



# SOCIAL MEDIA: WTF?



# AGENDA

- 1) Social Media Landscape
- 2) Best Practices
- 3) Amplify ILRAA
- 4) Contest

# AGENDA

1) Social Media  
Landscape

2) Best Practices

3) Amplify ILRAA

4) Contest



facebook has over **1.19 BILLION** ACTIVE USERS MONTHLY.

APRIL 1 **728 MILLION** USERS DAILY

source >>

facebook

If Facebook were a country, it would be the **world's 3rd largest** (after China and India) and 3.5x the size of the U.S. population.

source >>

**75%** of brand 'Likes' come from advertisements.

source >>

**72%** of online adults use social networking sites.

source >>

**1 in 5 young adults** (18-24) use Twitter daily.

source >>

**9 BILLION** photos are uploaded to Facebook each month.

source >>

**74%** of smartphone owners use their phone for real-time location-specific information.

source >>

**89%** of 18-29 year olds are on a social network.

source >>

Twitter is adding **300K** users per day.

source >>

**92%** of consumers trust peer recommendations.

source >>

**92%** of companies use social media for recruitment.

source >>

YouTube reaches more US adults ages 18-34 than any cable network

source >>

LinkedIn experienced a **105%** growth between 2011 and 2013

source >>

Over a third of one survey's respondents said a social profile proved they had **lied** about their qualifications on a CV.

source >>

**57%** of bloggers operate more than a single blog

source >>

Smartphone ownership among American adults has risen to **60%**

Women **18-29** are the power users of the web

source >>

**86%** of employers research potential job candidates on social networks

source >>





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 20% MALE  
♀ 80% FEMALE

**70** MILLION USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

**9,100** TWEETS HAPPEN EVERY SECOND

**289** MILLION ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

**1.31** BILLION MONTHLY ACTIVE MOBILE USERS

MOBILE AD REVENUE MAKES UP 76% OF ALL AD REVENUE (\$2.9 BILLION IN Q2 OF 2015)

USERS SHARE **1 MILLION** LINKS EVERY 20 MINUTES

**1.5** BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **NIKE**

**300** MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

HANGOUTS AND PHOTOS HAVE BEEN SEPARATED FROM GOOGLE+ BUT POSTS WILL REMAIN AS "STREAMS"

**300** MILLION ACTIVE USERS



LINKEDIN

**BUSINESS ORIENTED** SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO **NETWORK & CONNECT**



**79%** OF USERS ARE **35** OR OLDER

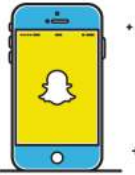
**380** MILLION USERS WORLDWIDE

Statistics as of 7/8/2015. Designed by: Leverage - leveragestrategies.com



# SNAP-THROPOLOGY

INSIGHTFUL DATA ON SNAPCHAT'S AVID USERS



## THE FACTS



Snapchat has over **100 MILLION** daily active users.



**8,796** photos are shared on Snapchat every second.



Snapchat users collectively watch **6 BILLION** videos daily.

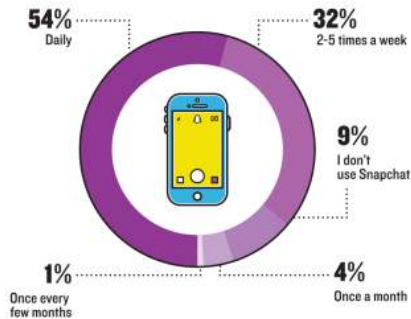


**30%** of media planners, top agencies, and brands plan to include Snapchat in their Super Bowl campaigns.

## SNAPCHAT USERS ARE A DEDICATED BUNCH

A majority of Snapchat users engage with the app on a daily basis.

### HOW OFTEN DO YOU USE SNAPCHAT?



Vertical viewing now accounts for **29%** of total time spent on screens.

-Mary Meeker

"Where the kids put stuff they don't want on Instagram. A self-destructing photo app that forces the user to pay attention."

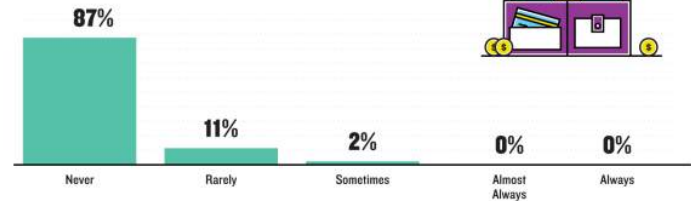
**GARY VAYNERCHUK**



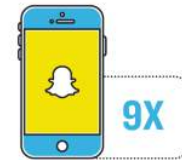
## MONEY & CELEBRITIES ARE OF NO INTEREST TO SNAPCHAT USERS

It seems that Snapchat is still regarded as an app used for self-expression and connecting with friends, not celebrity accounts and advertisements.

### HOW OFTEN DO YOU BUY SOMETHING YOU SAW ON SNAPCHAT?



### DO YOU FOLLOW ANY CELEBRITIES ON SNAPCHAT?



Because users don't have to rotate their phones, they're **9X** more likely to watch Snapchat ads in full.

-Snapchat

In a world of online bullying and grandparents on Facebook, Gen Y and Z are using Snapchat to discern how they share, what they share, and with whom. The growth of this new audience and popularity of Snapchat has definitely sparked the interest of marketers and advertisers, and there are now multiple brands on Snapchat trying to engage with a younger audience. As Snapchat continues to evolve their offering, alongside their users, marketers will need to adapt to creatively reach their audience in new ways while Snapchat will need to become more marketing friendly with narrower targeting and analytics.

SOURCES:  
NewsCred Quantitative Study





I like beer



I'm drinking #beer



Here are the beers I want to homebrew



This is where I drink beer



Watch this video of me drinking beer



This is a 6-second looped video of me drinking beer



You will like the beer here



Drinking beer is one of my skills



This is a hangout for beer drinkers



Here's a vintage photo of me drinking beer



Don't tell my parents I'm drinking beer

# SOCIAL CHANNELS

Owned  
For Rent  
Occupied

# MEDIA CHANNELS

Paid  
Owned  
Earned

## What are the different types of social channels?

Not all social media sites and platforms are created equal, and each social channel won't always work the same way in helping users reach their goals. In looking across the online environment, it helps to organize your social options into categories. By looking at groups of channels with common themes, it is easier to frame your decisions about when, where, who, and how best to engage with your community online.

The easiest way to break up the categories is to think of them as owned, rented, and occupied. Here's how each of those categories breaks down:



### Owned properties

Owned properties may include blogs, forums, or homegrown social networks, and they can be internal or external. The main difference with this category is that you literally own the channel rather than occupying a page on a platform that is owned by someone else. It may be on your primary site or on another domain, but it is fully under your control.



### Rented properties

Much like renting an apartment, a user occupies a portion of a channel with the permission of the owner. Sometimes there is a cost involved, but in the world of social media, that doesn't happen often. Sites like Facebook, Twitter, and Tumblr fall into this category. Facebook owns its site, and you're simply managing a presence on it. You may have official claim to the page, but you have no claim to the platform itself or a say in how it may change.



### Occupied properties

This category is the most removed from your control. Your company might have an official representative who interacts and engages in an occupied property, but there is no ownership of any kind, and these channels can be changed at any time. Reddit is probably the most popular example. Employees of a company will frequently participate in forums or community sites in either an official or unofficial capacity, but always on behalf of the company.



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**Advocacy is the nirvana of social media. The goal is to build relationships with people who will go to bat for your brand from "like" to "love" to "defend."**



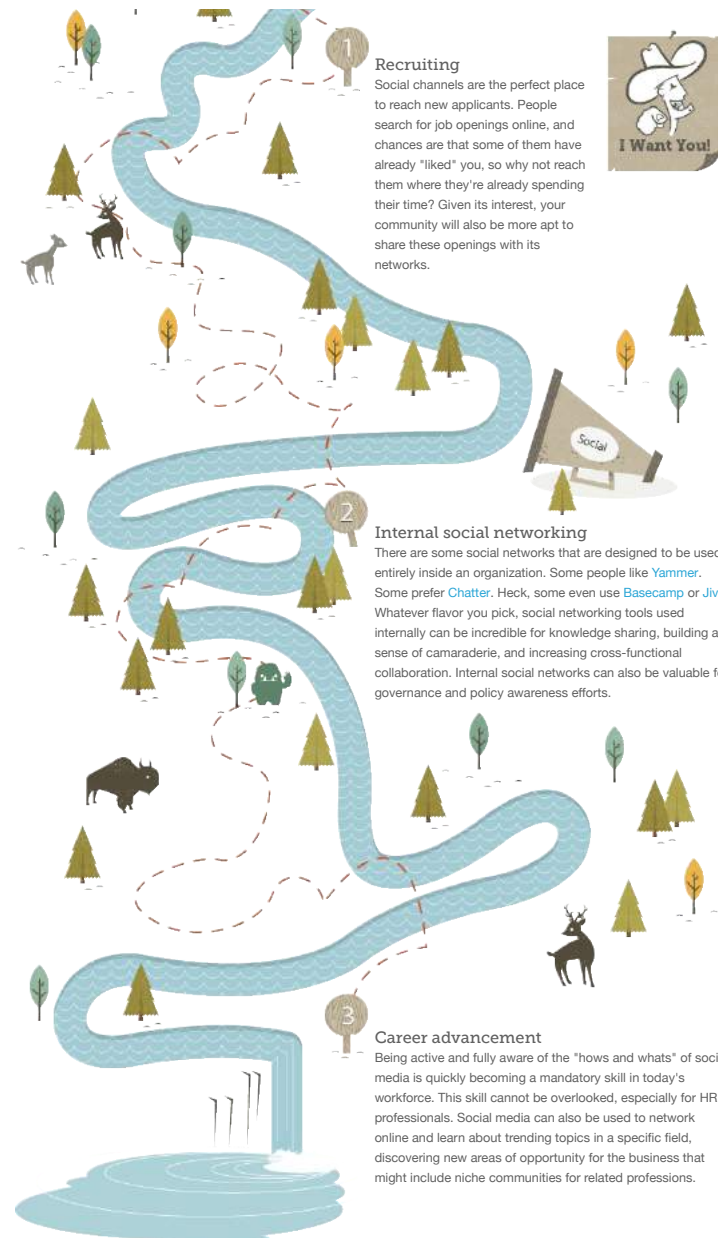
**For the HR folks in the room:**

# **SOCIAL MEDIA FOR HR**

## **Recruiting**

## **Internal Social Networking**

## **Career Advancement**



# TYPE OF CONTENT TO SHARE?

Adjacent

Tips & Tricks

Responses

Non-Promotional

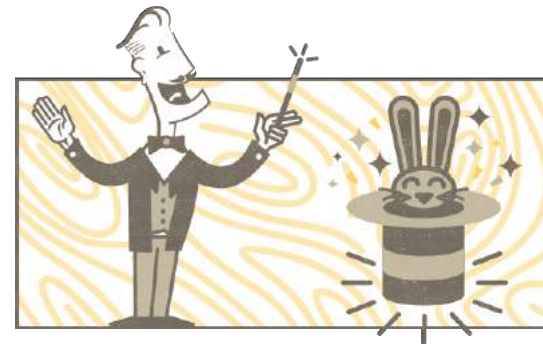
## What kinds of content to publish and share

A common (and understandable) mistake that many people make as they're diving into social engagement is to limit their content to promotional updates. This is reflective of the traditional marketing world in which all outbound push messaging is just that, but things have changed; now we build our marketing efforts on trust, engagement, and community.

There is, of course, a time and place for marketing and promotional messages, but don't limit yourself. Consider broadening your scope a bit. This will make your content more appealing and lessen the burden of creation. Some options for types of updates may include:



**Adjacent content:** It's a pretty safe bet that if someone is following you they're interested in what you offer. It's an even safer bet to say their interests don't stop there. Share content that's tangentially relevant to your business or something involving common interests of your audience. For example, if you are a clothing retailer, you could post about up-and-coming beauty trends or news from a major designer. These topics quite likely directly align with the interests of your audience.



**Tips and tricks:** Add value to the conversation by sharing content that will make your customers' lives easier (bonus points for tips and tricks that help them use your products or services).



**Responses:** Not every update has to stem from original ideas of yours; you can bounce off the ideas that other people are already posting. Social media relies on conversations, so jump in and be a part of them. You can even look for [Twitter chats](#) that are relevant to your brand and dive in. (This is also a good way to get your account and brand more visibility.)



**Non-promotional company information:** If your company does amazing volunteer work in your community, don't be shy about sharing it! If there's a rather impressive showing at the company Halloween party, you definitely want to share that. Giving a sneak peek into the culture and community within an organization goes a long way to building relationships by humanizing the brand. Social media provides a fantastic way to go about this.

# HOW TO ENGAGE AN AUDIENCE?

Ask for help

Keep it simple

Cross-promote

Monitor & listen

Gamify

## Engagement

Fostering engagement as a brand comes in two flavors. The first is responding to users mentions, questions, commentary, etc. In the beginning of a community's development it's critical for a brand to be very present and active, and this means responding to most user commentary and all of their questions. The volume at this stage in the game should be fairly manageable for most.

The second flavor of engagement is that which results from a solid data-driven content strategy. By looking at things like search queries and social conversations, you can begin to build the foundation of a solid content strategy. As you're sharing this content throughout your community, you should collect data on how your audience reacts to it and engages with it. Consider all of this data to be feedback on how you're doing. You might re-evaluate the timing of your updates, the format or sentence structure you use (are you asking questions, making bold statements, etc.), and even the type of media you're using.



**Ask for help:** Want your community to help or participate in a particular way? Sometimes it's as simple as asking. If you've earned their allegiance by building value and investment into the relationship, you can ask for survey participation, product feedback, or whatever else you need. Maybe you need help supporting or sharing a new program or piece of content. You've made the relationship investment; they will often gladly reciprocate.



**Keep it simple:** Too many options may as well be no options. If your audience isn't on a certain network, why would you promote that sharing option on your content? Conversely, if your main focus is B2B, you may (for example) not need to include Pinterest as a sharing option. Look at your social audience and match up your offerings with their behaviors.



**Cross-promote for discoverability:** There's nothing worse for a user than not being able to find your content, and cross-promotion is an easy way to help keep that from happening. Ensure your blog is linked to from your social properties. Keep all of your profile names the same across all social channels (utilize a service like [KnowEm](#) to be proactive on this one), and cross-promote your accounts. And (this is super-important): Develop and sell a unique value proposition for each account. Think about it—why would a customer need to or want to follow you on Twitter, if they already follow you on Facebook? Make sure you give them a reason.



**Monitor and listen:** Monitor social channels as frequently as you can. Utilize services that will help push notifications to you so you can ensure you're not missing meaningful conversations across the web. There are countless apps for Twitter and Facebook ([SocialEngage](#), [HootSuite](#), [TweetDeck](#), etc.) available, and you can set up alerts, as well ([Fresh Web Explorer](#), [IFTTT](#)). Often the admin tools of various platforms will have this functionality built in. As you monitor, genuinely listen to what your customers tell you. Social listening data provides endless insights for brands and companies willing to listen. This can be your product feedback channel, your user experience consultation, and even your early warning system for when things gone awry.



**Gamify:** People enjoy competition and like being rewarded for achievements, and adding game-like elements into your marketing mix can help you motivate a community. Foursquare is one effective example of this, moving its users through mayorships and badges. You can identify ways to incent your own community in ways that align with your business goals, making engaging with your brand fun. This can be a great way to increase the number of answers your community is providing in a help forum—add levels and achievements for answering questions, for high-quality answers, or for sharing out unanswered questions. Match up behavior and goals with reward systems. Companies like [Badgeville](#) and [BigDoor](#) have products that can help you use virtual rewards. These efforts can build on your existing social marketing, increasing sentiment, retention, and loyalty, all while decreasing churn, acquisition expense, and customer service costs.

# EARN FAMILIARITY, TRUST & LIKEABILITY

Show up

Be human

Don't be exclusionary

Go off-topic/be current

Add value & be nice



**Show up.** Simple as that; just being present is the first step. But it doesn't stop there. You have to continue showing up. Give people a reason to invest in the relationship. If you don't prove you're going to stick around or pop in at least somewhat regularly, they don't have any reason to connect with you in the first place.



**Be human.** Be kind. Be real. Be funny. Be respectful. Be empathetic. Be all of the things you would expect someone to be toward you in every interaction. No one can easily relate to a bland personality. If your effort feels automated and heartless, you won't come across as very likeable. Also good to remember: When you're engaging with someone on social channels, it's best to assume all interactions are completely public.



**Don't be exclusionary.** This creates a balance in your relationships. You don't want to treat a select few so specially that outsiders new to your brand or account feel as if they're on the outside looking in. Strive to make every individual you interact with, and those watching, feel like they are special and part of the in-crowd.



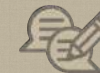
**Be aware of current events.** During solemn times, natural disasters, tragedies, events of terrorism, etc., you definitely want to turn your marketing messaging off. If you're using a scheduling service to post content for you, turn it off immediately at the first sign of a catastrophic event of any kind. Your timing will be seen as **incredibly insensitive** and could cause severe backlash against your brand.



**Be off-topic.** Closely related to being human, it is definitely okay to go off-topic now and again. If every tweet or Facebook post is only your marketing, people will tire quickly and leave. Turn it off once in a while. Post something that's relevant, but perhaps only tangentially. Enjoy a joke now and again. Celebrate the holidays or world events. No one likes to be marketed to constantly, and that's not where the magic happens!



**Add value.** Sure, you can show up and make friends just by being congenial, but you're a brand. You want more than just "friends." You're building a network and trying to establish your company here. Adding value will help you be seen as helpful and authoritative, and ultimately, make you a wanted part of the community. Offer assistance, answer questions, and **go out of your way** to make someone's life easier or brighter.



**Practice etiquette.** Do not spam **hashtags**. Brands have **gotten in trouble** for this in the past, and it can show your brand in a disrespectful and distasteful light. Don't be too pushy or forward; you want to make a good first impression.

# METRICS & ROI

Quantitative

Followers/fans

Engagement

Timing

Click-thru rate (CTR)

Qualitative

Influence

Sentiment

Conversion drivers

## Quantitative:

Quantitative data is generally numeric in nature and can be used in true scientific analysis, with sample sizes of statistical significance and results that are repeatable.

**Followers/fans:** This is one of the most common metrics we see brands track. Be sure you're not placing too much weight on this one. It may be gratifying to see growth, but if it's not tied to something more meaningful, it's just a number.

**Engagement:** An incredibly meaningful metric—perhaps one of the most important in measuring your own success and efforts—engagement can actually measure a host of different items depending on the channel. All of these different metrics combine to give you a sense for how well your audience is responding to your content.

For a blog post, this could be the number of shares and comments per post. On Twitter, this could be the number of mentions, retweets, favorites, and responses. Engagement tells you how well you're doing in having conversations with your community and whether the content you create piques their interest.

**Timing:** Take a look at the timing of your community's activity as well as your own. You want to ensure you're active when they are. This is often overlooked, as many accounts are only managed during business hours, but that isn't always when your customers are listening.

You can gain a general sense for when your target audience is online just by looking at the timestamps on their comments (and other activity), but you'll get a much better idea if you use a tool that can analyze an entire audience. Check out the tools recommended in chapters 6-11 of this guide for examples.

**Click-through rate (CTR):** Click through rate is a familiar metric for most Internet marketers, and it can be valuable in social as well—especially if one of your goals happens to be driving traffic back to your website. Think of it as a sort of social conversion that you can work to optimize.

## Qualitative:

Qualitative data is based on observations, and it often takes the form of hypotheses that stem from smaller sample sizes than you'd normally need for a true scientific study. These hypotheses can then be tested using quantitative data.

**Influence:** This one's a bit controversial. Everyone wants to find their community's influencers, but there is currently no universal standard for measuring influence or finding those people. There are several tools available that offer "influence scores." (Klout and our own [Social Authority](#) are popular ones.) Though if you choose to use such a tool, you should have a good sense for [how it determines the score](#); you'll want to ensure it aligns with what you are actually trying to measure. Beyond tools, also consider looking at Twitter and Google rankings for influencers within a certain topic. If you have access to a relevant forum and its data (perhaps your own), look for influencers there too. This can help you target the individuals that will have the audience you're looking to reach. Our own Twitter tool, Followerwonk, [can be a great resource](#) for this type of research as well.

**Sentiment:** Sentiment analysis attempts to measure the tone and tenor of a conversation around a stated topic or item. In social media, this is largely used to tell if people love, can't stand, or are neutral about your brand or campaigns. Most sentiment measurement tools are automated these days, and if you choose to go this route, you'll want to make sure you understand the methodology behind the tool—particularly the margin of error—to help you understand the context of your reports. There are also manual sentiment analysis tools out there to use. However, there are many drawbacks to these including labor costs and your time. Not to mention that a really great manual solution may be much more expensive than an automated one.

**Conversation drivers:** With the right tools, we can look at nearly any platform (or all of them for that matter) and see what people are talking about. When it comes to your brand, you'll want to know the topics and context of conversations about you, your competition, and your niche. This incredibly useful knowledge can tell you, for example, who your customers see as your closest competition, what they're sharing in relation to your product, their concerns, etc. This is one of the most important and insightful qualitative measurements you can use.

# LAUNCH A PRESENCE

## Goals & Measurement

## Branding

## Content Seeding

## Influencer Connection

## Discovery

## Content Calendar



**Goals and measurement:** Determining your new channel's goals should be something you think about from the very beginning. Why are you engaging on this new channel? What are you trying to get out of it? After you have identified your goals, you have to decide how to measure your success. For emerging platforms, this may take a while, depending on what analytics tools are available in the marketplace and how the platform's API is set up. (You could always build your own if it's open enough and you have the resources.)



**Branding:** Your social authority is vital, and effective branding can go a long way to establishing your authority as a brand. Social channels also provide you with exciting possibilities to express your brand and increase brand impressions. Make sure your avatars are on point and your bios are dialed in, and make your first impression count!



**Content seeding:** There is nothing quite as sad as visiting the page of a social profile you're interested in and finding absolutely nothing there. Before you start following people or actively directing traffic to your new profile, make sure you post some content over the course of several days. This helps reassure visitors that there is something there worth following.



**Influencer connection:** After you get your branding t's crossed and your content i's dotted, it's time to start looking for people with whom you can engage. Start by seeking out those individuals you've identified as influencers from other platforms. You have likely already established a relationship with them, and relationships are portable across platforms. Leverage that. As you interact with them, seek out more individuals who are relevant to your space in their followers. Before long, you should have the basis for a nice little network.



**Discovery:** Once you have established that this new network is a place where you plan on investing time and energy, add links from relevant places to help your customers discover your new presence. Write up content about what you're doing that is interesting, and highlight it on your blog. Cross-post from your other social channels to drive awareness.



**Content calendar/publishing:** As with all of the other channels you have established, it's important to keep a content or publishing calendar. You can do some content scheduling through available tools like [HootSuite](#), [Spout Social](#), and [SocialEngage](#). When planning a content calendar, you can be as sophisticated as having a plug-in baked right into your content management system or as simple as using an Excel spreadsheet. It's really about whatever works for you, and planning ahead helps to ensure you're fully optimizing events, promotions, and interests relevant to your audience.



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# DYNAMIC SIGNAL

## SOCIAL ADVOCACY PLATFORM

**ILRAA** | We Still Love To Read  
ALUMNI ASSOCIATION

### Barry Beck '90, Founder of Blue Mercury, To Keynote Fall ILR Alumni

Sep 14, 2015

Excited to meet fellow ILRer, Barry Beck '90, at his ILR Alumni keynote on 9/25/15 at Cornell. Barry founded Bluemercury in 1999 as an innovative retailer of luxury cosmetics. He sold the business to Macy's this year for \$210 million. Way to go Barry and Maria!

Earn 15 points  
0 total shares **Share**

Main Feed

**Barry Beck '90, Founder of Blue Mercury, To Keynote Fall ILR Alumni Event**  
Sep 14, 2015

Excited to meet fellow ILRer, Barry Beck '90, at his ILR Alumni keynote on 9/25/15 at Cornell. Barry founded Bluemercury in 1999 as an innovative retailer of luxury cosmetics. He sold the business to Macy's this year for \$210 million. Way to go Barry and Maria!

Earn 15 points  
0 total shares **Share**

**Reporting Clearly and Accurately about Disability**  
Sep 13, 2015

Passionate about #disability issues? Don't miss "Reporting Clearly and Accurately about Disability" webinar on 9/24.

Earn 15 points  
0 total shares **Share**

**Groat and Alpern Awards**  
2016 Groat & Alpern Award Recipients Announced! Congrats to @RobbMfred '80 & Jonathan Dolgen '66.  
Sep 13, 2015

Mumford '80 and Dolgen '66 will be honored in April.

Earn 15 points  
0 total shares **Share**

**Presidential Inauguration: "Democracy and Inequality" Academic Panel**  
RT @Cornell: Join scholars for the Presidential Inauguration: "Democracy and Inequality" Academic Panel.  
Sep 13, 2015

To save articles or get newsletters, alerts or recommendations - all free.

Earn 15 points  
0 total shares **Share**

**Cornell University ILR School' LinkedIn**  
Are you an entrepreneurial ILRer? Read Day Martin's '92 story & share yours on ILR LinkedIn Group.  
Sep 13, 2015

Founded as the New York State School of

Earn 15 points  
0 total shares **Share**

Jordan Berman

Timeline About Friends Photos More

What's your position at Showtime Networks?

1 Pending Item

Works at OFC: Office Channel  
Former OFC: First Showtime Networks

Studied Marketing at NYU Stern School of Business

Lives in Paterson, New Jersey

Married

From Paterson, New Jersey

Joined July 16, 1973

Friends

Barry Beck '90, Founder of Blue Mercury, To Keynote Fall ILR Alumni Event  
Excited to meet Barry Beck '90, at his ILR Alumni keynote on 9/25/15 at Cornell. Barry founded Bluemercury in 1999 as an innovative retailer of luxury cosmetics. He sold the business to Macy's this year for \$210 million. Way to go Barry and Maria!

Like Comment Share

AT&T 12:43 AM 93%

Tweet

Jordan Berman @JordanSBerman

Don't miss entrepreneur, Barry Beck '90, as he share his story of success with Bluemercury [bit.ly/1VWMjhj](http://bit.ly/1VWMjhj)

9/14/15, 12:25 AM

Reply to Jordan Berman

Home Notifications Messages Me



# DYNAMIC SIGNAL

## EASY TO SHARE & TRACK



**Return to Invite**

---

**You've been invited to become a Social Ambassador for ILRAA by Jordan Berman.**

---

Now you can read and share awesome content from ILRAA.

**Get Started**

- Come back often and see what new content has been added.
- Earn bonus points by submitting articles, videos and more that would be of interest to the community.
- Build your personal brand and become a thought leader in your space.

**Get the latest on mobile**  
No need to open a browser, do it all from your phone. Download and enter the access code **1HT0F** or sign in with your shorn.com email address to get started.

powered by VoiceStorm

Trouble reading this message?  
View in a browser

To Unsubscribe  
Click here



**Sign In to Access the Community**

Email Address

Password

**Sign In** Forgot Password?

---

**Create an Account**

Sign up for a new account with your email.

Email Address

**Sign Up**

---

**Download the Mobile App**

Get the community app on the go with the community. Or sign with your shorn.com email address.

**Thanks for Sharing Yesterday**

You earned 120 points!  
Learn more about your sharing activity below.

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**Barry Beck '90, Founder of Blue Mercury, To Keynot...**

"Don't miss entrepreneur, Barry Beck '90, as he shares his story of success with BlueMercury"

Your share has already generated

📄 Shares	3
👍 Clicks	18
👤 Reactions	1
👁 Impressions	2883

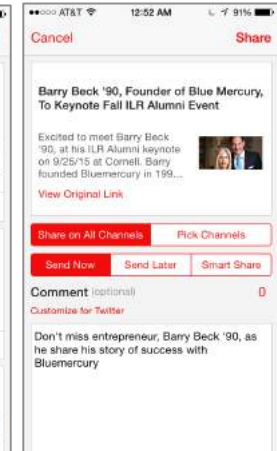
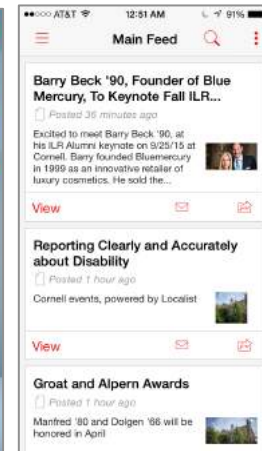
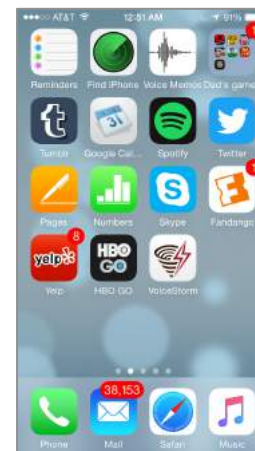
What's next? Check out another opportunity below.

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**Ezra Update: Alumni named recipients of Cornell's ...**

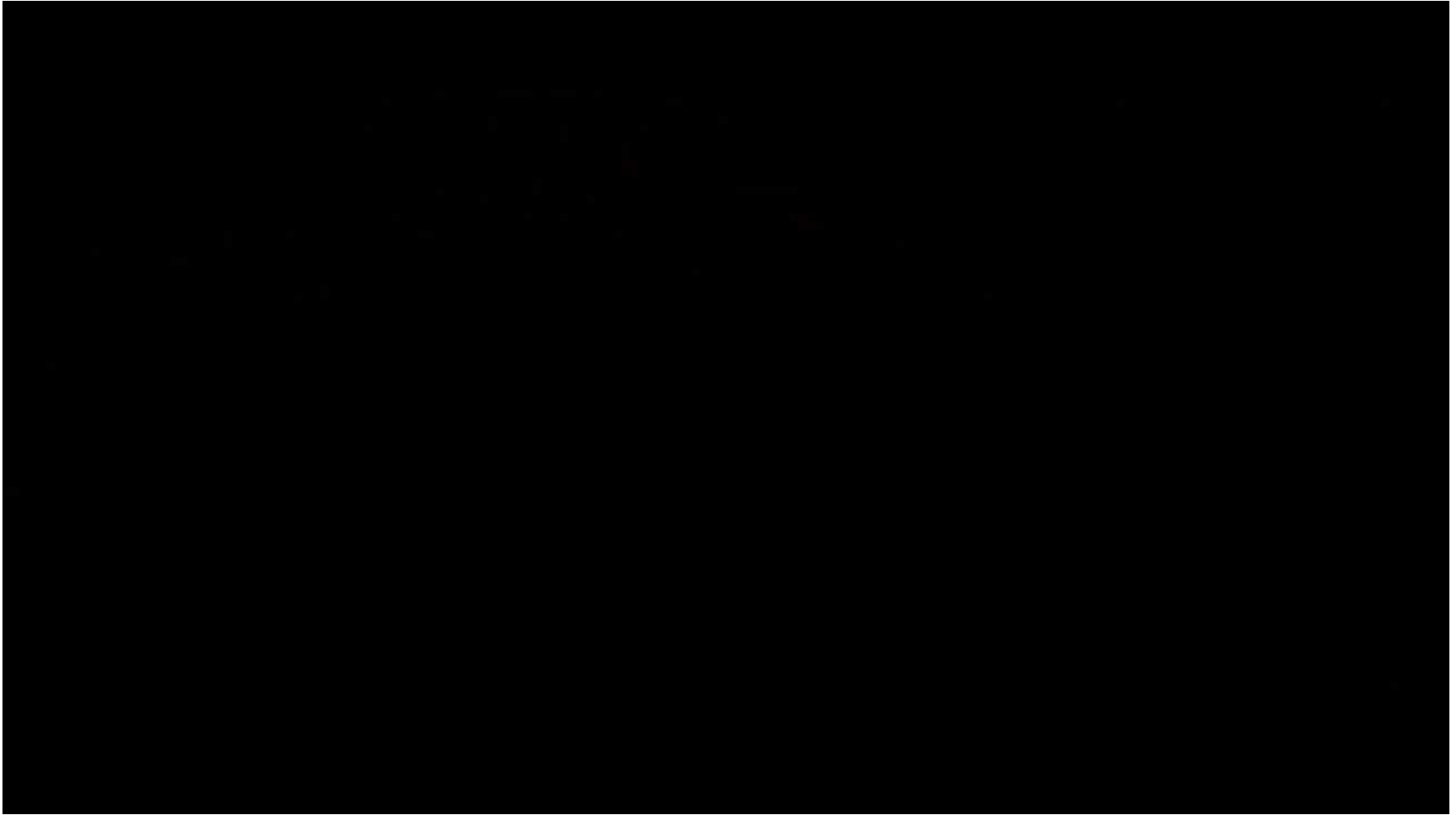
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# DYNAMIC SIGNAL

## OVERVIEW VIDEO



**ILRAA board member  
sign-up for Dynamic  
Signal coming soon!**



# AGENDA

- 1) Social Media Landscape
- 2) Best Practices
- 3) Amplify ILRAA
- 4) Contest



## CONTEST

- 1) Snap campus pics and videos
- 2) Post to Facebook, Instagram and Twitter with **#ILRAA**
- 3) Win a prize for most likes, shares and retweets!



# CONTEST

You've got some catching-up to do!







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