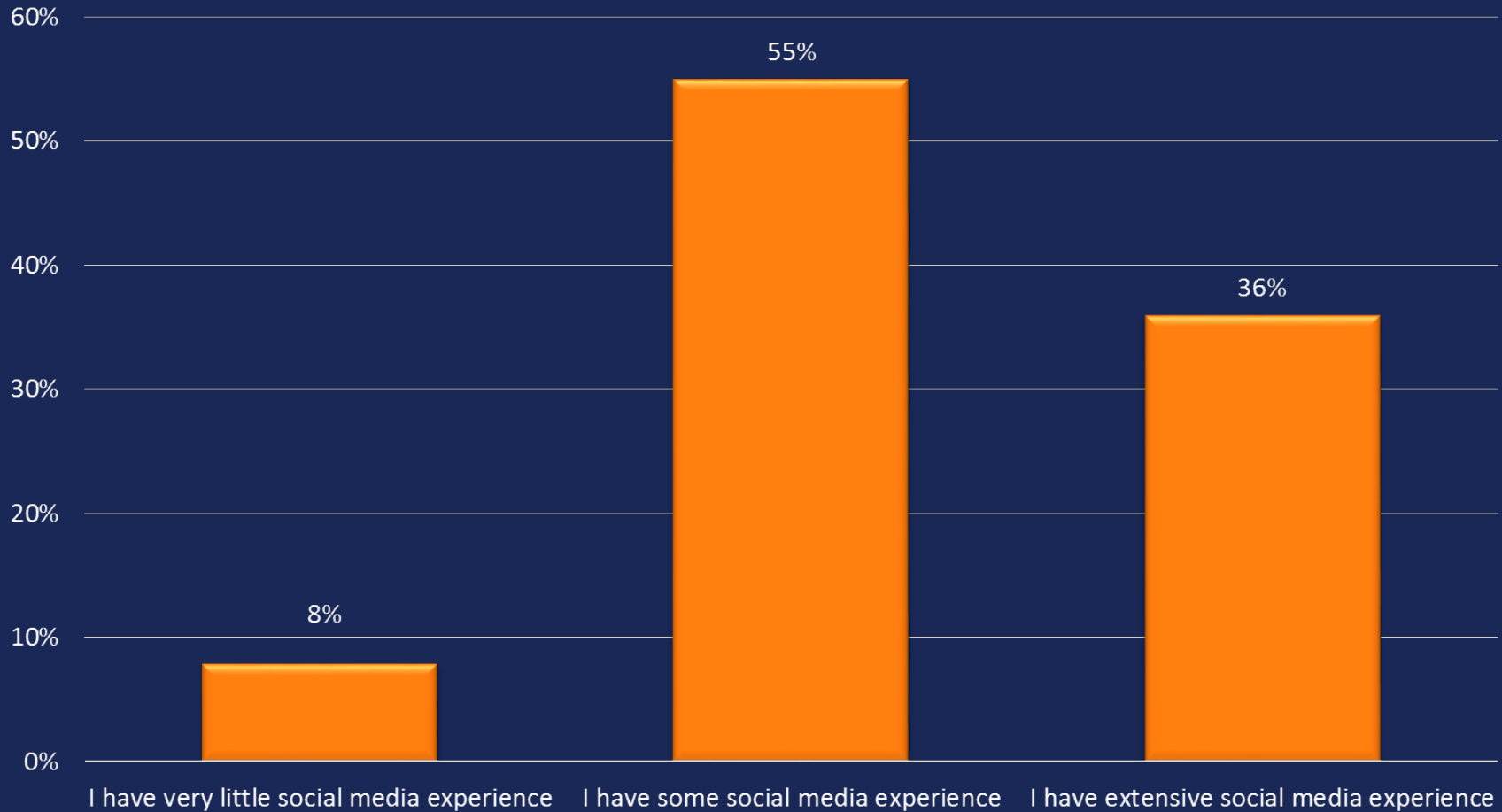
U of I Social Media Conference Survey Results

(240 Respondents)



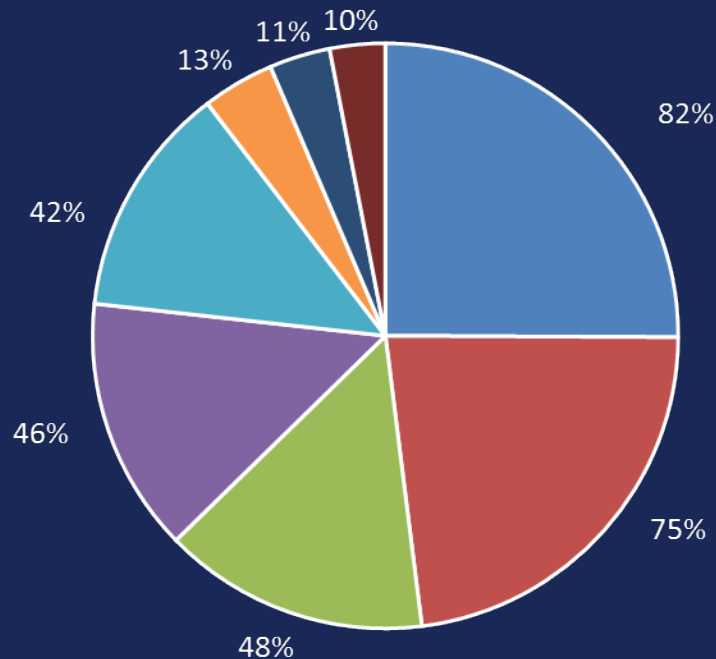


How proficient are you with social media?





Which social media platforms do you use for work?



Other includes:

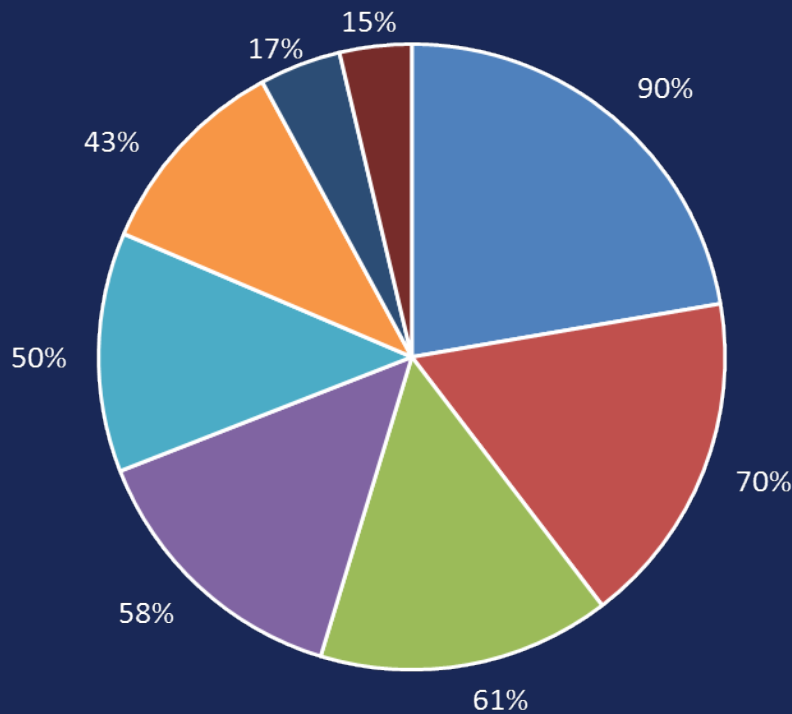
- Blog
- Snapchat
- Reddit
- Flickr
- Tumblr
- Sina Weibo
- Hootsuite
- Kaltura
- Crimson Hexagon
- Node XL
- Course Network
- Rhythm

Facebook Twitter LinkedIn YouTube Instagram Pinterest Google+ Other





Which social media platforms do you use personally?



Other includes:

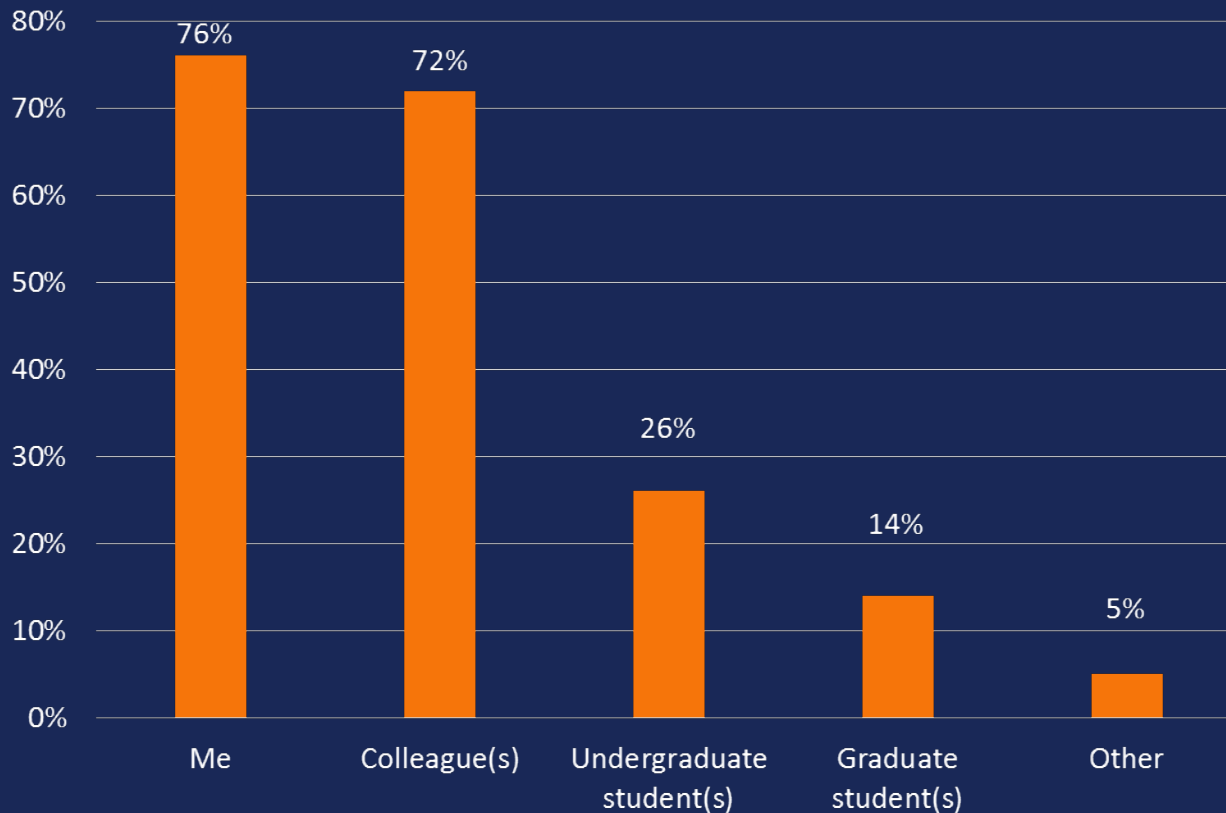
- Snapchat
- Periscope
- YikYak
- Reddit
- Tumblr
- Whatsapp
- Line (Japan)
- Peach
- Vine
- Viber
- Smug Mug
- Group Me
- Pod Reads

Facebook LinkedIn Twitter Instagram Pinterest YouTube Google+ Other





Who creates the content and implements your unit's social media?



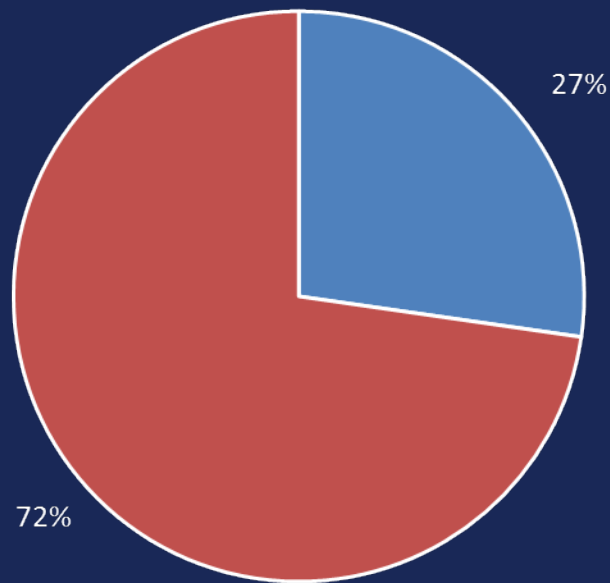
Other includes:

- PR Office
- Marketing Committee
- Faculty
- Supervisor
- N/A



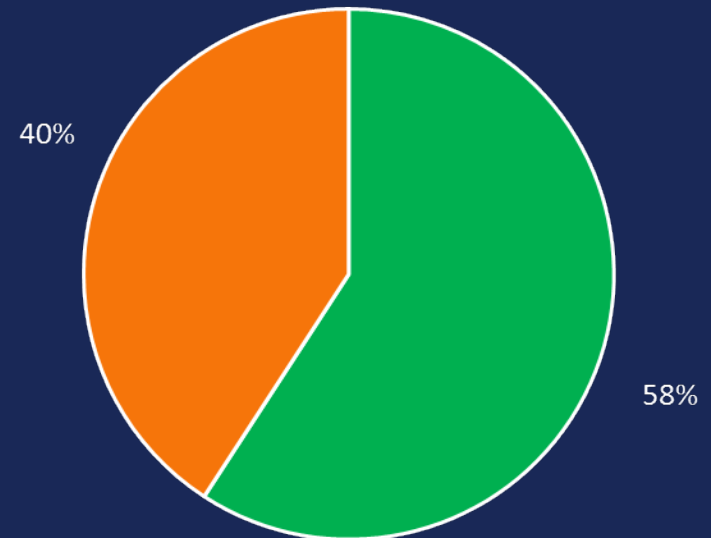


In the past year, has your unit used any form of paid social media (i.e., Facebook ad campaigns, promoted tweets)?



□ Yes □ No

In the past year, whether professionally or personally, have you used a smartphone to shoot a video and post it to a social media account?



□ Yes □ No





Stats about

**University of Illinois at Urbana-Champaign
social media accounts**





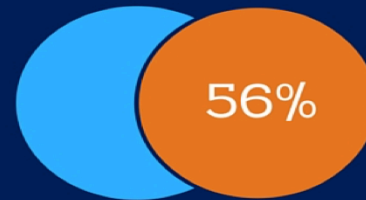
Social media at
#ILLINOIS



192, 409+ followers



18-24 men: 22%
 25-34 men: 17%
 18-24 women: 14%
 25-34 women: 11%
 35-44 men and women: 7%



followers are men
 44% are women



1. Chicago
2. Champaign
3. Urbana





Social media at **#ILLINOIS**

Most popular content

1. Shared video
2. Photos
3. Original video
4. Links



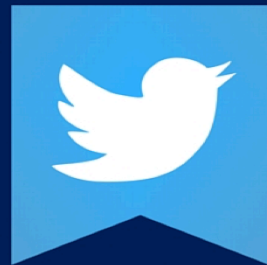
Top posts in the last year

1. Best Value Schools for 2016 ranking
2. Photo of storm trooper in front of Alma Mater
3. No. 30 Times Higher Education World Ranking
4. Facebook Live video from Commencement
5. Fighting Illini swimmer performs life-saving CPR





Social media at
#ILLINOIS

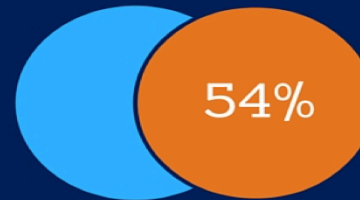


47,861+ followers

15% growth
 in followers since
 January 2016



35 and above: 73%
 18-24: 12%
 25-34: 11%
 17 and below: 4%



followers are men
 46% are women

Analytics courtesy Twitter Insights and Crimson Hexagon as of June 2016





Social media at **#ILLINOIS**



1. Urbana
2. Chicago
3. New York
4. Los Angeles

When people are talking about us the most:

Tuesdays



When people are talking about us the most:

noon and 11 a.m.



Social media at
#ILLINOIS



22,896 + followers

**18% growth since
 January 2016**

January 2016: 19,344+

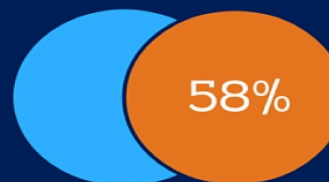
January 2015: 10,125+

January 2014: 3,957+



Most liked of all time:

1. Lovie Smith photo
2. "Go Illini" in Chicago skyline
3. Block I photo of freshmen
4. Marching Illini in Times Square
5. Jack o' lanterns on Quad



followers are
 women
 42% are men

Analytics courtesy Iconosquare and Crimson Hexagon as of June 2016





Social media at #ILLINOIS



310,820 + followers

(425,000+ living alumni)

1. Chicago area
2. Urbana-Champaign
3. San Francisco area



Where they work

1. Caterpillar, Inc
2. Google
3. Deloitte

What they studied

1. Computer science
2. Finance, general
3. Economics



Analytics courtesy LinkedIn as of June 2016





View these stats at
publish.illinois.edu/illinoisismc

