

#ILLINOIS:

Social Media and Opportunities for Higher Education

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#ILLINOISsmc

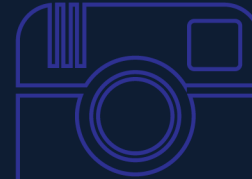




Social media is for the curious

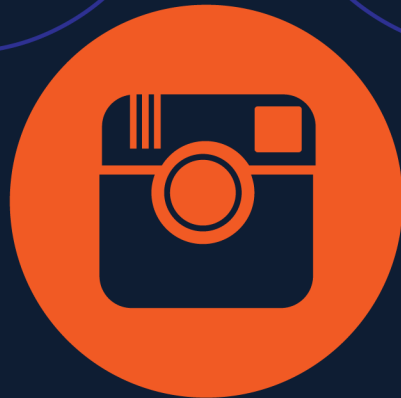
#ILLINOISsmc





Instagram

13,500+



@Illinois1867

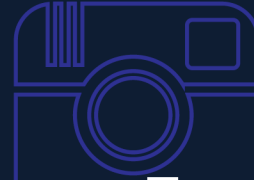
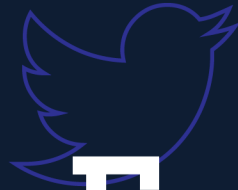
Post 1-2x daily

High-quality photos + filter + descriptive caption + hashtags

Popular posts

- The Quad (<3 Fall, Winter, Spring, Summer)
- Campus icons/buildings





Facebook 157,000+

Post 1-2x daily

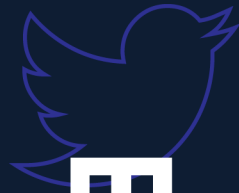
Article links + photos + original video

University of Illinois
at Urbana-Champaign

Popular posts
Innovation
Student stories
Campus life

#ILLINOISsmc





Twitter

34,800+

Post 5-7x daily

Links + photos + YouTube links + gifs + memes + hashtags

@Illinois_Alma

Popular posts

- Happy Mother's Day, love from Alma
- Student Impact (#ItsOnUs)
- Illinois/Illini in the News
- Pride

#ILLINOISsmc





LinkedIn 260,000+

Post 1-2x daily

Article links + photos + original video

University of Illinois
at Urbana-Champaign

Popular posts

- Alumni impact/Innovation
- Professional development
- Campus news
- Traditions





Consumer goods purchases

Consumer category, 25.8% match rate

% of audience





Device categories

Device type	% of audience
iOS devices	38%
Android devices	23%
Blackberry phones and tablets	< 1%
Mobile web on other devices	< 1%
Desktop and laptop computers	84%

<https://analytics.twitter.com>, click "Followers" tab





Univ. of Illinois @Illinois_Alma · Jun 3

Can this replace today's clunky #biomedical sensors? Welcome the world of the biostamp bit.ly/1EVS2IO

IEEE Spectrum, Tekla Perry and MatSE at Illinois



Univ. of Illinois @Illinois_Alma · May 20

.@ILLINOISVetMed researchers link #dolphin deaths to #DeepwaterHorizon oil spill: news.illinois.edu/news/15/0520Do...

U of I News Bureau



View photo

#ILLINOISsmc





Humor



#ILLINOISsmc





#ILLINOISsmc





Univ. of Illinois @Illinois_Alma - May 8

Finals got you like WHAAAAT?!?

Good luck, #Illini! You've got this 🍀



#ILLINOISsmc





Univ. of Illinois @Illinois_Alma · Apr 30

Best part about tomorrow? It's Friday & #ItsGonnaBeMay!





Conversation

It isn't always what you push out to your followers.

Interact with them.

Congratulate them.

Establish a relationship with them.





Tatyana McFadden @TatyanaMcFadden · Jan 8

Where the dreams began ❤️ #tbt to when I was 7 years old ❤️
pic.twitter.com/br5jQW5yfN

👤 4 ⭐ 31 ⋮

[View photo](#)



Univ. of Illinois @Illinois_Alma · Jan 8

[@TatyanaMcFadden](#) look at that legend in the making 🙌💪

FAVORITES

2



5:13 PM - 8 Jan 2015 · [Details](#)

👤 🔄 ⭐ 📊 ⋮

[Hide conversation](#)





Illini M Golf @IlliniMGolf · May 28

.@DJ_DFunk version of a gator #heylilguy pic.twitter.com/h7C8GmnqLz

← ↻ 1 ★ 12 ⋮



Univ. of Illinois

@Illinois_Alma

@IlliniMGolf @DJ_DFunk watch your hand



← ↻ ★ || ⋮



RETWEET

1

FAVORITES

10





Univ. of Illinois retweeted



Diego M Camargo A @diegomauroc · Jun 8

I only can say "I'm so happy for be here" @Illinois_Intl @USEmbassyBogota



Diego M Camargo A @diegomauroc · Jun 8

I only can say "I'm so happy for be here" @Illinois_Intl @USEmbassyBogota pic.twitter.com/9EzUNwfdny



3



9



View photo



Univ. of Illinois @Illinois_Alma · Jun 8

@diegomauroc @Illinois_Intl @USEmbassyBogota welcome!

RETWEETS

2

FAVORITE

1



2:41 PM - 8 Jun 2015 - Details



Hide conversation





Calendar



illinois1867

7 months ago · 📍 Memorial Stadium (Champaign)

"Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices." President Harry S. Truman, April 16, 1945

The colonnades at Memorial Stadium were designed to run the length of the east and west façades. The

♥️ **poshyang, chriswurl27, itschrisgoulet** and **652** others like this.



chuckcacer
@tagc23



fastelectroniccloud
@gaming4grandpa is dedicated to one of your alum from 1977. My Grandpa Jack Lisenbee. MBA



gaming4grandpa
#VeteransDay Jack Lisenbee 1977 MBA
@gaming4grandpa



spdavn
@kasramokhtari_



Leave a comment...





Univ. of Illinois @Illinois_Alma · May 10

From our #Illini mother to yours, #HappyMothersDay! 🌸 🌺 🌻 🌼



RETWEETS
93

FAVORITES
130





University of Illinois at Urbana-Champaign

Published by Garrett D. Pauley [?] · January 1 · Edited [?] · 🌐

Here's to a successful 2015! Happy New Year, #Illini!



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We were all students, once

#ILLINOISsmc



University of Illinois at Urbana-Champaign added 4 new photos.

Published by Garrett D. Pauley (?) · April 16 · Edited ·

It's Library Appreciation Week. Which campus library is your favorite place to study?

Did you know the following about the University of Illinois at Urbana-Champaign Main Library:

- 13,436,690 Total Volumes Held
- 4,621,888 Visitors (Gate Count)... [See More](#)



59,040 people reached

[Boost Post](#)

Like · Comment · Share · 838 75 117





Resources

- Student Life and Culture blog:
[http://
archives.library.illinois.e
du/slc/blog/](http://archives.library.illinois.edu/slc/blog/)
- University Archives
image database
- Follow Archives on
Twitter: @UIArchives

#ILLINOISsmc



University of Illinois at Urbana-Champaign added 2 new photos.

Published by Holly Rushakoff [?] · August 7, 2014 · Edited ·

#TBT Ahh, residence hall life! Who still keeps in touch with their #ILLINOIS roommates?



48,160 people reached

Boost Post

Like · Comment · Share

Sharman Goods, Uz Ma, Cynthia Maleczka and 629 others like this.

Most Relevant





Hashtag campaigns

#ILLINOIS

#ILLINOISabroad

#ILLINOISarts

#ILLINOIShomecoming

#ILLINOISwelcome

#inclusiveILLINOIS

#Illini

#GoIllini

#IlliniPride

#FutureIllini

#FightingIllini

#ILLINOISsmc





Commencement



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Univ. of Illinois

@Illinois_Alma



Follow

It's already a busy morning at Alma Mater! 🎓

👤: illinois.edu/about/almacam....

#ILLINOIS2015

8:24 AM - 15 May 2015



10



27



Univ. of Illinois

@Illinois_Alma



Follow

"I thought, 'Even if this doesn't go well, at least I got to try a Blizzard.'" ow.ly/MSilp

#ILLINOIS2015

5:32 PM - 12 May 2015



5



11

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Univ. of Illinois
@Illinois_Alma

Congrats to our @MarchingIllini grads as well! 🎵 🎺 🎵
#ILLINOIS2015





Homecoming



Univ. of Illinois @Illinois_Alma · Oct 22

In the 1924 #ILLINOIShomecoming game, Red Grange scored 4 touchdowns in the first 12 minutes against @umichfootball

13 22

#ILLINOISsmc





Univ. of Illinois @Illinois_Alma · Oct 21

Because picking out what to wear tomorrow shouldn't be a tough choice
[#WearOrangeWednesday](#) [#ILLINOIShomecoming](#)





University of Illinois at Urbana-Champaign

Published by Meaghan Downs [?] · October 18, 2014 · Edited [?] ·

To celebrate #ILLINOIShomecoming next week, we're hiding prizes at iconic locations across campus! Here's a hint for where Monday, Oct. 20's prize will be! Any guesses?

To participate in the scavenger hunt, follow us on Instagram:

<http://instagram.com/illinois1867>

Happy hunting, and go #Illini!



Experiment



#ILLINOISsmc





Keep it simple



Univ. of Illinois @Illinois_Alma · Jun 2
Perfect.

58 138

#ILLINOISsmc



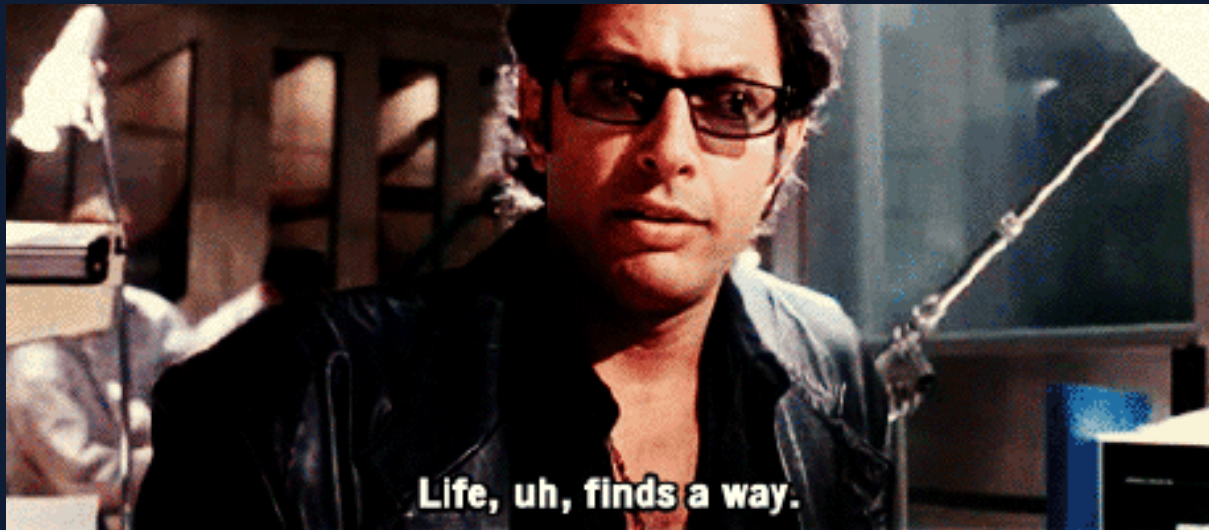


Events



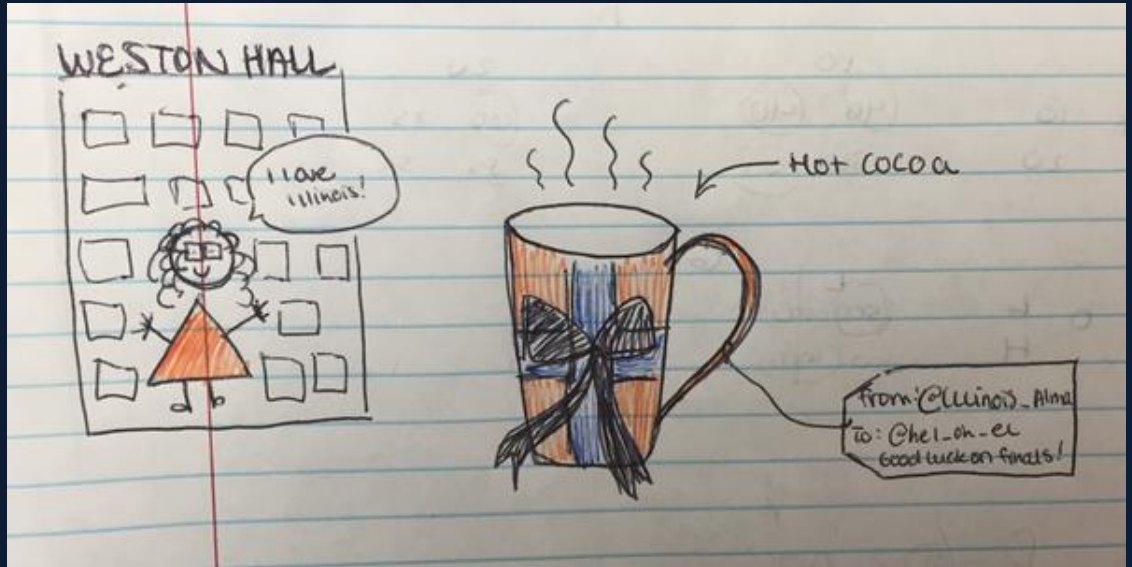
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#ILLINOISsmc





#ILLINOISsmc





9. If you were Illinois alum Nick Offerman for a day, you'd be:



Carving your canoe



Buying flowers for your beautiful wife, Megan Mullally



Bacon lovin' Ron Swanson





You got: Krannert Performing Arts Center

You love to be the center of attention. And just like the Krannert Center for the Performing Arts, everyone notices you. Whether you are singing, dancing or being weird, people are drawn to your fun and creative spirit. You can often be found shooting funny videos to upload to YouTube. You can quote almost any movie at any time. You cannot stand bad lighting – it is enough for you to hate a TV show or leave a date. But even though you can be dramatic at times, your friends love you for your creativity and energy.





Strategy

1. Here's our idea.
2. How does that meet your goal?
3. How will that be managed?
4. Can it be reused or repurposed elsewhere?
5. How will you determine success?



Joe Kuffner
@joekuffner



Follow

New on Social Media for Colleges: The awesome "Graduates of Illinois" by @Illinois_Alma:
socialmediaforcolleges.com/blog/2015/6/9/
... #hesm





How we learn to do better

- Trial and error
- Research, research, research
- Ask your followers!
- Online communities
 - #CASEsmc, #strategycar, #heweb, #confabedu, #ILLINOISsmc
 - Social media listserv
 - Mentoring





Questions?

Meaghan Downs
@writemegwrite

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@garrettpauley

