



2016



UNIVERSITY OF ILLINOIS

SOCIAL MEDIA CONFERENCE

#ILLINOISsmc



#ILLINOIS150 highlights

- **EVENTS**

- Sesquicentennial Kick-off-Community event at KCPA with a musical performance by Funkadesi: **Feb. 28, 2017**
- U of I Board of Trustees Meeting: **Mar. 17, 2017**
- Commencement: **May 14, 2017**
- Celebration at Abraham Lincoln Presidential Library and Museum Springfield, IL: **May 1, 2017**
- Washington, DC Reception: **Jun. 21, 2017**





#ILLINOIS150 highlights

- New Student Convocation: **Aug. 25, 2017**
- Campus Wide Celebration: **Oct. 12, 2017**
- Commencement: **May 13, 2018**
- **EXHIBITS**
- Distributed Museum Online Resource
- Spurlock Museum Sesquicentennial Exhibit
- **MUSICAL COMPOSITIONS**
- Sesquicentennial Commission for Chorus and Wind Ensemble by Dominick DiOrio from Indiana University: **Sep. 2017**
- Carillon Composition by Stephen Taylor





#ILLINOIS150 highlights

- **BOOKS**
- The University of Illinois: Engine of Innovation, edited by Professor Frederick E. Hoxie
- Illini Legends, Lists, and Lore, 3rd edition, by Mike Pearson; Forward by Josh Whitman
- An Illini Place: Shaping the University of Illinois Campus, by Lex Tate and John Franch; Foreward by Stanley O. Ikenberry





#ILLINOIS150 highlights

- **OTHER**
- Illinois in a Box-Sesquicentennial Edition
- University of Illinois Commemorative Medallions
- Dining Services –Sesquicentennial program and specialties





Share your story

Students, alumni, staff and faculty can share what Illinois means to them

<http://150.illinois.edu/gallery>





How to participate on social

- Link to the Sesquicentennial webpage:
<http://150.Illinois.edu>
- Use the hashtag #ILLINOIS150
- Utilize the new campus Snapchat account:
go.Illinois.edu/Snapchatrequest
- Find ways to tell your unit/college's story through the sesquicentennial: how it shaped the past and will shape the future





Examples of tweets to share

- Join us at the Sesquicentennial kick-off @KrannertCenter!
<http://150.illinois.edu/events.html> #ILLINOIS150
- [.@Illinois_Alma](#) students! You have a half day off Oct. 12, so join us at the Campus-Wide Celebration <http://150.illinois.edu/events.html> #ILLINOIS150
- In 1872 the University Fine Arts Gallery opened to the public. Today you can visit it as @KAMillinois #ILLINOIS150
- #ILLINOIS may be celebrating its 150th, but {insert unit handle here} is celebrating its 40th anniversary! #ILLINOIS150 <http://150.illinois.edu/timeline>





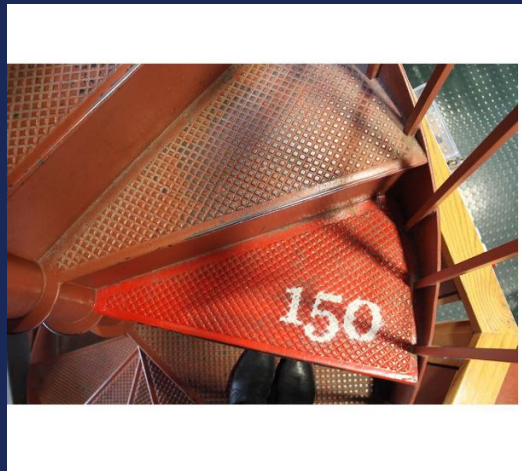
Questions to think about

- What does Sesquicentennial mean to you?
- What does it mean to your unit?
- Your unit isn't 150 years old, but do you have a milestone to share?





#Cornell150





#Cornell150





#Cornell150





Example: @UIarchives

- Short videos focusing on interesting Illinois facts, i.e. Illini Nellie
- “On this Day” series
- Recreating historic photos
- Highlighting students of the past
- History in 60 seconds series
- “Voices of Illinois” oral history project
- Speaker series
- “Ghost walk” tour focused on notable figures





”

"If a girl wants to build a wagon,
let her build a wagon."

- Board of Trustees discussion to admit women to IL Industrial Univ.
as overheard by Adelia Potter

“

#ILLINOIS150







“On This Day” series

On this day in
1929, the
dedication
ceremony for
Alma was held
#ILLINOIS150





The Armory

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN



illinois.edu





Brainstorming session

- Get into small groups at each table
- Follow each Sesquicentennial scenario at your tables and come up a social media “toolkit”
- We’ll come back as a whole group and share some ideas!





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Scenario #1

Your team is tasked with promoting the October Campus-Wide Celebration, but to incorporate any kind of video (Facebook Live, Periscope, YouTube, Snapchat, etc.) You've also been asked to create social media messages that encourage students to attend, but appeal to your young alumni.





Scenario #2

One member of your team is REALLY good at photography, and wants to create an image series that demonstrates the past and future of your unit. Come up with a social media plan to highlight photos while also tying into the Sesquicentennial celebration itself.





Scenario #3

It's Homecoming 2017, and the Sesquicentennial celebration is going on as strong as ever! Come up with an online contest to connect with young alumni participating in Homecoming while also promoting the Sesquicentennial.





Scenario #4

Students, staff, alumni and others can “share their story” on the Sesquicentennial website. Come up with an innovative social media campaign (using contests, video, images, tweets, etc.) to encourage followers to share their Illinois story on the website.





Scenario #5

Identify one campus “partner” (this could be a department, college, unit, library, etc.) to collaborate with for a series of Facebook posts that highlight your unit, but also connect with the Sesquicentennial’s message of “Shaping the Future Since 1867.”





Scenario #6

You're lucky, and your college has files and files of archives from Illinois campus life. Come up with a social media plan to highlight the history of your unit using archives, and connect those stories/ images with how you're shaping the future now. Your audience for these posts are alumni and potential donors.





Scenario #7

Come up with a social media contest that requires alumni and students to submit photos of themselves, campus or other aspects of Illinois life and traditions using the hashtag #ILLINOIS150. How will the contest be managed? What will be the call to action for followers to participate?

