Meeting
MINUTES
FEBRUARY 3, 2014  11:00 A.M. COMMUNICATIONS COMMITTEE

MEETING CALLED BY     Kim Gentile
TYPE OF MEETING       Tutorial on Electronic and Social Media Communication
FACILITATOR           Cindy Gessel
NOTE TAKER             
ATTENDEES            William Baker, Christine Culbertson, James Durbin, Chelsea Formanik, Kim Gentile, Wayne Hill, Eileen Korey, Neal Raber, Scott Roberts, Christopher Serio, and Deborah Wilhite

Agenda topics

11:00 A.M. APPROVAL OF MINUTES KIM GENTILE

DISCUSSION
The minutes of the meeting held on November 25, 2013 were approved as submitted.

CONCLUSIONS

ACTION ITEMS

11:05 A.M. TUTORIAL ON ELECTRONIC AND SOCIAL MEDIA COMMUNICATION BOB KROPFF, JESSICA BIXBY AND STEVE SEDLOCK

DISCUSSION
Jessica Bixby reviewed UA's usage of four social media sites: Facebook, Twitter, Instagram, and Snapchat.

Facebook: It is considered to be the most popular social media site in the world. Friends and family are the primary focus. A person has a profile; an organization has a page. UA does have a presence on FB. Bixby encouraged members of the committee to 'like' the UA page. She manages the site and posts one or two times a day. She has posted the Super Bowl commercial. It has been viewed 1,500+ times through 58 shares. UA group pages have been created such as for the Class of 2018. Paid ads on Facebook are also being considered. In the fall a UA paid ad was posted on FB. The UA Facebook page fan base is primarily 18+.

Twitter: Twitter is real-time communication. An individual can send a quick message. You can also track conversations. Bixby uses Hootsuite to see all conversations simultaneously. Twitter does not provide a way for users to categorize their tweets or posts. Because of this, users have developed a method of grouping tweets by subject with hashtags. A hash or pound (#) symbol can be placed before any word to create a hashtag. Hashtags can appear anywhere within a tweet; the hashtag links that tweet to a specific topic or category. For example, "#Twitter" could be added to a tweet about Twitter. Twitter users can search for tweets related to specific topics using hashtags. Hashtags have been used for #UAkronVisit and #FutureZip.

Instagram: This is a photo and video sharing network. With permission Bixby posts photos from other Instagram users to the UA Instagram and other social media sites. In the admission packet students are encouraged to post selfies with their acceptance notice. The trend is that younger people use this site via mobile access.

Snapchat: This site is also used for sharing photos, but the photos disappear after time. Bixby is monitoring this site for consideration.

Bixby pointed out that it is not the number of people who are listed as ‘friends’ or ‘followers’ on a site that is the most important - it is the level of engagement. KSU has 49,000 Facebook friends but does not see higher engagement compared to Akron. (KSU = 1.9% engagement vs. Akron = 7.6%)

Sedlock presented information on email analytics. The Alumni Association sends their online newsletter to 51,000 people via email. The Merit service -- an engagement component delivered by readMedia -- provides an opportunity similar to LinkedIn for students to promote themselves and their accomplishments throughout their college career.
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<th>ACTION ITEMS</th>
<th>PERSON RESPONSIBLE</th>
<th>DEADLINE</th>
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**11:58 A.M. PURPOSE OF UC COMMUNICATIONS COMMITTEE EILEEN KOREY**

**DISCUSSION**  
Due to time constraints this topic is being postponed until the March 3, 2014 meeting.

**CONCLUSIONS**

**ACTION ITEMS**

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**NOON ADJOURNMENT KIM GENTILE**

The meeting adjourned at noon.