The Social Web
Social media stats and trends

• Facebook: 500+ million users
• Twitter: 145+ million users
• LinkedIn: 75+ million users
• Foursquare: 3+ million users
Growth rate is accelerating

**Facebook**

**Twitter**

---

*Source: Mashable*
Growth in intensity of use

• Average FB user now spends almost an hour a day on Facebook

• Use of social media platforms to create and share content is increasing
  – Facebook:
    • Average user creates 90 pieces of content/mo.
    • In aggregate, 30 billion pieces of content are shared each month
  – Twitter: 65 million Tweets/day
  – Flickr: 5+ billion photos (15 billion on FB)
International reach

• 70% of FB users live outside U.S.
• FB officially supports over 65 languages
• 200 + mobile operators in 60 countries deploying FB mobile products
• 6/09-6/10: 73% unique visitors on Twitter from outside of North America
• LinkedIn: members in 200+ countries
Social media and mobile

• Social networking is part of the emerging mobile web
• Morgan Stanley: more people will access the web via mobile devices than desktop computers by 2015
• 47% of mobile users have browsed social networking sites
• FB users accessing site through mobile devices are 2x more active than non-mobile users
Cornell alumni and social media

• LinkedIn:
  – 99,733 list Cornell in their education information
  – 23,000+ in Cornell Alumni group
  – 160+ LinkedIn groups

• Facebook:
  – 100,540 alumni
  – 200+ Facebook groups
  – 50+ Facebook pages

• Twitter
  – 50+ group Twitter accounts
FY11 Goals

- Write strategic plan
- Build audience
- Experiment with content
- Convene Cornellians working in digital media
Training

**Social Media 101**
A Volunteer Leader Webinar Sponsored by CACO
August 16, 2010

Andrew Gossen, Senior Director for Social Media Strategy
andrew.gossen@cornell.edu

**Twitter 101: So You Want to Tweet...**
Andrew Gossen
Senior Director for Social Media Strategy
June 23 and 24, 2010
Social media and higher ed

• CASE Survey May 2010
  • Partnership between Joint CASE Commission Task Force on Social Media, mStoner, and Slover-Linnett Strategies
  • 39 question survey
  • Sent to random selection of 18,000 CASE members
  • 1,000 responses
  • Demographically-representative cross-section of CASE membership
  • 3% sampling error

Succeeding with Social Media: Lessons from the First Survey of Social Media in Advancement

By Cheryl Slover-Linett and Michael Stoner
Usage patterns

• 94% using Facebook
• 60% using LinkedIn, Twitter, YouTube
• 60% have added some social media components to their website
• Only 4% not using any social media at all
<table>
<thead>
<tr>
<th>Audience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALUMNI</td>
<td>96%</td>
</tr>
<tr>
<td>FRIENDS AND SUPPORTERS</td>
<td>77%</td>
</tr>
<tr>
<td>CURRENT STUDENTS</td>
<td>69%</td>
</tr>
<tr>
<td>DONORS</td>
<td>66%</td>
</tr>
<tr>
<td>CURRENT FACULTY AND STAFF</td>
<td>64%</td>
</tr>
<tr>
<td>PROSPECTIVE STUDENTS</td>
<td>57%</td>
</tr>
<tr>
<td>PARENTS OF CURRENT STUDENTS</td>
<td>49%</td>
</tr>
<tr>
<td>PARENTS OF PROSPECTIVE STUDENTS</td>
<td>43%</td>
</tr>
<tr>
<td>MEDIA</td>
<td>42%</td>
</tr>
<tr>
<td>EMPLOYERS</td>
<td>37%</td>
</tr>
<tr>
<td>HIGH SCHOOL GUIDANCE COUNSELORS</td>
<td>23%</td>
</tr>
<tr>
<td>GOVERNMENT ORGANIZATIONS</td>
<td>18%</td>
</tr>
</tbody>
</table>
### Goals of Social Media

<table>
<thead>
<tr>
<th>Goal</th>
<th>NOT AT ALL</th>
<th>NOT MUCH</th>
<th>SOMEWHAT</th>
<th>QUITE A BIT</th>
<th>EXTENSIVELY</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage alumni</td>
<td>3%</td>
<td>2%</td>
<td>10%</td>
<td>27%</td>
<td>59%</td>
<td>4.4</td>
</tr>
<tr>
<td>Create, sustain, and improve brand image</td>
<td>4%</td>
<td>5%</td>
<td>20%</td>
<td>35%</td>
<td>37%</td>
<td>4.0</td>
</tr>
<tr>
<td>Increase awareness/advocacy/rankings</td>
<td>12%</td>
<td>8%</td>
<td>22%</td>
<td>23%</td>
<td>26%</td>
<td>3.5</td>
</tr>
<tr>
<td>Improve community relations</td>
<td>10%</td>
<td>12%</td>
<td>28%</td>
<td>31%</td>
<td>33%</td>
<td>3.4</td>
</tr>
<tr>
<td>Engage current students</td>
<td>13%</td>
<td>12%</td>
<td>28%</td>
<td>27%</td>
<td>20%</td>
<td>3.3</td>
</tr>
<tr>
<td>Engage current faculty and staff</td>
<td>13%</td>
<td>17%</td>
<td>34%</td>
<td>24%</td>
<td>12%</td>
<td>3.1</td>
</tr>
<tr>
<td>Engage prospective students</td>
<td>28%</td>
<td>16%</td>
<td>15%</td>
<td>18%</td>
<td>23%</td>
<td>2.9</td>
</tr>
<tr>
<td>Engage admitted students</td>
<td>26%</td>
<td>13%</td>
<td>20%</td>
<td>24%</td>
<td>17%</td>
<td>2.9</td>
</tr>
<tr>
<td>Raise private funds</td>
<td>16%</td>
<td>22%</td>
<td>31%</td>
<td>18%</td>
<td>13%</td>
<td>2.9</td>
</tr>
<tr>
<td>Engage parents of current students</td>
<td>23%</td>
<td>18%</td>
<td>29%</td>
<td>21%</td>
<td>9%</td>
<td>2.8</td>
</tr>
<tr>
<td>Recruit students</td>
<td>30%</td>
<td>16%</td>
<td>14%</td>
<td>20%</td>
<td>20%</td>
<td>2.8</td>
</tr>
<tr>
<td>Crisis and issues management</td>
<td>3%</td>
<td>30%</td>
<td>20%</td>
<td>11%</td>
<td>7%</td>
<td>2.3</td>
</tr>
<tr>
<td>Recruit faculty and staff</td>
<td>47%</td>
<td>31%</td>
<td>16%</td>
<td>4%</td>
<td>2%</td>
<td>1.8</td>
</tr>
</tbody>
</table>
What works best?

Usage and success of social media platforms in reaching unit goals
### Barriers to success

<table>
<thead>
<tr>
<th>Potential Barriers</th>
<th>NOT AT ALL</th>
<th>NOT MUCH</th>
<th>SOMEWHAT</th>
<th>QUITE A BIT</th>
<th>EXTREMELY</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting for day-to-day content management</td>
<td>7%</td>
<td>9%</td>
<td>27%</td>
<td>33%</td>
<td>23%</td>
<td>3.6</td>
</tr>
<tr>
<td>Starting for site development</td>
<td>9%</td>
<td>14%</td>
<td>30%</td>
<td>36%</td>
<td>16%</td>
<td>3.4</td>
</tr>
<tr>
<td>Lack of release of human resources in my unit</td>
<td>12%</td>
<td>20%</td>
<td>26%</td>
<td>22%</td>
<td>18%</td>
<td>3.1</td>
</tr>
<tr>
<td>Expertise in how to implement it</td>
<td>12%</td>
<td>20%</td>
<td>24%</td>
<td>22%</td>
<td>6%</td>
<td>2.8</td>
</tr>
<tr>
<td>Funding</td>
<td>17%</td>
<td>27%</td>
<td>28%</td>
<td>20%</td>
<td>9%</td>
<td>2.8</td>
</tr>
<tr>
<td>Lack of IT resources</td>
<td>15%</td>
<td>30%</td>
<td>27%</td>
<td>19%</td>
<td>10%</td>
<td>2.8</td>
</tr>
<tr>
<td>Slow pace of change</td>
<td>15%</td>
<td>27%</td>
<td>35%</td>
<td>16%</td>
<td>7%</td>
<td>2.7</td>
</tr>
<tr>
<td>Concerns about loss of control over content and tone of postings by others</td>
<td>14%</td>
<td>33%</td>
<td>12%</td>
<td>19%</td>
<td>4%</td>
<td>2.6</td>
</tr>
<tr>
<td>Lack of institutional clarity about who is responsible for social media initiatives</td>
<td>19%</td>
<td>29%</td>
<td>30%</td>
<td>13%</td>
<td>7%</td>
<td>2.6</td>
</tr>
<tr>
<td>Lack of commitment by decision makers</td>
<td>19%</td>
<td>37%</td>
<td>23%</td>
<td>18%</td>
<td>5%</td>
<td>2.5</td>
</tr>
<tr>
<td>Lack of champions at the institutional level</td>
<td>20%</td>
<td>30%</td>
<td>26%</td>
<td>18%</td>
<td>5%</td>
<td>2.5</td>
</tr>
<tr>
<td>Uncertainty about reach/loss of social media</td>
<td>16%</td>
<td>31%</td>
<td>31%</td>
<td>9%</td>
<td>2%</td>
<td>2.4</td>
</tr>
<tr>
<td>Privacy issues</td>
<td>20%</td>
<td>39%</td>
<td>31%</td>
<td>9%</td>
<td>2%</td>
<td>2.4</td>
</tr>
<tr>
<td>Turf battles</td>
<td>25%</td>
<td>39%</td>
<td>25%</td>
<td>10%</td>
<td>4%</td>
<td>2.3</td>
</tr>
<tr>
<td>Institutional turf</td>
<td>25%</td>
<td>41%</td>
<td>19%</td>
<td>10%</td>
<td>5%</td>
<td>2.3</td>
</tr>
<tr>
<td>Lack of interest from those in my unit</td>
<td>37%</td>
<td>33%</td>
<td>32%</td>
<td>31%</td>
<td>32%</td>
<td>3.2</td>
</tr>
<tr>
<td>Ethical issues</td>
<td>33%</td>
<td>40%</td>
<td>10%</td>
<td>3%</td>
<td>1%</td>
<td>1.9</td>
</tr>
<tr>
<td>Legal issues</td>
<td>32%</td>
<td>40%</td>
<td>17%</td>
<td>2%</td>
<td>1%</td>
<td>1.9</td>
</tr>
</tbody>
</table>
The Cornell Alumni Association is the primary organization representing all Cornell alumni. It supports and strengthens the university, develops and enhances its alumni, and fosters a lifelong relationship with Cornell.

Information

Founded
1908

Insights

1,583 • Monthly Active Users
6 • Daily New Likes
0 • Daily New Posts
9 • Daily New Feedback

33 Friends Like This
6 of 30 Friends

Bill Schachtel
Hello Cornell alumni,

Several of us have started a project to research and record the history of activism at Cornell in the 60s and 70s. This project is more thoroughly described at the link below.

Any Cornell activists out there?

The Cornell 1960s Oral History Project

We are looking for Cornell activists and alumnae to help us create an oral history of social movements at the university, from the early-60s through the mid-70s. We want to preserve this history by compiling...

November 5 at 11:13pm • Like • Comment • Share

Christine Connors likes this.

Write a comment...
CORNELL compass

Distance to McGraw Tower
136 mi (219 km)

334°

Check In and Share
Remember Slope Day

Slope Day is May 7. See what alumni are saying about their Slope Day memories on Facebook.

Student Programs is keeping the Class of ’70 connected to Cornell and each other with a send-off gift! Every graduating member of the class will get a flash drive from us containing a mix of media that lets them know why and how to stay involved.

Andrew Glassen, Allen Ward and 123 others recommend this. Unlike

Cornell Alumni Association on Facebook

Share Your Memories

Andrew Glassen, Margarita Hendershot and 123 others like this. Unlike

Log in as Andrew Glassen

Add a comment...

Post comment to my Facebook profile  Post

Kathy Joc Gander  Oct 27
We called it Like Slope day - first day the sun would shine we would all ride down and "haul off" tons of stuff from the top up and slide down Like Slope. Then we'd hit the slopes for a few runs after nap.  See you there guys. Had so much fun each year going to take it even more fall 1977.

Message  ·  Report

Esther G. Halter  Nov 25
OK.

Message  ·  Report

Dale Cauptwell  May 23
I remember slope day. Brrr! It was yesterday.

Message  ·  Report

Jenny May 12
Slope day is great!

Report
## Tips

<table>
<thead>
<tr>
<th>Venue</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Collegetown Bagels</strong></td>
<td>For over 25 years, Collegetown Bagels has served bagels and sandwiches.</td>
</tr>
<tr>
<td><strong>Schoellkopf Stadium</strong></td>
<td>Built in 1915, Schoellkopf Stadium is home to Cornell's football, spirit football, lacrosse and field hockey teams. Commencement is held here in May.</td>
</tr>
<tr>
<td><strong>Willard Straight Hall</strong></td>
<td>Willard Straight B1 was a notorious Cornell prankster. His wife gave Willard Straight Hall in his honor with one stipulation - that the building would not be used for any academic purpose.</td>
</tr>
<tr>
<td></td>
<td>27 views, May 14, 2010, Ithaca, NY</td>
</tr>
<tr>
<td><strong>Day Hall</strong></td>
<td>Day Hall is home to some of the most important people on campus, including the President and Provost. The Information and Referral Center, a great resource when visiting campus, is in the lobby.</td>
</tr>
</tbody>
</table>
Share Your Memories

Like Andrew Gossen, Cindy Golos, and 118 others like this.

Logged in as Andrew Gossen

Add a comment...

Post comment to my Facebook profile Post
Andrew, Welcome to Your Amazon.com (If you're not Andrew A Gossen, click here.)

Today's Recommendations For You

Here's a daily sample of items recommended for you. Click here to see all recommendations.

Coming Soon for You

The War That Came Early: West and East (Kindle Edition)
After America (Kindle Edition)

Improve Your Recommendations

Ruth Fielding at Snow Camp Or, Lost in the Backwoods
Rate this item

This was a gift
Don't use for recommendations

Items you own (202)
Items you've rated
Pick of the Week

Mommy bloggers

They're ubiquitous, yes. But truly great mom blogs are hard to come by. That's why we're giving a shout out to three Stanford bloggers.

- The World: Through Mom-Colored Glasses is a hilarious blog by Summer Batte, '99, about life with a very funny young girl.

- Sweet Peas and Stilettos, by Alisa Lewis, '93, is a one-stop shop for modern women, with resources for everything from starting your own company to ordering designer shoes online.

- KCHBlog, the musings of web designer and mom Kathy Christie Hernandez, '85, MS '86, covers essential topics like best media-screening resources for parents, and 10 things students need to know about college but don't.

You May Also Like

- Stanford University Facebook Page
- The Unofficial Stanford Blog (TUSB) on Facebook
- Stanford CareerConnect on Facebook

Notables

- Alum former Japanese PM Hatoyama's blog in Japanese
- Japan, Japanese, prime minister
Cornell Alumni Businesses
This map contains Cornell Alumni-owned businesses worldwide. Feel free to call your fellow alumni if you need help with anything!
3,679 views - Public
Created on May 25 - Updated 2 days ago
By Alice - Open Collaboration

***** 1 ratings - 1 comments

Funico Studios - New York Wedding Photographers
Alice Luong ’95. Husband-and-wife led team of award-
Video Matters
Tove Hasselius Abrams, Cornell Class of ’65. Serving
Blue Sky Local.com
Check us out at BlueSkyLocal.com We improve slow
Kangaroo Express Delivery
Financial Insight Corporation
nextSTEPH
Stephanie M. Cockeri, Class of 1996
SIMPore Inc.
Spectrum Square Associates
Yarmus Engineering PC
Bosco Chocolate Syrup
Scott Sanders (Johnson ’04), ss428@cornell.edu 441
Sherpa Business Development