



Web 2.0: What It Means, How It Works, And How To Use It To Your Advantage

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STAMATS

Promises kept.



Fritz McDonald,
Creative Director

Fritz McDonald has more than 20 years experience as a professional writer, editor, and creative director. He earned his bachelor's degree at UCLA, and an M.F.A. from the University of Iowa Writer's Workshop. At Stamats, Fritz has created marketing communications, Web sites, and branding programs for colleges and universities across the U.S. He has written articles on higher education marketing for *Admissions Marketing Report*, and his creative work has garnished numerous awards, including a CASE Gold Regional, more than 40 ADDYs, and Admissions Marketing Report Gold, Silver, and Bronze awards. His Stamats clients have included Furman University, Villanova University, Harvard Medical School, and many others.



About Stamats

We are an award-winning, nationally recognized higher education research, planning, and marketing communications company. Our mission is to help college and university leaders achieve their most important marketing, recruiting, and fundraising goals through the creation of customized integrated marketing solutions.

Research, Planning, and Consulting Services

- Image and competitive positioning studies
 - Tuition price elasticity studies
 - Alumni and donor studies
 - Marketing communication audits
 - Recruiting audits
 - Campus visit audits
 - Integrated marketing plans
 - Brand clarification and communication plans
 - Recruiting plans
 - Strategy development and strategic plans
 - Board presentations
 - Project-specific consulting
-
- **Offices:** Richmond, San Francisco, and Cedar Rapids

Creative Services

- Recruiting and fundraising publications
- Web site development
- Virtual tours
- Direct marketing strategies (search, annual fund)
- Targeted e-mail marketing systems
- Advertising
- Creative concepting
- Content management systems
- Dynamic news and events calendars
- Message boards/chats



Upcoming Stamats Seminars

Webinars

Building Brand Momentum

June 19, 2008 1:30-3:00 PM Central

Integrating Digital Tactics with Traditional Yield Strategies

August 7, 2008 1:30-3:00 PM Central

Stamats Annual *TeensTALK*® Study

September 10, 2008 1:30-3:00 PM Central

***ParentsTALK*®: So Much Energy, So Little Patience**

September 18, 2008 1:30-3:00 PM

For details, please visit www.stamats.com/seminars

Networking Conferences

11th Annual Stamats Integrated Marketing Conference

July 20-23, 2008 Chicago, IL

SIM: Technology, Collaboration, Results Conference

November 5-8, 2008 St. Petersburg, FL



Agenda

- Web 2.0: What it means
- Web 2.0: Why you should get involved
- Web 2.0 How to participate
- Web 2.0: Operating principles

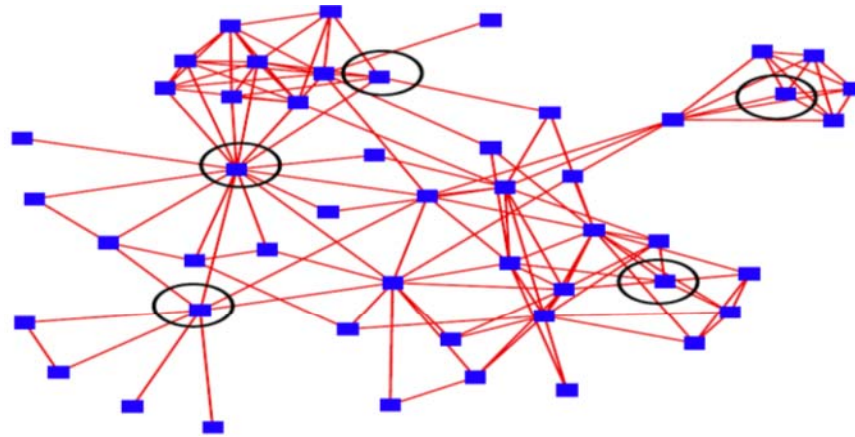


Web 2.0: What It Means



Web 2.0: Built On Four Foundations

1. The way the Web functions in the 21st Century
2. The way users—primarily millenials—view the Web
3. Sites and technologies that currently dominate Web usage
4. A radical shift in marketing and communication



1. The Way the Web Functions In The 21st Century

- 1993—Mosaic, Netscape Navigator, Static sites, Periodic Table of Elements—**Web as electronic reader**
- Mid-nineties—Navigator 2.0, Microsoft IE 3.0, Pepsi's site (Java-animated, spinning logo, streaming audio)—**Web as a destination**
- Late-nineties—Microsoft IE 4.0, Amazon.com, E-commerce—**Web as service**
- 21st Century—Post dot.com bust, standards, major improvements in hardware, networking technology and software, CSS coding, XML, Improved Flash—**Web as participatory culture**



A Space That Enables Participatory Culture

- Active vs. passive users
- A vehicle for self-expression that engages other people
- A medium where content creates community
- A place where content belongs to everyone
- An open platform vs. closed portal



It's About Making and Sharing Content

- Principal of content sharing at heart of all Web 2.0 services and technologies from social networking to open-source software development
- Content sharing defined by given set of actions: tagging, commenting, etc.
- Social networking sites draw users who want to create content
 - Social site content attracts users and creates traffic
 - Social sites' primary function is to display user content



Creating Content Online Is A Social Act

- It's why teens get involved:
 - Currently, 64% of teens online are content creators compared to 57% in 2004
 - Those with a social network profile create content at a higher rate—77%
 - Blogs and digital journals have the highest rates of growth
- Rate of involvement is growing at a greater pace than the rate of participation on these sites.



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2. The Way Users—Millenials—View the Web

- Individual sites are not destinations; no front doors
- As an archipelago of interconnected sites that relate to one another through search and API (Application Programming Interface)
- A massive computer that users provide processing power
- A state of constant change: daily, weekly, monthly, yearly, etc.
- Multi-purpose medium
 - Socialization Platform
 - Discussion forum
 - Virtual diary
 - Storage device
 - Expanding encyclopedia



3. Web 2.0: Sites & Technologies that Dominate

YouTube
Flickr
Pirate Bay
100 million blogs
Del.icio.us
Facebook
Wikipedia
Twitter
Tweeterboard
Newsvine
Creative Commons
iTunesU
SecondLife
LinkedIn



Web 2.0=Technologies That Share Content

- Open source software/programming
- XML flexible tagging scheme
- RSS automated syndication standard

Examples: Hype Machine's virtual radio station

Source: Wired-Geekipedia



Web 2.0= Sites Where Content Creates Community

- Wikipedia—public access reference entries
- Flickr & Pirate Bay—file sharing forums
- Facebook & MySpace—content creates community

Source: Wired-Geekipedia



Participatory Online Culture's Social Media Forms

- Affiliations: informal & formal memberships on social networking sites, message boards, gaming communities
- Expressions: creative expression and/or reworking of content through mash-ups and fan fiction
- Collaborative Problem Solving: contributing to a knowledge base through a wiki or other collaborative environment
- Circulations: altering distribution and flow of media through podcasting and blogging

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Henry Jenkins, Director of the MIT Comparative Media Studies Program and the Peter de Florez Professor of Humanities



4. A Radical Shift In Marketing And Communication

- More about sociology and anthropology than marketing
- User generated content is the center of all transactions
- Traditional marketing struggles in 2.0 world
 - Audience is in control
 - Metrics: how to define and measure results
 - ROI: Indirect connection to recruiting and marketing
 - Committing resources to a not-so-sure-thing



Web 2.0 & Social Media Are Here To Stay

- A social and cultural phenomenon
 - Reality TV
 - Memoir
 - User-generated ads: Doritos
- An evolutionary stage in Web development
 - Global communication infrastructure
 - Content will become more transparent
 - Content will become more user-generated
 - Content will become more available on multiple devices
- Coming soon: Web as dominant college-choice tool



Web 2.0: Why You Should Get Involved



The Millennials Are Taking Center Stage

- They are abandoning traditional media
 - Dying newspapers
 - Loss of message control to TIVO, iPods, Pop-up Blockers, etc.
 - Web is replacing nearly everything
- They like marketing, just want to be able to control it, pick and choose



For This Generation, Web Is Home

- Raised on Web as sophisticated as it is now
- Highly skilled, intuitive users
- Search everything: no more front door
- Comfortable on multiple platforms/devices
- Multi-tasking is mode of apprehension



How Prospective Students Are Involved

- Varies by age, gender, and socioeconomic makeup, but not radically
- Broadband access speed not a barrier
- Older girls and older boys participate at higher rates than younger teens
- Teens from all socioeconomic backgrounds participate at comparable rates
- Younger teens favor MySpace heavily; older females turn to Facebook
 - More Facebook features

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Web Content Leaks From Your Site

- Search connects you to everything and everyone
- Info you control—press releases, blogs, etc.—winds up on search results
- Info you can't control—student opinions and pages—also caught on search results
- You're part of the infrastructure



Social Networks Attract More Than Just Kids

- Parents, especially moms, are using them—13% of MySpace users are moms
- Rise of “helicopter parents” who watch their kids through Web
- Strong percentage of Facebook members are 35+



Your Competitors Are Doing It

- A 2008 study by the UMass-Dartmouth Center for Marketing Research:
 - 26%--search engines research potential students
 - 21%--on social networks Facebook and MySpace
 - 61% using minimum of one form of social media
 - 33% admissions blogging
 - Blog usage rate 14% higher than Fortune 500
 - 55% are very familiar with social networking
- *More than 700 institutional Facebook “Pages” launched by 12/07*
- Strategies for Supporting Advancement and Development-*Surveys for Advancement*, www.SupportingAdvancement.com: *What are you doing with Web 2.0?*



Web 2.0 As A Brave New Tool

- Expand admissions inquiry pool
- Bring alumni back home
- Expand potential donor pool: annual fund
- Broadcast your brand through word of mouth
- Expand reach and constancy of institutional identity
- Help achieve your mission: building meaningful relationships



Discussion/Q&A

Push *1 on your telephone key pad to comment
or ask your question

Or

Send your comment/question by clicking on the “question icon” in the lower right corner of your screen. Type your question or comment in the window that appears, and then click “send.” Submitted questions will be answered as time allows.

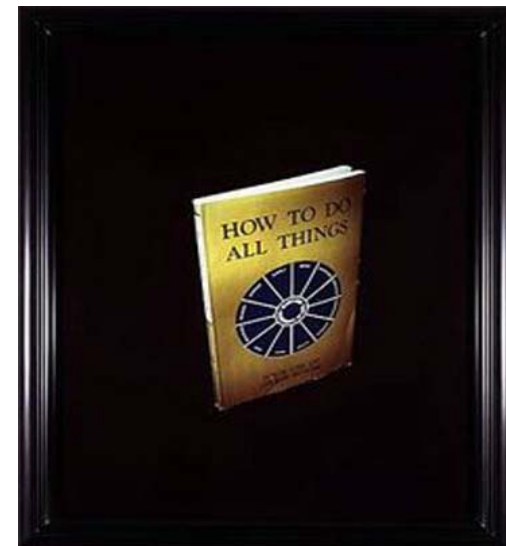


Web 2.0 How To Participate



Three Current Institutional Approaches

1. Build your own network
2. Join in and participate on a network
3. Employ other 2.0 technologies/approaches



1. Build A Network

Goal: Develop and support networks people will want to join

- Create something different from current models
- Model success of other social media sites like Twitter, etc.
- Create value: what can you give? Service to provide?
 - Motley Fool
 - Stonyfield Farms



Map Your Audiences

- Where are they:
 - Demographics
 - Behavior
 - Search tools: Technorati, Brandpulse, Alexa
- What do they care about most?
 - Favored social networking site: monitor
 - Content they respond to
 - How they respond
- Design questions:
 - Favor seeing over reading?
 - Have many questions?



Define The Foundational Content

- How will your content create an environment that is informative, interactive, and appealing to “like-minded” audiences
- How will the content be shared
 - Percentage of user-generated content
 - Percentage of institution-generated content
- How can your content keep members engaged?



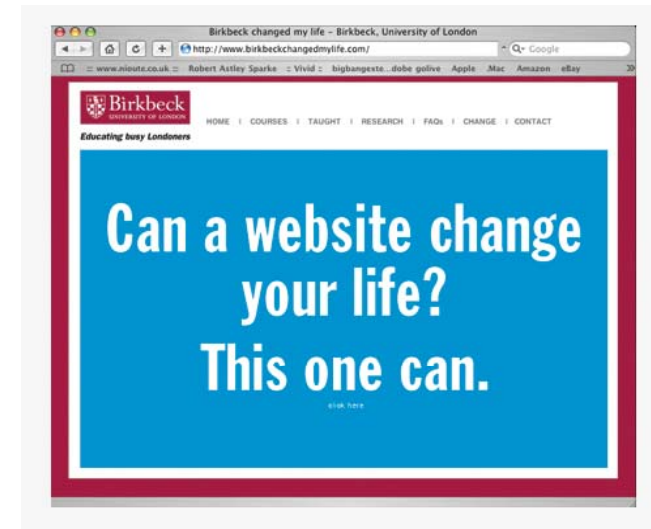
Build the Site

- Decide on size: big vs. small
 - Big advantages: public, inquiry pool, increased odds
 - Small advantages: club-like, management, intensity
 - Content size: aggregate a lot or a little
- Decide on features:
 - Videos, Photo, text, and blogging/file sharing capabilities
 - Enable your audiences to save, share, comment, tag, and categorize your content
- Decide on look and feel



Recruit Your Community Members

- Who wants to talk about you?
 - Internal site ambassadors
 - External site ambassadors
 - What should they say?
 - How much freedom should they have?
- Who wants to be invited?
 - Target audiences inside & outside
- Send out invitations from site



Promote Your Site and Generate Traffic

- Go to blog connections and participate
- Visit forums and start multiple threads in multiple accounts
- Share your videos on MySpace and Facebook
- Make announcements to your friends, e-mail lists
- Use traditional marketing: direct, ads, collateral



Link Your Content To Content Sharing Sites

- Mixx, Google Bookmarks, Digg, Reddit, Yahoo Bookmarks, Newsvine, and Del.icio.us
- Social sharing bookmarklets
- Include videos as well as a discussion forum for videos posted elsewhere



2. Participate In A Social Network

- Understand the community ground rules
- Study the dynamics, language, styles
- Listen to the conversations
- Fit in
- Share your institutional character



Decide On A Platform(s)

- Blog, social network/combination
- Recruiting stage affects platform choice
- Study social media sites: features, functions, sub domains
 - MySpace will dominate social networking with 85% of current teens using it
 - Commit resources to MySpace, but pay attention to Facebook
 - Facebook Platform recently launched with more robust application, but fewer than 200 institutions using it
- Turning your admissions blog into something delivered via a social media site instead of your institutional site

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Avoid Traditional Marketing Pitches

- Don't just throw ads on Facebook
- A social media profile might get a better response than banner ads which are often seen as “aggressive” marketing
- Play by community rules
- Why would anyone want to form a community around your brand?



Work With the Community

- Use a visual approach in line with the visual environment of its members
- Add value: offer advice, service, knowledge
- Be transparent
- Speak in a language community members understand
 - No slang or jargon
 - Avoid “institution-speak”



Discussion Threads Create Brand Ambassadors

- Social networks have hierarchies with members fulfilling different roles:
 - Some seek information
 - Some prefer to pass info along
 - Some are merely spectators
 - Others take the lead role in determining what the group will do



Commit

- Be in it for the long haul
- Resources; somebody needs to own it
- Link outward, guide, and respond
- Reshape content and let it evolve
- Community rules:
 - Treat members like advisors
 - Find the right “social glue”
 - Encourage candor
 - Pay attention to what members initiate
 - Use right mix of technologies and methodologies
 - Keep experimenting and innovating

*Marketing to the Social Web: How Digital Customer Communities
Build your Business—Larry Weber*



3. Using Web 2.0 Features: Blogs

- Very popular: 28% to 42% increase in social networkers
- 70% of social networkers say they read others' blogs
- Good blogs:
 - Include video and photo posting capabilities
 - Should be uncensored—as much as possible
 - Have to be current—daily

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Photograph Posting

- 73% of online teens upload photos
- Older females post more at 67%
- High speed not a barrier
- Photo posting draws comments from poster's community
 - Inspired photo choices
 - Personal shots
 - Censor through guidelines and standards

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Video

- Online video growing immensely: YouTube's market share=74 million viewers watching average of 39 videos by 12/2007
- Though not social media site (content is not uploaded to networking sites), it expands participatory culture:
 - Inspires high interaction among YouTube and social network sites through posted comments and link sharing (and API)
 - Social networked teens create more online video content than non-social networked teens by 22% to 6% margin
- Key to strong video: authenticity, branded content

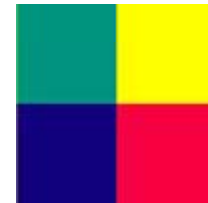
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Institutions Embracing 2.0

- Berkeley, Notre Dame, Dickinson video
- MIT, F&M blogs and vlogs
- On Facebook and MySpace: Simmons College, Allegheny College
- Butler U, Penn State, Michigan, Miss. State applications to search library from Facebook
- Holy Cross profile pages & CalTech alumni community
- Colgate
 - News blog (comments & RSS)
 - Flash videos
 - Flickr photos
 - Podcasts
 - Webcams
 - iTunes
- Stanford—first class on Facebook applications/robust 2.0 site

<http://students.berkeley.edu/myberkeley/showcaltube.asp?autoplay=life>



Web 2.0: Operating Principles



Social Media Marketing Strategy

- Use a multipronged approach
- Work in tandem with a video you post on YouTube or elsewhere
 - Video and social network content increase ways to draw traffic
 - Combination might entice prospective students to join your network
- Deliver content regularly in several media in several ways
- Build a community around your existing site or a sub site
 - Departments, schools, etc.
 - Admissions features
 - Fundraising programs



A New Set of Metrics

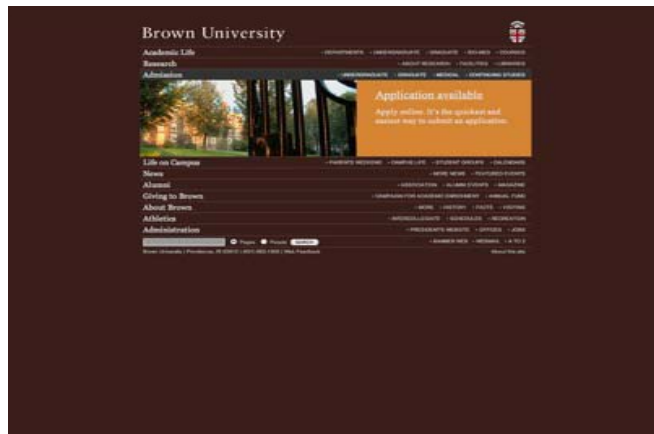
- Measure specifics of interaction instead of conversion numbers
 - Content Contribution: volume of comments, reviews, posts
 - Content use/Web mentions elsewhere—set up a Google Alert
 - Social bookmarking/sharing: del.icio.us, StumbleUpon, Digg
 - Subscriptions: RSS Feeds, email, etc.
 - Engagement metrics: unique visitors, page views, time spent, # of visits, depth, frequency

Web Advantage writer Hollis Thomases



Social Media Optimization

- More institutional people using Web 2.0 services & sites=more search attention
- More links flowing into and out of your site, the better Google page rank
- E-mail marketing, social networking, and mobile marketing=viral marketing



Think Outside The Marketing Box

- Social media and 2.0 approaches as adjunct to/feeder of marketing
- Favor communication over messaging
- Favor frequency of contact over frequency of message
- Collaborate:
 - Key audiences
 - Other departments
 - Other sites and technologies



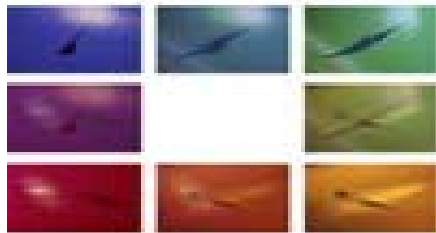
Shift From Story Telling To Social Interaction

- Let users tell your story through member postings, comments, discussion boards
- Use/develop your content to buy into members' trust
- Move from message-sender to community creator/aggregator



Don't Limit Your 2.0 Presence To Marketing

- Your institution has countless ways to connect with external audiences that will extend your brand in indirect ways:
 - College professors delivering lectures have become among the most popular videos on YouTube
 - Institutions such as UC Berkeley and Vanderbilt are developing official channels, and a new site called BigThink will be dedicated to showcasing intellectuals, writers, and academics of all stripes.



Look Like You Do It

- How social media-ready are you?
- Presidents, faculty, staff on Facebook?
- Anyone blogging?
- Anyone paying attention to what's said about you?



Start A Conversation

- 2.0/social media about dialogue, not monologue
- Conversation vs. messaging
- Stronger dialogue=stronger brand
- Be spontaneous: much of what is said is unscripted, on the fly
- Social network audiences want to talk to you: Answer their questions



Web 2.0 Best Practices

- Work to build long-term relationships that stand on three legs: participation, exchange, shared ownership
- Be ready to interact with your key audiences on their terms even when they change
- Open up: share different content with different audiences, but share something
- Inspire participation, build a culture of engagement



Resources

- *The Cult of the Amateur: How Today's Internet is Killing our Culture* by Andrew Keen
- *Wikinomics: How Mass Collaboration Changes Everything* by Don Tapscott and Anthony D. Williams
- *Marketing to the Social Web: How Digital Customer Communities Build your Business* by Larry Weber
- *Geekipedia*, a supplement to *WIRED*
- “Help Yahoo! Get social with your alums and current students and get a chance to win \$25,000 for your institution,” by Karine Joly, collegewebeditor.com—11/9/07
- “Should you get a Facebook page for your university/college,” by Karine Joly, collegewebeditor.com—11/7/09
- *Teens and Social Media*-Pew Internet & American Life Project-12/19/07
- <http://bits.blogs.nytimes.com/2008/01/07/yahoos-quest-to-open-up/>



Resources - *continued*

- “Colleges turn to Web tools in hunt for '08 freshmen: Interactive sites aid recruiters, school-shoppers,” by Peter Schworm, *Boston Globe*-1/7/08
- “Social Marketing Do’s and Don’ts,” by Joan Voight. *AdWeek.com*-10/8/07
- “Thanks to YouTube, Professors are Finding New Audiences,” by Jeffery R. Young. *Chronicle.com*-1/9/08
- “Making the Case for a Social Media Strategy,” A TNS Media Intelligence/Cymfony 20™ White Paper
- “Higher Education and Social Media Advertising,” The Hanover Research Council, March 2008
- “Facebook Applications: The Game Changer? New ways higher ed institutions can use social networking” by Karine Joly, *collegewebeditor.com*—February 2008



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Thank you for attending!

**Send additional questions to
Toni LeVasseur at
toni.levasseur@stamats.com**



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