2016

UNIVERSITY OF ILLINOIS

SOCIAL MEDIA CONFERENCE

#ILLINOISsmc

Agenda

- Who's (What's) TED?
- What I Want | MGO Perspective
- What I Want | Marketer Perspective
- What's Possible Today
- What's Coming in the Future
- What You Can Do
- Questions

Who's (What's) TED?

- University's advancement database
- Blackbaud CRM
- Web-based platform
- Replaced FACTS in Fall 2015

Who's (What's) TED?

- Tracking donor history and interactions with advancement staff
- Generating marketing segmentation and campaigns
- Tracking of educational involvement
- Events management
- Tracking other engagement, like committees or volunteerism
- Storing constituent interests and opt-ins / opt-outs
- Membership management
- Reporting and performance measurement

What I Want (MGO Perspective):

- Leads
- Engaged prospects
- Ways to connect with prospects
- Ways to build rapport

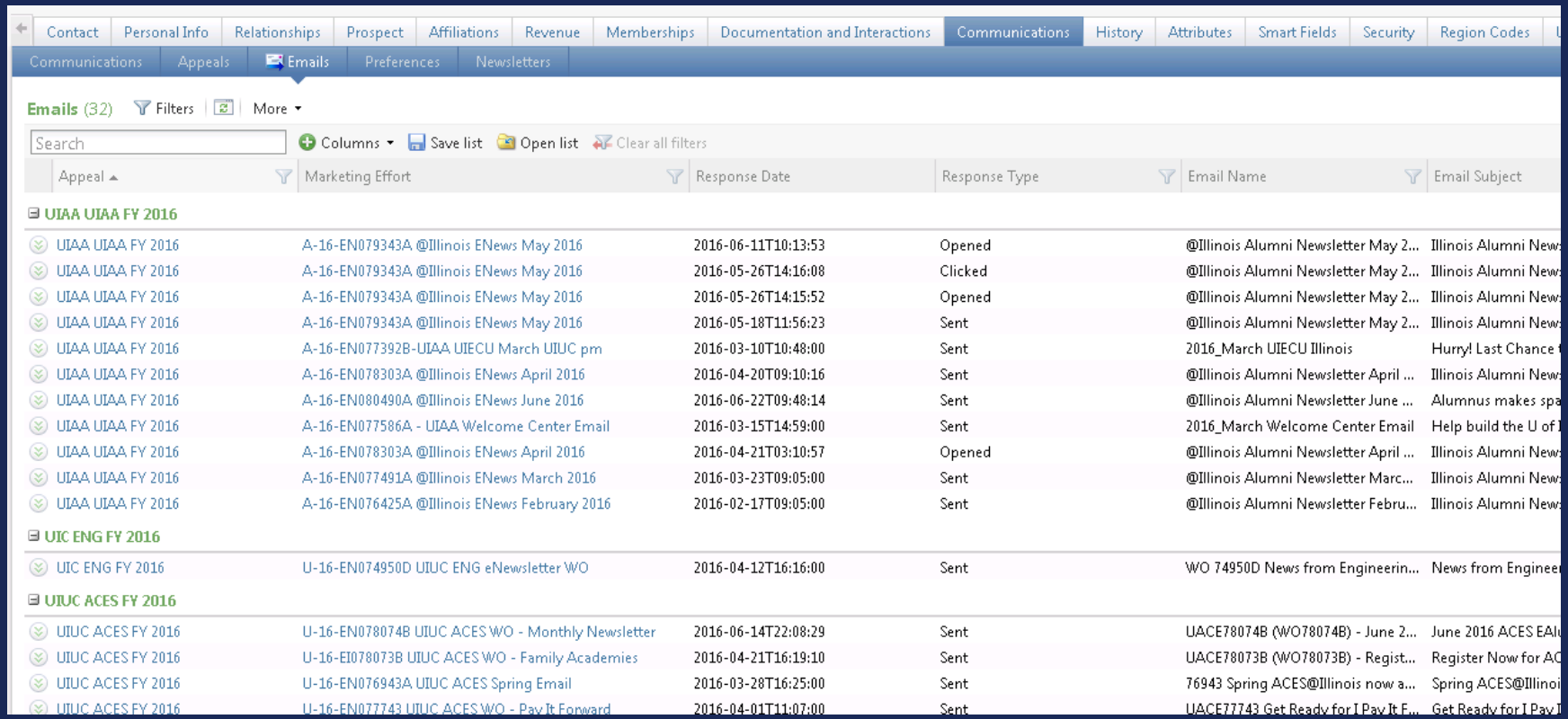
What I Want (Marketer perspective):

- Story leads
- Targeted list development
- Tracking of brand ambassadors and social influencers

What's Possible Today

- Marketing efforts
- Opt-ins / opt-outs
- Affiliations
- Interests
- Social media accounts
- Organizational hierarchies
- High executive titles

What's Possible Today | Marketing Efforts



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UIAA UIAA FY 2016	A-16-EN079343A @Illinois ENews May 2016	2016-06-11T10:13:53	Opened	@Illinois Alumni Newsletter May 2...	Illinois Alumni News
UIAA UIAA FY 2016	A-16-EN079343A @Illinois ENews May 2016	2016-05-26T14:16:08	Clicked	@Illinois Alumni Newsletter May 2...	Illinois Alumni News
UIAA UIAA FY 2016	A-16-EN079343A @Illinois ENews May 2016	2016-05-26T14:15:52	Opened	@Illinois Alumni Newsletter May 2...	Illinois Alumni News
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UIAA UIAA FY 2016	A-16-EN077392B-UIAA UIECU March UIUC pm	2016-03-10T10:48:00	Sent	2016_March UIECU Illinois	Hurry! Last Chance t
UIAA UIAA FY 2016	A-16-EN078303A @Illinois ENews April 2016	2016-04-20T09:10:16	Sent	@Illinois Alumni Newsletter April ...	Illinois Alumni News
UIAA UIAA FY 2016	A-16-EN080490A @Illinois ENews June 2016	2016-06-22T09:48:14	Sent	@Illinois Alumni Newsletter June ...	Alumnus makes spa
UIAA UIAA FY 2016	A-16-EN077586A - UIAA Welcome Center Email	2016-03-15T14:59:00	Sent	2016_March Welcome Center Email	Help build the U of I
UIAA UIAA FY 2016	A-16-EN078303A @Illinois ENews April 2016	2016-04-21T03:10:57	Opened	@Illinois Alumni Newsletter April ...	Illinois Alumni News
UIAA UIAA FY 2016	A-16-EN077491A @Illinois ENews March 2016	2016-03-23T09:05:00	Sent	@Illinois Alumni Newsletter Marc...	Illinois Alumni News
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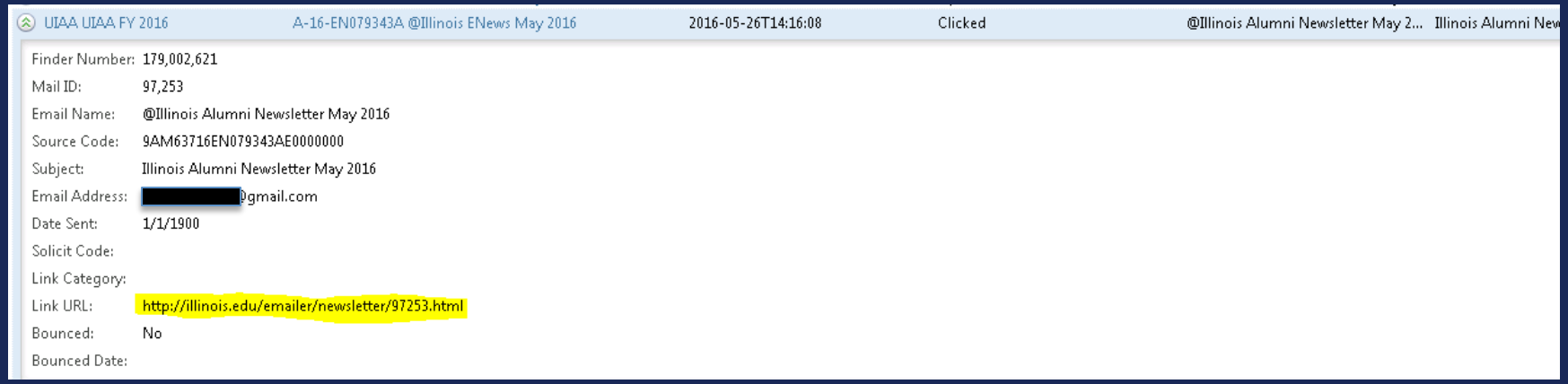
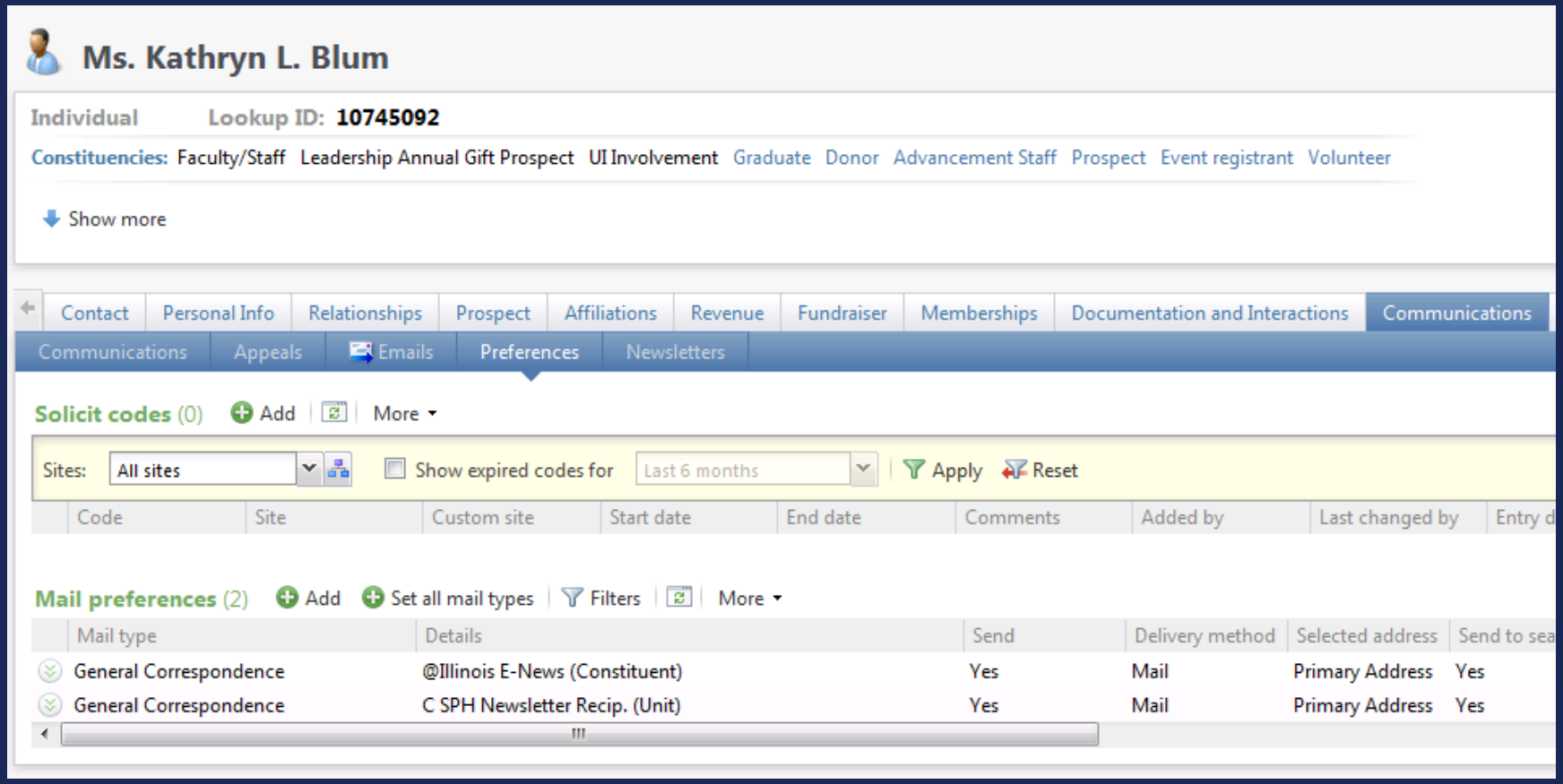
UIUC ACES FY 2016	U-16-EN078074B UIUC ACES WO - Monthly Newsletter	2016-06-14T22:08:29	Sent	UACE78074B (WO78074B) - June 2...	June 2016 ACES EAlu
UIUC ACES FY 2016	U-16-EI078073B UIUC ACES WO - Family Academies	2016-04-21T16:19:10	Sent	UACE78073B (WO78073B) - Regist...	Register Now for AC
UIUC ACES FY 2016	U-16-EN076943A UIUC ACES Spring Email	2016-03-28T16:25:00	Sent	76943 Spring ACES@Illinois now a...	Spring ACES@Illinoi
UIUC ACES FY 2016	U-16-EN077743 UIUC ACES WO - Pay It Forward	2016-04-01T11:07:00	Sent	UACE77743 Get Ready for I Pay It F...	Get Ready for I Pay I

What's Possible Today | Marketing Efforts



What's Possible Today | Opt-ins / Opt-Outs



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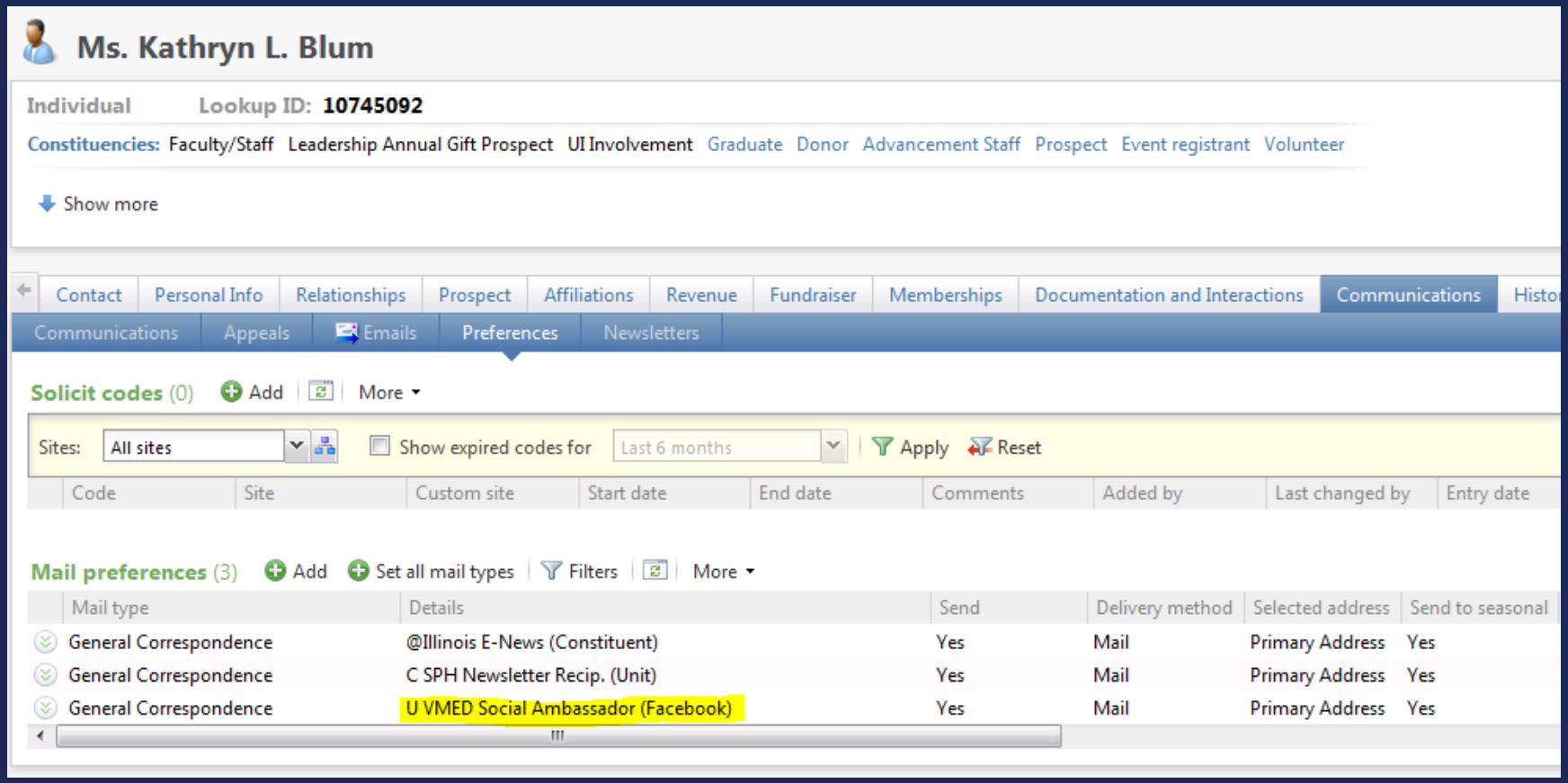
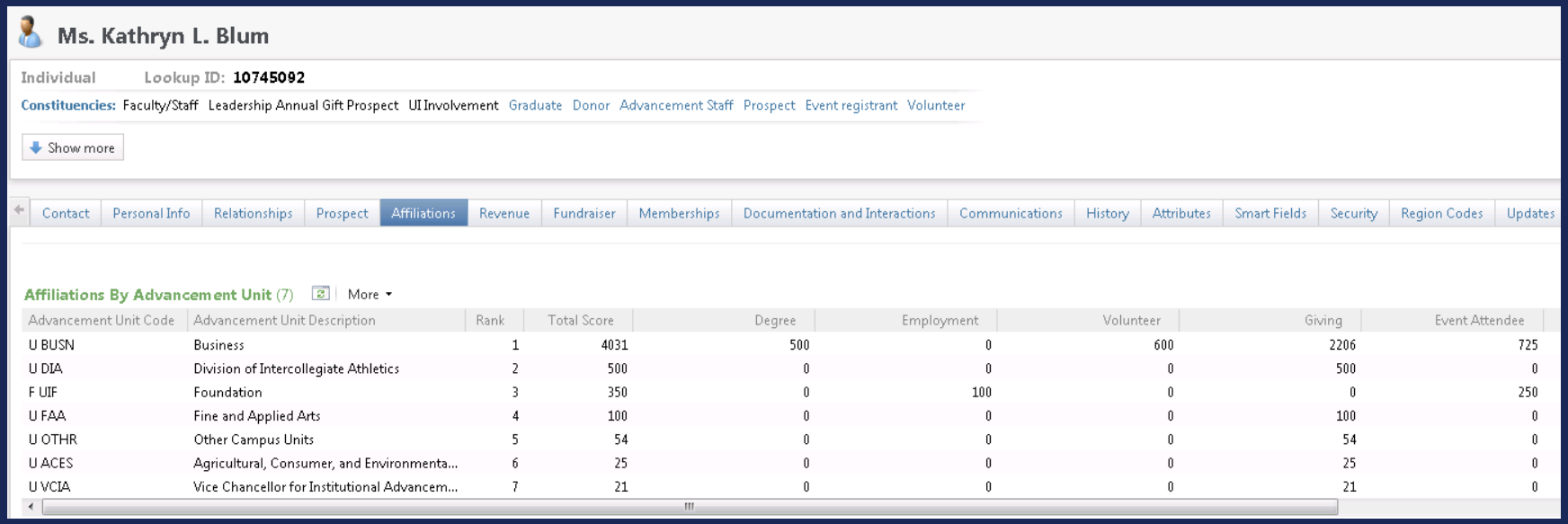
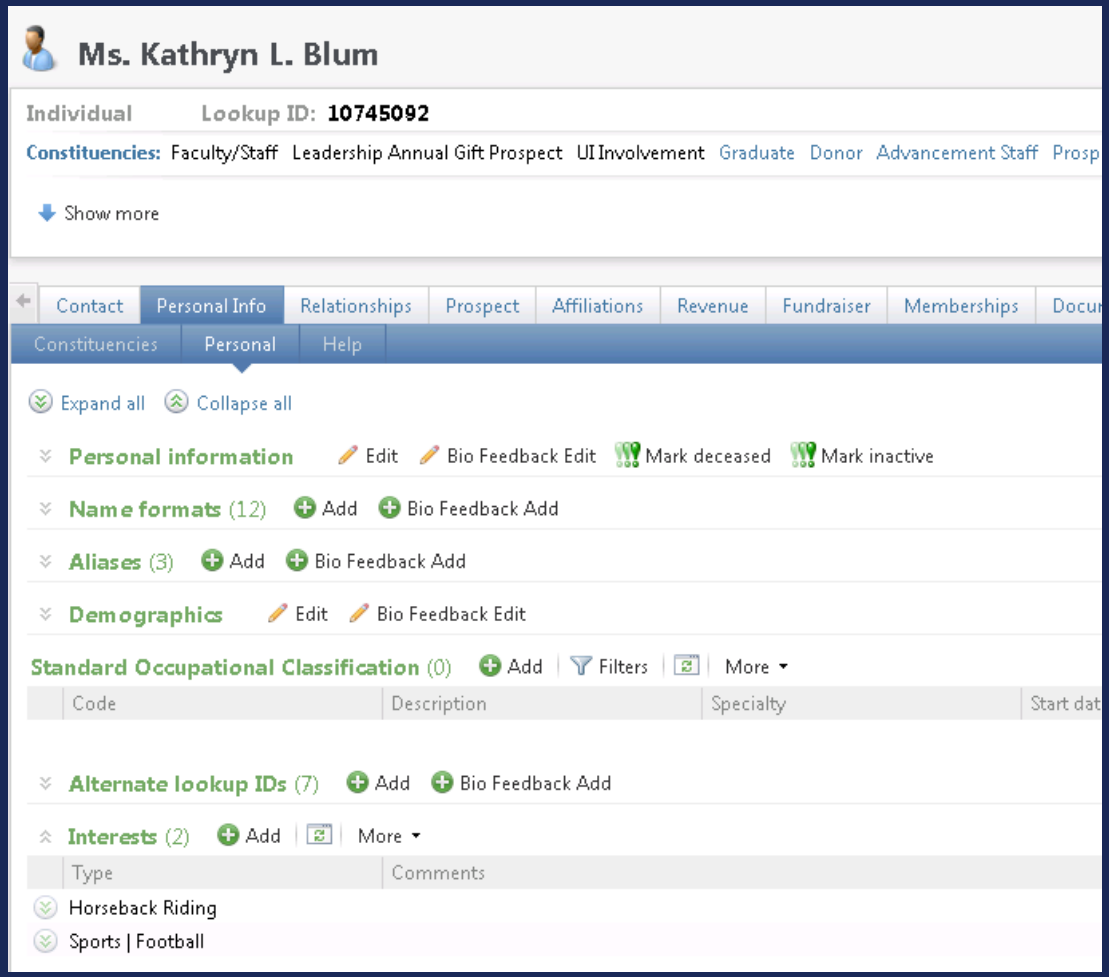


What's Possible Today | Affiliations

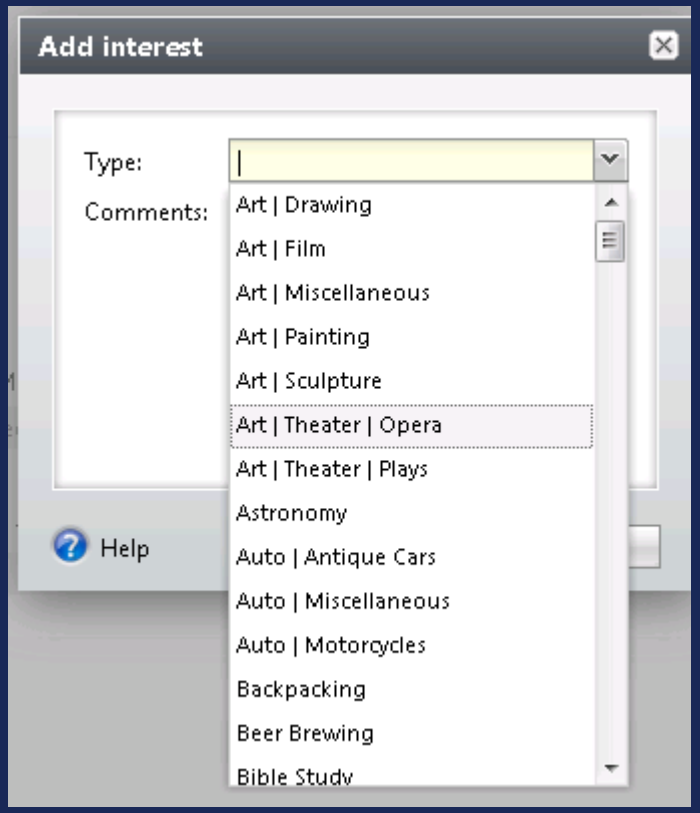


Advancement Unit Code	Advancement Unit Description	Rank	Total Score	Degree	Employment	Volunteer	Giving	Event Attendee
U BUSN	Business	1	4031	500	0	600	2206	725
U DIA	Division of Intercollegiate Athletics	2	500	0	0	0	500	0
F UIF	Foundation	3	350	0	100	0	0	250
U FAA	Fine and Applied Arts	4	100	0	0	0	100	0
U OTHR	Other Campus Units	5	54	0	0	0	54	0
U ACES	Agricultural, Consumer, and Environmenta...	6	25	0	0	0	25	0
U VCIA	Vice Chancellor for Institutional Advancem...	7	21	0	0	0	21	0

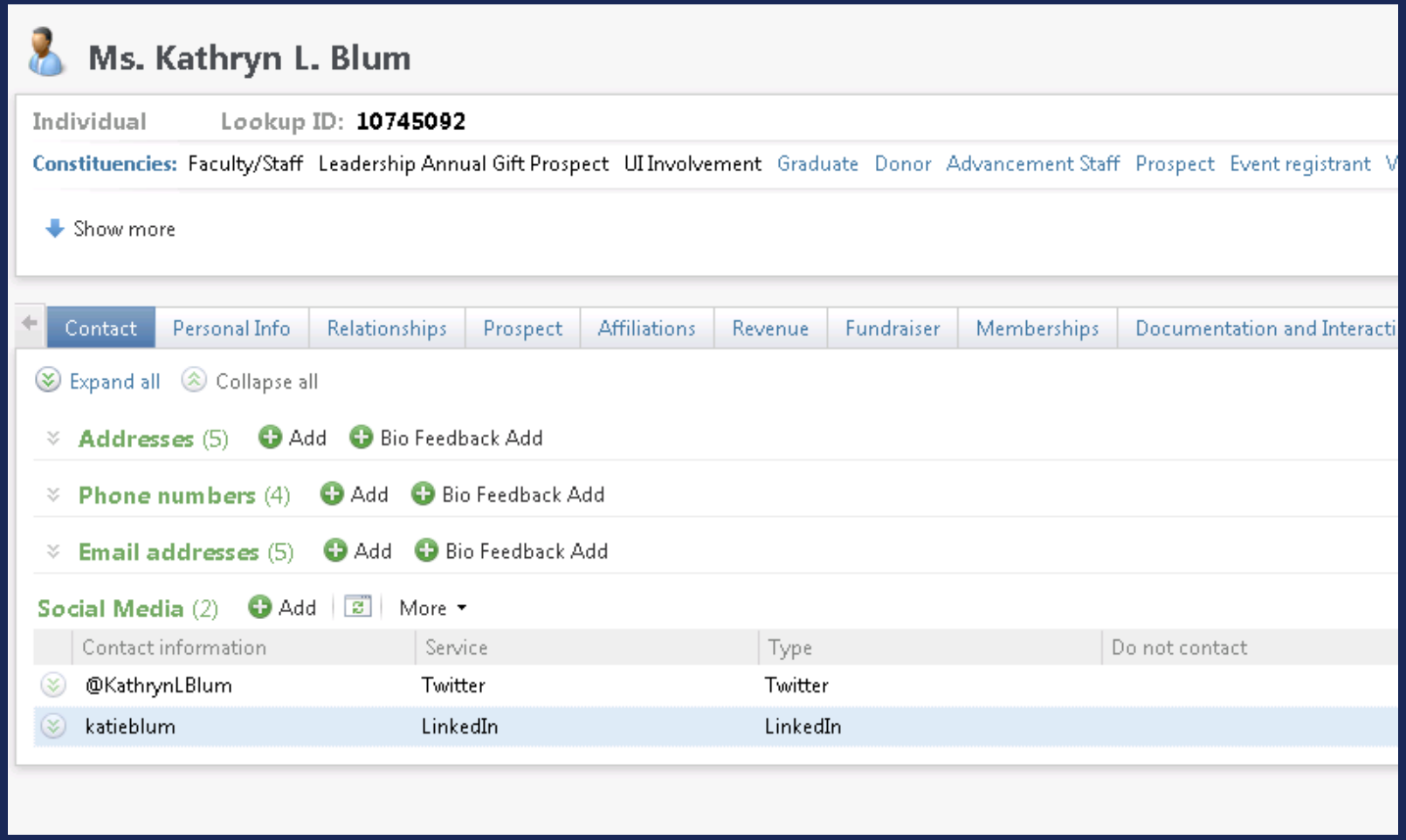
What's Possible Today | Interests



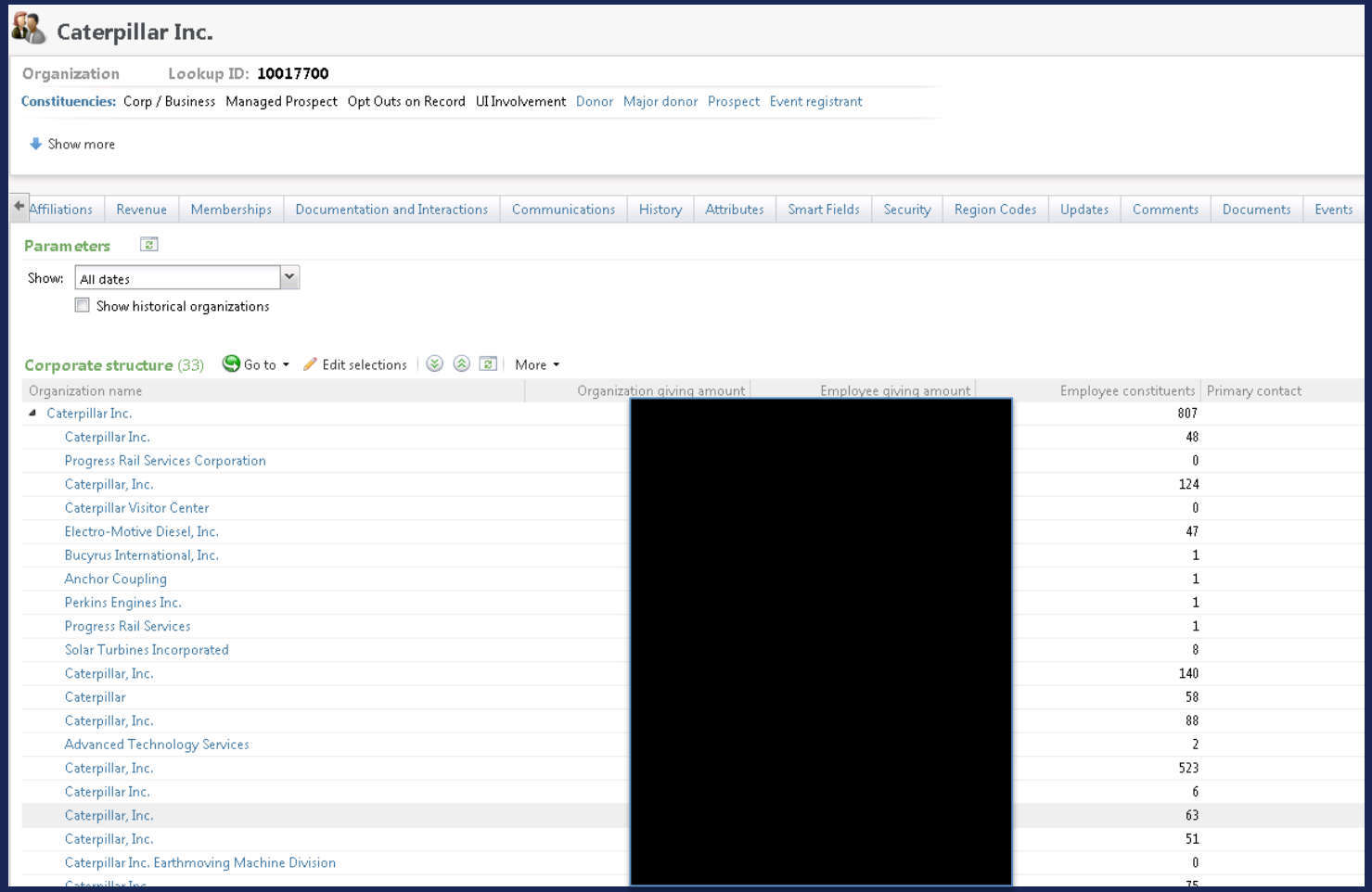
What's Possible Today | Interests



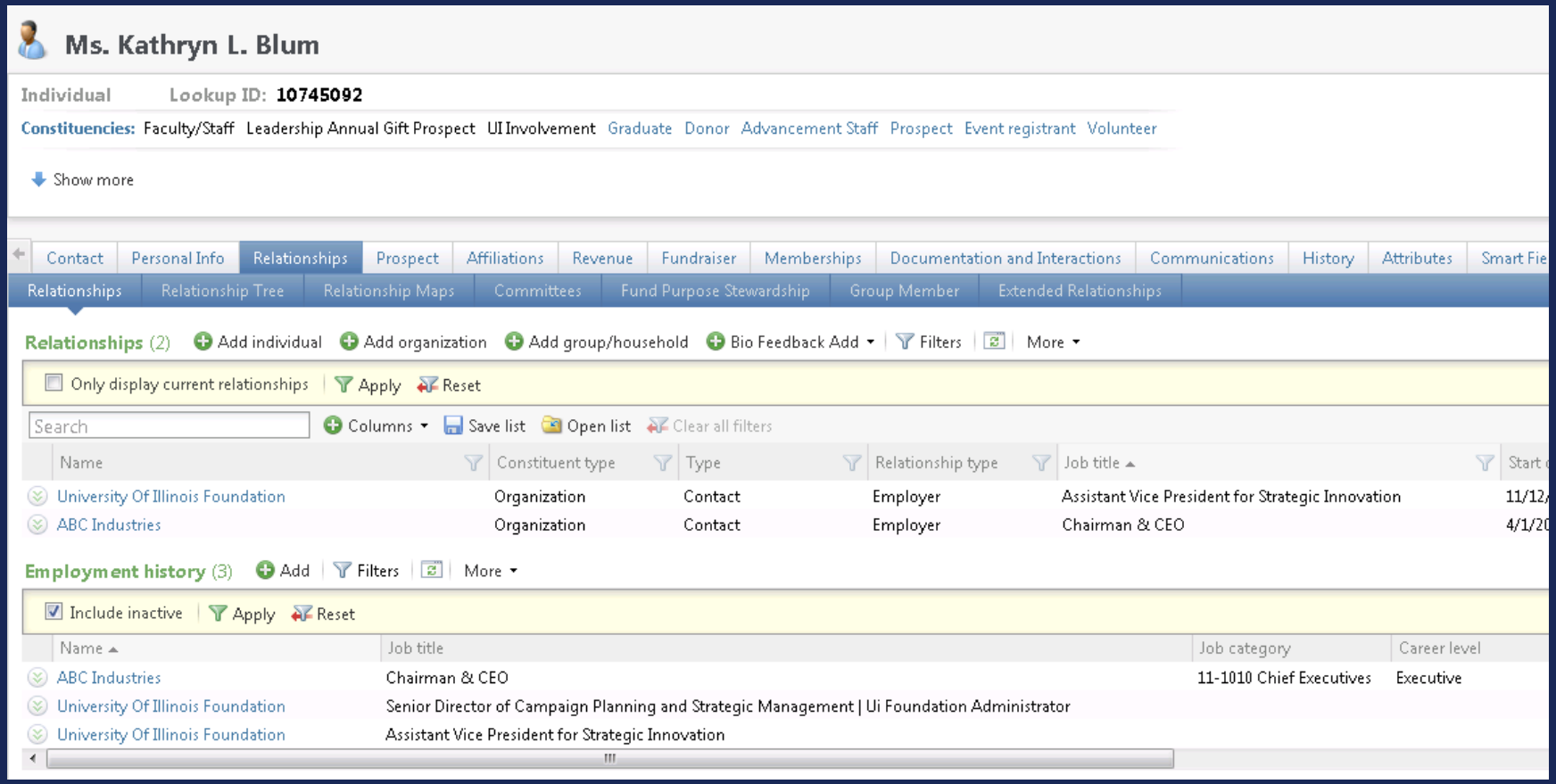
What's Possible Today | Social Accounts



What's Possible Today | Org Hierarchies



What's Possible Today | High Exec Titles



What's Coming in the Future

- VetMed Pilot Project
  - Through March 31, 2017

Vet Med Social Media Pilot in TED

- ID brand ambassadors & influencers
  - Include their social media addresses
- Followers / fans
  - Document useful comments / responses / posts

Vet Med Social Media Pilot in TED

- Business processes
- Budget requirements
- Time commitments
- Best practices
- Definitions

What You Can Do | Tracking

- Track ambassadors for YOUR brand
- Track influencers
- Add rich data to TED
  - Plant questions
  - Comments

What You Can Do | In the Office

- Build relationships with your advancement team, and share:
  - information about brand ambassadors and influencers
  - high profile or high title followers

Questions?