

**One Small Tweet for AOD Prevention;
One Giant Step for Student
Engagement**

Dave Closson, MS. Illinois Higher Education Center

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Where's your phone?

Pocket, lap, hand?

It is proolly within an easy reach, unless you are one of those people.

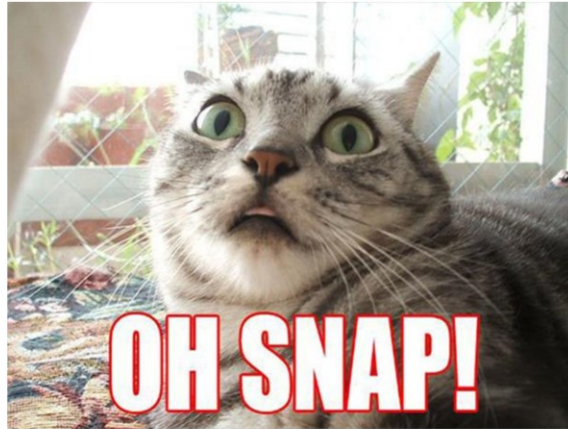
Always losing it.

I bet someone has checked FB in the last 5 minutes

Everyone gets social media, everywhere

It has changed the way society communicates

Social Media is like Crack



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Social Media is like Crack



- Immediately gratifying and hugely addictive
- The more you get the more you want
- It is altering the way we interact with brands, services, businesses
 - Even when they aren't on social media

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Tweeting across the street.

Selfies on selfies whiles shopping.

Snapchat while driving.

Bad for personal safety, no doubt!

Back to the Future



- Advertising over time
 - Print to Radio
 - 38 years to get 50 million people
 - Radio to TV
 - 13 years
 - Instagram
 - 1.5 years

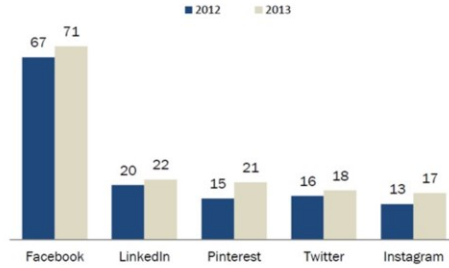


The Landscape of Social Media Users



Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys. 2012-2013. 2013 data collected August 07 - September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

The Landscape of Social Media Users



- Facebook and Instagram exhibit especially high levels of user engagement: A majority of users on these sites check in to them on a daily basis
- 42% of online adults use multiple social networking platforms. For those who use only one social networking site, Facebook is typically—though not always—the platform of choice

Traditions



- Things were completely one sided
 - Marketing
 - AOD Prevention
- Now it's a fair fight



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AOD prevention is often one sided too
“don't drink and drive” “drink responsibly” “Alternate
your drinks with water”

Historically there wasn't any other options.

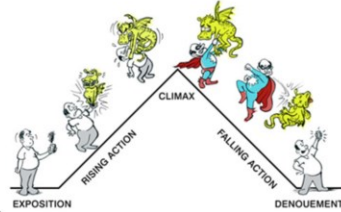
Now they can skip, hide, delete, unfollow to avoid them.

They want you to give them more time, pay attention to them,
let them voice their opinions/concerns

The Climax



- Like in a story, the climax stinks without the action leading up to it
- Need to think about
 - Timing
 - Context
 - Storytelling
 - Respecting the platforms



A Story to Tell

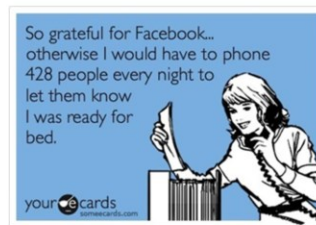


- What makes a great story?
 - It sell's stuff
 - Cell phone companies sell plans
 - Non profits sell donations
 - What are we in AOD prevention selling?
- Lead a horse to water and inspire it to drink (or in our case not drink)

Native Content



- Hits the specific nuances of each platform
- Offers the same value as the other content users come to the platform for



Native Content



- What story should you tell?
 - How they want to hear it
 - What they want to hear
 - When they want to hear it
- Highlights
 - Each platform allows you to highlight a different aspect of your identity
 - Have fun!

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Social media won't tell you what story to tell.

Sweet Sweet Science



- The **blueprint** for success

- There isn't one
- Study
- Analyze
- Experiment
- Can't use the same move over and over again



Kiss of 3



- Call to Action
 - Simple and easy to understand
 - Only one
- Mobile Ready
 - Smartphones galore
- Nuances
 - Respect



Yellow page ads



- Characteristics of great content
 - It's native
 - Content is king, context is god
 - Think TV commercials
 - We are on social media for AOD prevention
 - Students are there for the value of the content
 - Break from a stressful day
 - Entertainment
 - News / information
 - Gossip / friendship
 - Brag table



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Don't let your content be like a yellow page ad!

Think TV, it took years for the commercials to speak to the audience.

They became an intrinsic part of TV with short stories, jingles, and characters that stick with you

What is Native?



- It doesn't interrupt
 - Commercials interrupt
 - Pop ups
 - Pop up blockers
 - DVR's and on demand movies
 - Can't interrupt!

~You must be the entertainment, news, information or whatever experience they are looking for on that platform!

What is Native?



- Make it for your followers
 - Make it simple, memorable, inviting to look at, and fun to read
 - Be generous, informative, funny, and inspiring
 - It should take a second to realize it is a department and not a person



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What is Native?



- What are the students interested in?
 - Just check out their phone home screens
 - Social media – interested in other people
 - Entertainment – music or games
 - People want to escape
 - Utilities – maps, notepads, organizers, emails
 - Value services

Content should fall into these categories

Pop Culture



- Life before Facebook
 - What did you do as a kid?
 - Hung out at the soda stand, backyard football, playgrounds
 - Now time is spent hanging out on your phones, listening to music, reading celeb gossip, playing games and chatting with friends
 - Sounds like a lot to compete with!

If you can't beat them, join them!

Dream Big. Think Micro.



- Don't think about your content as content
 - Little nuggets of micro content, humor, or commentary



Dream Big. Think Micro.



- 2013 Superbowl, Oreo played to win!
 - Power went out for 30 minutes
 - Oreo tweeted...



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Suddenly everyone saw a funny reminder oreo is for all occasions.

It didn't tell anyone to buy oreos. No call to action at all.

It is common to see people give updates and respond to live events, but to see a brand do it so casually and naturally

Welcome to the Main Event



- Stop thinking social media is the backup.
 - It is the main event!
 - It is the nexus to connect every other channel
 - Jabs just like boxing
 - Some need to jab a lot, some don't
 - BP after the oil spill, tons!
 - Apple and the iPhone, not so much.



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Let's Talk



- Talk about what they are talking about
- Building your department identity takes work, time and many jabs
 - As your identity grows, your frequency slows
 - Can't stop, won't stop



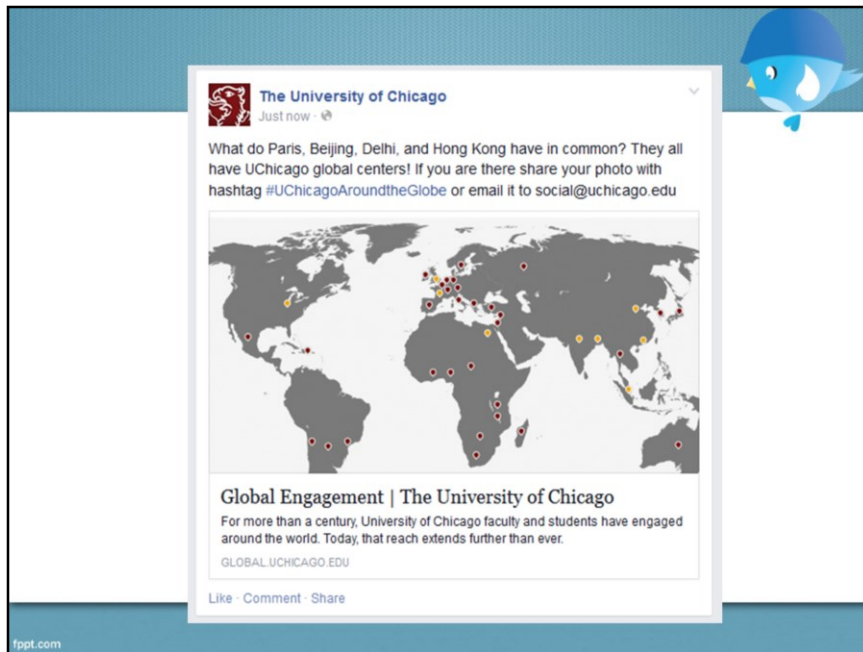
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(T Swifts Shake it off)

Examples...



Excellent pictures.
Humor and perfect “cop” voice! Well done U of I



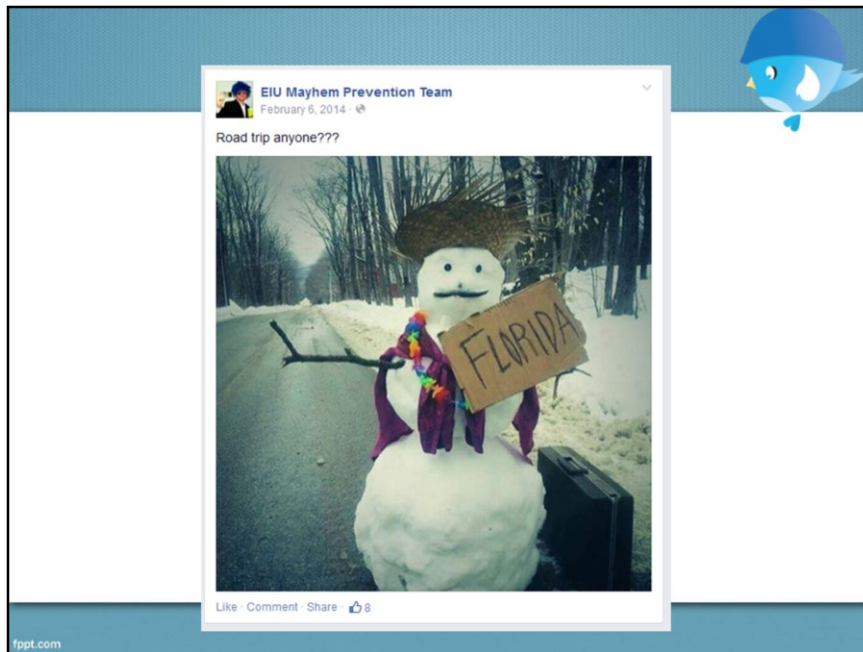
Good graphic, catches your attention and makes you curious.
Intriguing question that sparks curiosity. However, they answer their own question.
Let the user get engaged to find the answer.

Split into two posts?



Visual!
Funny!
Great voice, speaks to the student population.

Shorten the text?



Last year during a snow storm. I thought it would be a hit, but wasn't.

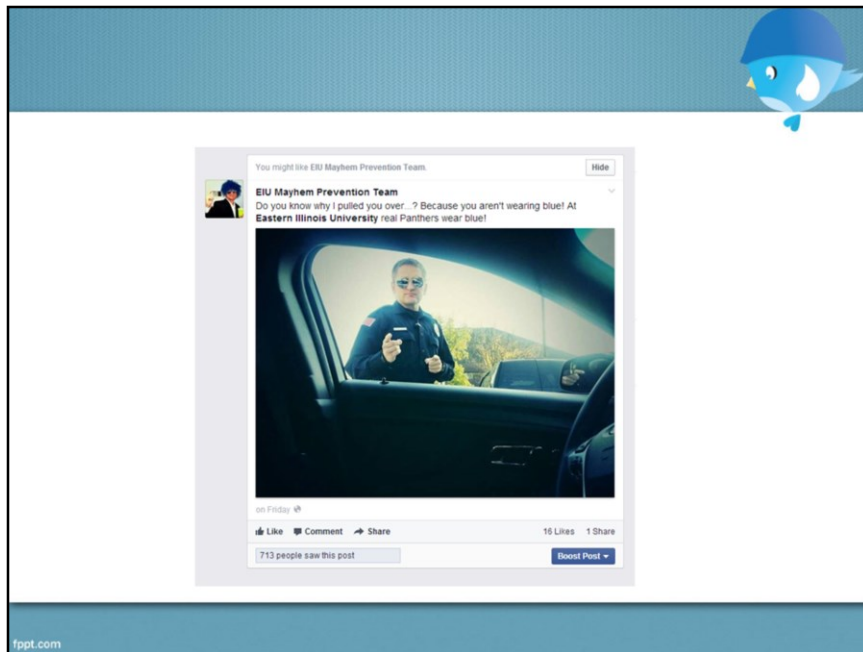
Time of day posted might come into play.

Different text, "Tag who you want to take a road trip with" ?



First post. Voice of the students. Humor. Should have added a good pictures!

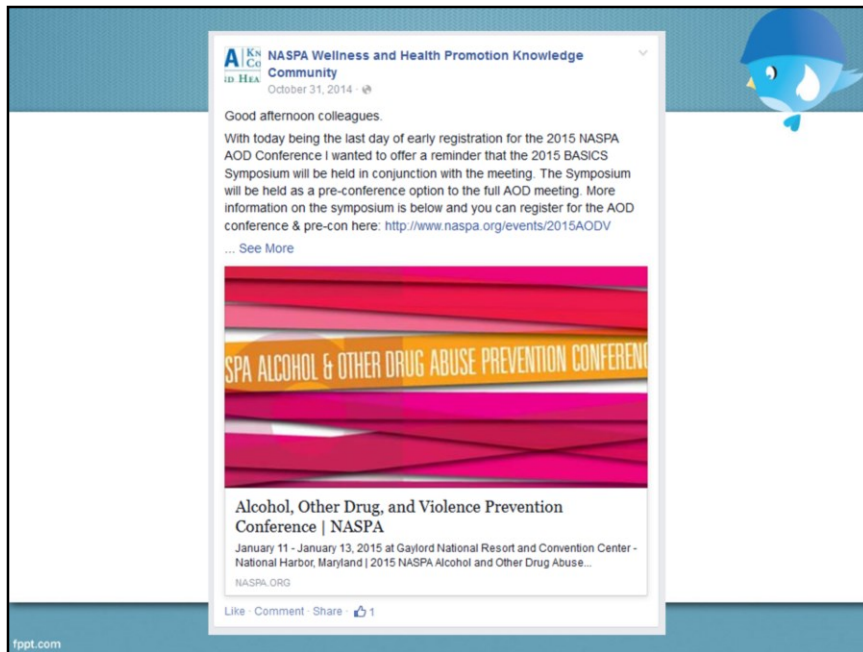
Second one was a flop! Facebook cracks down on pages. They don't like link posts. Be careful posting a link via Hootsuite. Could have used a picture, then add the link. Needs to be more visually appealing.



Visually appealing

Gets the police department involved in a school spirit campaign.

Possible to shorten the text?



Blah blah blah blah blah

Too much text, no body wants to read that. Let the user click the link to find out the other information.

Link post not a picture post. Crops the picture!

Illinois Liquor Control
December 9, 2014 at 8:16am · 🌐

Alcohol ads are everywhere, especially in a big city like Chicago. Do you know how to talk to your kids about making better choices? #talkitup More Info: <http://1.usa.gov/1yQ0TdW> #StopAlcoholToMinorsChicago

Alcohol Ads
Are everywhere, especially
in a big city like Chicago.

Do you know how to talk to your kids about making better choices?

Drinking is Cool

#TalkItUp
ILLCC.ILLINOIS.GOV

Illinois Liquor Control Commission

Unlike Comment Share 2

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Text is the same as the picture!
What are they trying to achieve with this post?



Why click the link and read the article, they gave us the answer right there.

Post a picture instead of a link post

BN Bloomington Normal Community Campus Committee (BNCCC)

December 31, 2014 at 10:00am · 🌐

Take a look at this article to see how MADD and other organizations efforts have impacted alcohol enforcement and reduced drunk driving nationwide. I think you will be impressed. And, as you head out to celebrate the New Year, remember to share MADD's messaging and encourage everyone to use a designated driver or call for a taxi.

[http://www.npr.org/.../traffic-stops-persuade-people-to-avoid...](http://www.npr.org/.../traffic-stops-persuade-people-to-avoid-...)



Traffic Stops Persuade People To Avoid Drinking And Driving

Everyone knows it's dangerous to drink and drive, but a lot of people still do it. Strict enforcement of traffic laws makes it less likely that people will get behind...

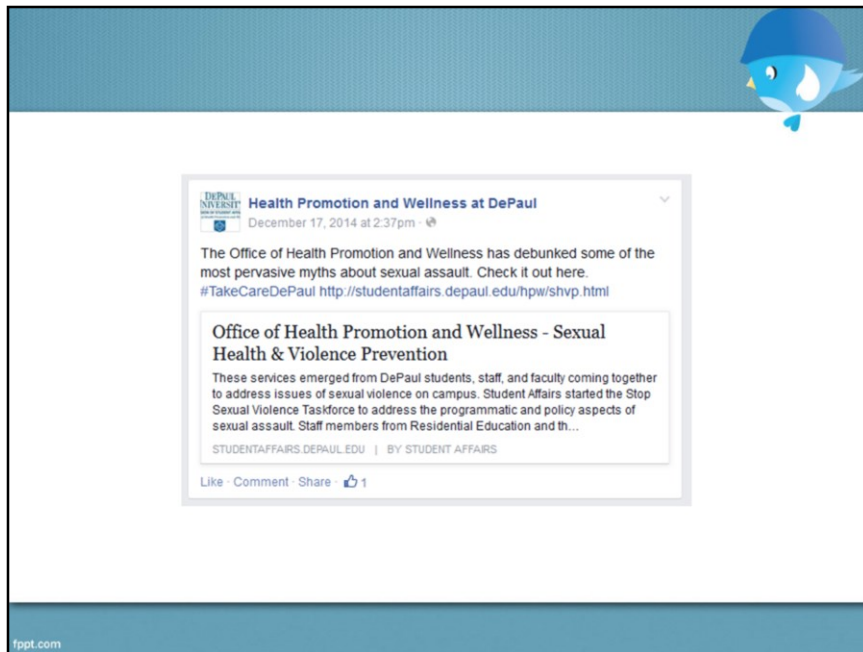
NPR.ORG | BY MORNING EDITION

Like Comment Share

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The picture is eye catching. Could post as a picture to make it show up better in the newsfeed.

Too much text.
Great intentions.



Not visually appealing.
Mouth full to start with. Just say “we”

Try as a picture post instead of a link post

Illinois Higher Education Center for AODV Prevention shared a link.
Posted by Dave Closson [?] · November 3, 2014

What do our Chicago Affiliates think about this one? Right on point?

34 Things People From Chicago Have To Explain To Out-Of-Towners
www.movoto.com
If you ain't from Chi-Town, you just don't get it.

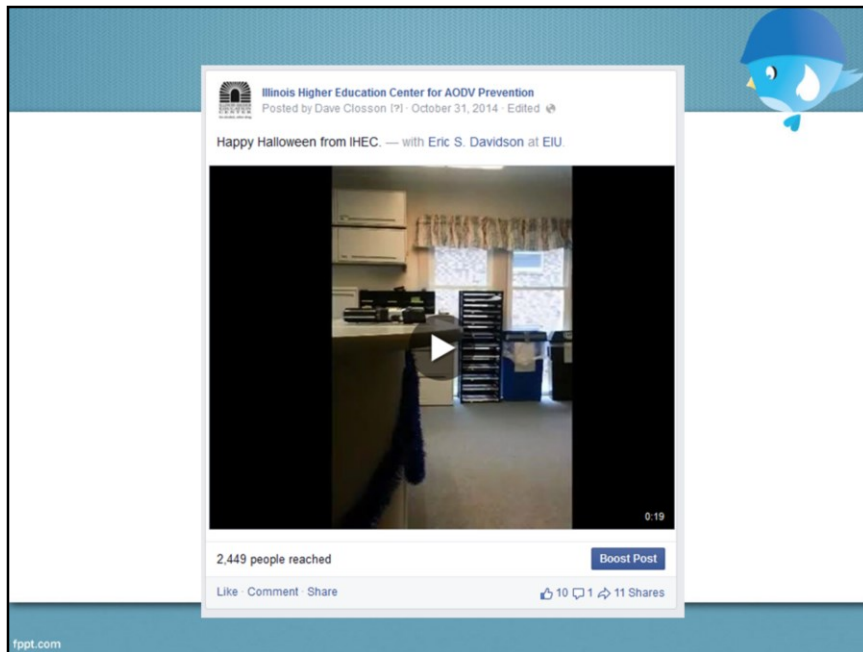
255 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#) 2

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Asked two questions.

Trying to show we could “speak the language” of our northern affiliates



Not related to AOD, but reached a ton of people. Videos videos videos
Tagging people to expand your reach



Logo placement
Humor
Visually appealing

The screenshot shows a Facebook post from the page "Illinois Higher Education Center for AODV Prevention". The post text reads: "The night shift IU Police officer Brad Begeleski confronts the realities of student nightlife <http://ow.ly/Ch0uc>". Below the text are options to "Tag Photo", "Add Location", and "Edit". The post has 1 like and 1 comment. The comment is from "Danielle M Bennis, Jennifer L Stevenson and Dave Clason" who says "We like this". There are three replies from the page: "Illinois Higher Education Center for AODV Prevention Thanks Jennifer L Stevenson for sharing this!", "Jennifer L Stevenson No problem! I found it because Heather K, Vetto had commented on a friend's post.", and "Illinois Higher Education Center for AODV Prevention Great to have you both on the IHDC Team!". The page also shows options to "Write a reply" and "Write a comment".

pictures!
Comment thread and replies!



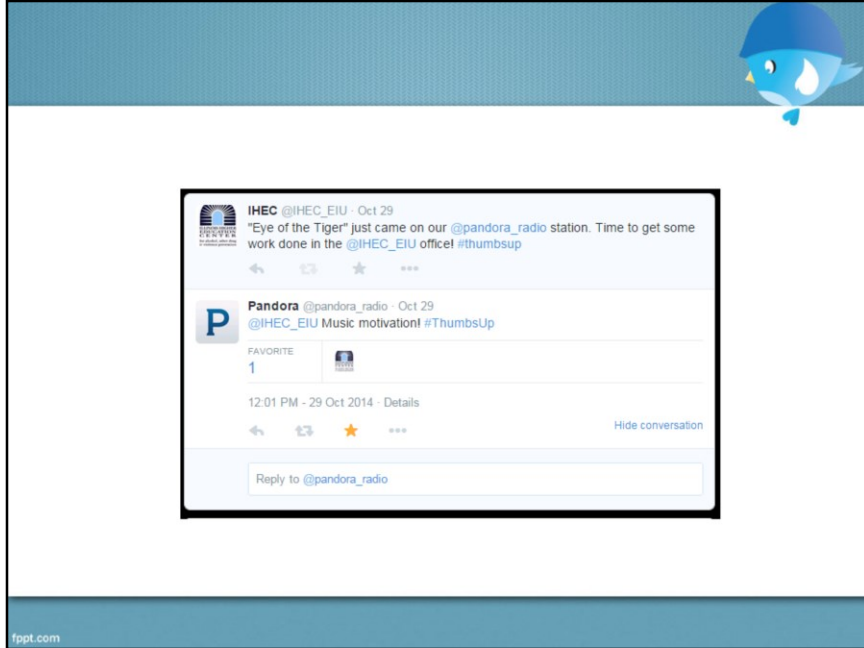
Humor! Sarcasm!

Twitter you can just jump right in there and engage them.
Context context context

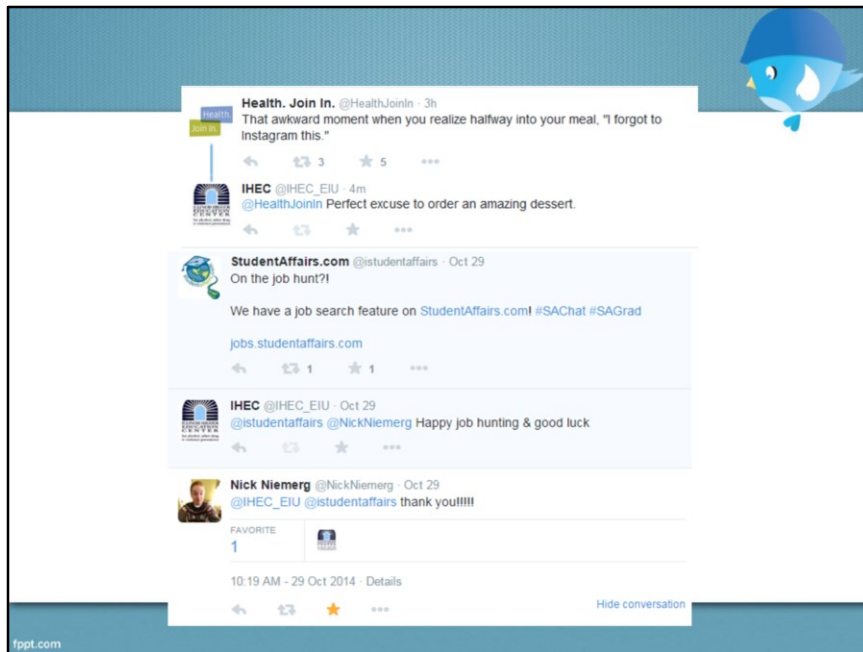


Current events! Tons of people following that hashtag
Hashtag stealing.

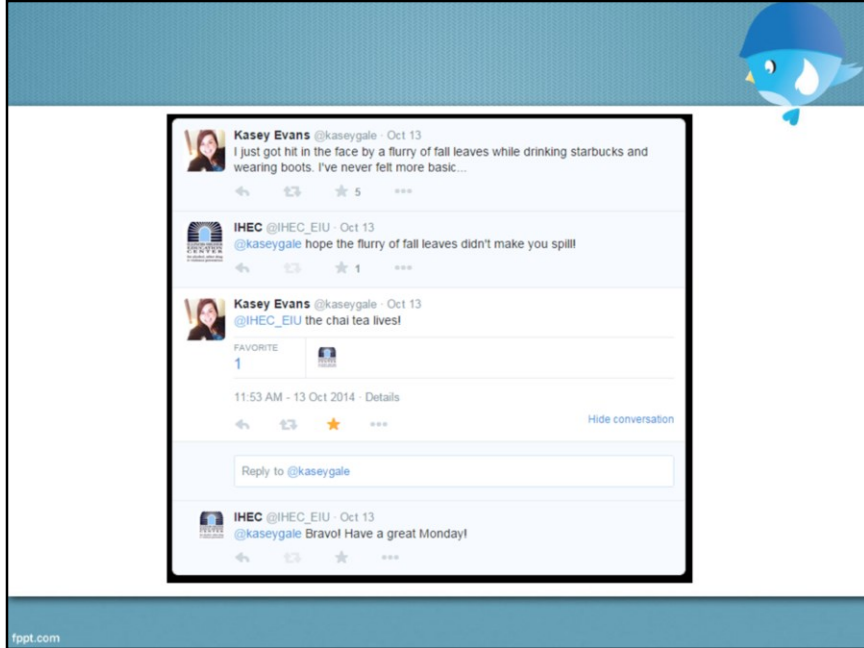
Speaks the language of the followers.



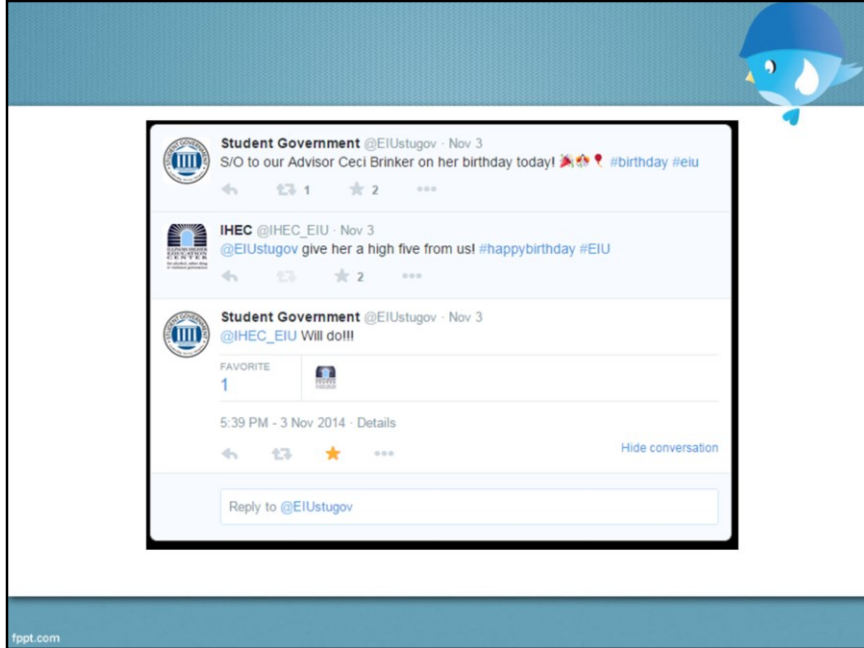
Big name replying, humanizes them.
Builds a relationship with the followers



Have never met Nick, saw him post that he was looking for an SA job. Just being observant and thoughtful. Building a relationship.



Having a personality! Speaking directly to individuals



Casual conversation!



Building an online community.



Online community building, the next frontier

Takes a team approach and is a win/win

Great content and context to gain more engagement..... Students might be slow to engage, so build a team on campus and start engaging with each other.



The Daily Eastern News
Monday, November 13, 1995

Snow flurries hit central Illinois

Temperatures break 75-year Charleston winter record

By MELANIE McCLAIN
City editor

A 75-year-old record was broke Saturday when temperatures reached 13 degrees, the lowest temperature ever recorded for that day in the Charleston area.

Local weather observer Dallas Price said the old record, which was 14 degrees in 1920, was broke at 3 a.m. Saturday.

In addition to breaking temperature records, the area also saw its entire month's quota of snow on Saturday. "An inch was predicted and we got an inch and a quarter," Price said.

However, Price said roads and streets were fairly safe to drive on this weekend since the snow melted quickly.

"The ground was so warm underneath, it melted (the snow)," he said.

Sunday's afternoon temperature was 34 degrees and today will remain in the upper 30s or 40s. Temperatures are expected to drop tonight to the upper 20s, he said.

Price said the average high for Nov. 12 is 54 degrees and the average low is 37 degrees.

"Our high Sunday was not even the average low," Price said.

While the weekend snowfall had many area residents and students bundling up to keep warm, temperatures are still expected to remain lower than average this week, Price said.

"We may see some rain dispersed throughout the days and possibly a few snowflakes in the form of snow," he said.

Although in past years there have been heavy snows on Thanksgiving Day, Price said it is highly unlikely the area will see snow this holiday.

"The record snowfall for the month of November was 9.3 inches in 1951," Price said.

"With only one inch being the average for the whole month, it is unlikely we will have snow on

Eastern Illinois University
November 13

A quick reminder on this chilly #TBT that the weather could be SO much worse. 🥶

From the Daily Eastern News, Nov. 13, 1995: "A 75-year-old record was broke Saturday when temperatures reached 13 degrees, the lowest temperature ever recorded for that day in the Charleston area."

Like Comment Share

Illinois Higher Education Center for ACCO
Prevention Bobbrim

Like Reply Commented on by Dave Chason 11
November 14 at 8:58am

Jack Crutkshank Yeah, that was a cold day!
Oh, well, I was one year old.

Like Reply x13 November 13 at 8:33pm

Eastern Illinois University replied 2
Replies

Luanne Hall Negley Broken not broke!
Like Reply x18 November 13 at 7:57pm

April Hammer I had Weather & Science at ESO

Write a comment

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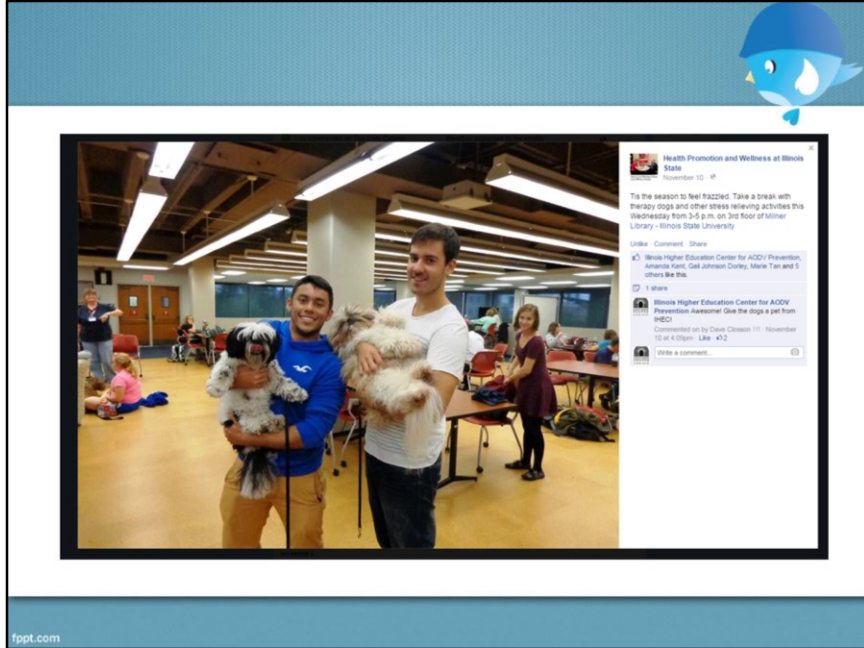
Using other pages to gain exposure.

IHEC was the first comment!


Didn't take a lot of time or strategy to come up with "Bbbrrrrrrr"

The image is a screenshot of a Facebook post from Eastern Illinois University. The post is dated November 11 and features a photograph of a soldier in a garrison cap standing in front of a large American flag and a building with Gothic-style architecture. The post text reads: "Today we are proud to honor all Veterans past and present who are part of the EIU family. Thank you for your service. #EUI #PantherPride #VeteransDay — with L.A. Brown, Brandon Rice and David Covington." Below the post, there are several comments. The first comment is from the Illinois Higher Education Center for ACOV/Prevention, which says: "We will see you at 10:30 am for the Veterans Day Ceremony at OUI Mall! Happy #VeteransDay". This is followed by a comment from Michael D. Gillespie: "this professor is proud to have had the honor to had Brandon Rice as a student. Thank you, Brandon Rice." Other comments include: "Larry Keanoghe I'd recognize that landmark anywhere. Many wonderful music moments there in '55 and '66 ... in retrospect, I should've gone to school there.", "Lynette Stollard Such a statement!!", and "Billie Carman Loma I knew this was EIU." The screenshot also shows a "Write a comment" input field at the bottom of the comment section.

First comment, everyone else that commented saw IHEC



IHEC's comment received 2 likes, most likely two people that didn't previously know IHEC even existed.



How to build your online community

<http://youtu.be/hO8MwBZI-Vc?t=11s>

fppt.com

Consider this when building your online community.

If you want to engage the students and create an online conversation, be the first lone nut or recognize the importance of the second follow.

Just like walking foot patrol as a police officer on campus. Not many students will just walk up to me and start talking. The moment I start saying hi, asking how they are doing, and being friendly with the, more and more students stop and chat!