



Chair for Women in
Science and Engineering
BC and Yukon Region



Lead Sponsors:



Teck



Dr. Ken Spencer

Henry F. Man



Westcoast Women in
Engineering, Science
& Technology

WVWEST Partners

September 15, 2014



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



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Marketing with Social Media

Robyn Choi
Rebekah Parker



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This is a peer workshop.

What are you
hoping to
learn/discuss
today?





In WWEST's experience...

We can do better.

- Highest engagement with web & newsletter
- LinkedIn not very effective (for us)
- Pinterest experiment!

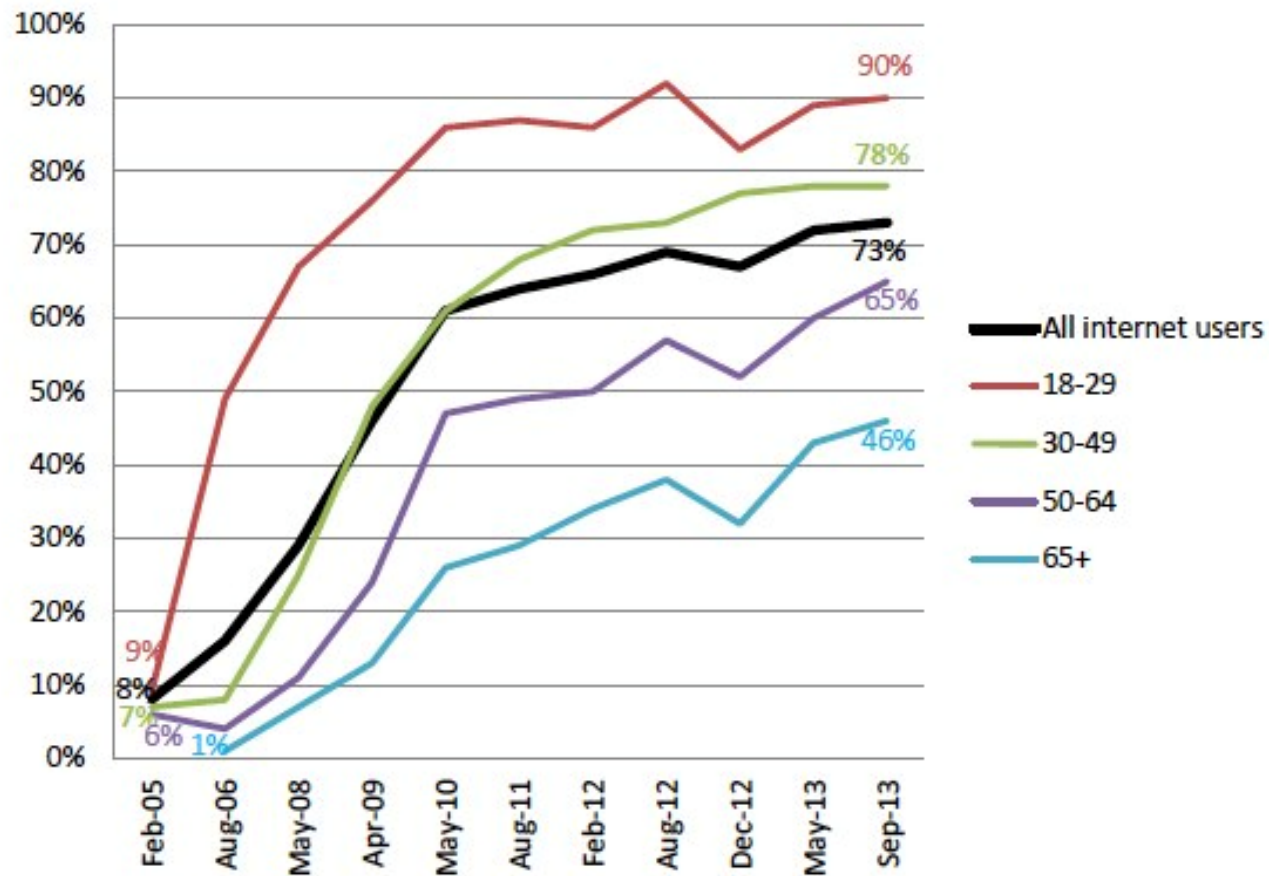


WVTV EST

Who uses Social Media?

Social networking site use by age group, 2005-2013


% of internet users in each age group who use social networking sites, over time



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 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 internet users is +/- 1.6 percentage points.

facebook

1.19B+ active users
757M+ daily users



TED ✓
News/Media Website

[Timeline](#) [About](#) [Videos](#) [Likes](#) [More ▾](#)

Create Page

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2002
- Founded

PEOPLE

6,171,304 likes

ABOUT

Welcome to the official page for TED.com, home of Ideas Worth Spreading! Here, find daily TED Talks, news from TED, conversations, photos and more.

<http://www.ted.com/>

PHOTOS

"Empathy is more powerful than hate, and our lives should be dedicated to making it go viral."

ZAK EBRAHIM
ACCEPT FROM THE COMPANY'S SIDE
TED Talks

"We have to be willing to fail, to be wrong, to start over again with lessons learned."

ANGELA LEE DUCKWORTH
TED Talks

"Empathy is more powerful than hate, and our lives should be dedicated to making it go viral."

ZAK EBRAHIM
ACCEPT FROM THE COMPANY'S SIDE
TED Talks

TED TED shared a link.
2 hours ago

A collection of inspired ideas and real-world examples of how to make peace more attainable:



9 TED Talks about the road to peace
www.ted.com

facebook

The Good:

- The dominant social media site

The Bad:

- Difficult to find groups/pages without previous exposure

The Ugly:

- Privacy concerns
(e.g. emotion manipulation study, Messenger App)



Instagram

200M+ users
20B+ photos



amnestyuk ·

Amnesty International UK Amnesty International in the UK - standing up for human rights across the world, wherever justice, freedom, fairness and truth are denied.
<http://www.amnesty.org.uk/>

289 posts

10,141 followers

59 following

September 2014



August 2014



July 2014





Instagram

The Good:

- Engaged, young audience

The Bad:

- Images can't link to anything
- Instagram blocked through Twitter

The Ugly:

- Ownership debates (in Terms of Service)

twitter



271M+ monthly users
500M tweets/day



Water.org ✓

@Water

Safe water & the dignity of a toilet, for all, in our lifetime.

📍 Africa, Asia & Central America

water.org

🕒 Joined January 2009

🚨 In times of crisis, this account helps share critical information with Twitter Alerts. [Be prepared](#)

TWEETS 7,231 PHOTOS/VIDEOS 559 FOLLOWING 10.8K FOLLOWERS 658K FAVORITES 1,323 More ▾

[Follow](#)

Tweets Tweets & replies

 **Water.org** @Water · 1h
If you don't already, give @Water a follow on @Instagram where we are posting live from India this week. [instagram.com/water](https://www.instagram.com/water) #wherewework

👤 8 ⭐ 3 ⋮

 Retweeted by Water.org
 **Tom Baurain** @TheRedOwl · 4h
Today I am turning 29. I'm marking the occasion with my 2nd annual fundraiser for @Water.org - please help! [give.water.org/f/RedOwl29/](https://www.give.water.org/f/RedOwl29/)

👤 4 ⭐ 7 ⋮

Don't miss any updates from **Water.org**

Full name

Email

Password

[Sign up for Twitter](#)

Worldwide Trends · [Change](#)

[#WhatsannaGelin05362021213](#)



The Good:

- International medium, easy to join #discussions

The Bad:

- Takes time to learn to write good tweets
(140 character limit)

The Ugly:

- *Very* public
@WeKnowYourHouse; @NeedADebitCard

Pinterest

70M+ users
80% women users

STEM Programming

136 Pins • 86 Followers

preschool

experiment

preschool science

science

science experiments

color mixing

science fun



Monster feet... Connects to Common Core Nonstandard Measurement Goals- How fun!

a happy wanderer: a monster...
ahappywanderer.com



Preschool STEAM: Splash!

3

Explore! Preschool STEAM: Splash!
kimpeace.wordpress.com



from Teach Preschool

Graphing leaves in preschool

graphing leaves by color -- explore a few new math terms as well (graph, column, row, least, most, middle, estimate, actual, compare)... teach how to organize the leaves in columns, estimate the total number of leaves, remove a leaf (while the kids' eyes are closed) and see if they can figure out which column is missing a leaf etc.

Graphing leaves in preschool
teachpreschool.org



PreKinders.com



from Happy Hooligans

Salt and Ice Experiment - Melting Halloween Hands Activity

Haunted Halloween Hand Melt - a Halloween twist on the old "use salt and water to melt ice" experiment that involved making hand-shaped frozen blocks of ice

1

Pinned from
happyhooligans.ca



Bursting Boos and Popping Pumpkins- exploding art & science with a fun Halloween twist (Super FUN Fall activity for kids)

Bubbling Boos & Popping Pumpkins ...
growingajeweledrose.com



from Stir The Wonder

Pumpkin Guts Exploration -

PumpkinGutsExploration- Pinned by @PediaStaff - Please Visit ht.ly/63sNt for all our pediatric therapy pins

Pumpkin Guts Exploration -
stirthewonder.com



Ice Volcano -- Sunflo

Volcanoes! | Sunflower
sunflowerstorytime.c



Preschool STEAM: f
(Rain)

8



The Good:

- The “perfect marketing machine” (NY Mag) – “buy” links, website redirects, engaged audience

The Bad:

- Takes lots of time to do properly; not timely

The Ugly:

- Previous copyright concerns (somewhat addressed)

tumblr.

202.9M blogs
91.1B posts



+ Follow twloha **tumblr.**

OFFICIAL TUMBLR OF TO WRITE LOVE ON HER ARMS.

To Write Love on Her Arms is a non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury, and suicide. TWLOHA exists to encourage, inform, inspire, and also invest directly into treatment and recovery.

TO WRITE
LOVE
ON HER
ARMS.

[ABOUT](#) • [TWLOHA.COM](#) • [FEARS VS. DREAMS](#) • [ONLINE STORE](#) • [FIND HELP](#)

[ARCHIVE](#) • [RSS](#)



*“This life.
This night.
Your story.
Your pain.
Your hope.
It matters.
All of it matters.”*

Jamie Tworkowski, [“Welcome to Midnight. Welcome to World Suicide Prevention Day.”](#)

[twloha](#) [to write love on her arms](#) [wspds4](#)
[world suicide prevention day](#) [nspw14](#) [national suicide prevention week](#)
[suicide prevention](#) [jamie tworkowski](#) [twloha blog](#) [hope](#)

🕒 18 HOURS AGO ❤️ 1,833 NOTES



Thank You. Thank You for wearing a shirt. Thank You for posting a photo. Thank You for putting a poster up on the



The Good:

- Audience is young & diverse; simple & easy to customize blogs

The Bad:

- Time consuming – avg. user posts 10-15 times/day

The Ugly:

- Lack of etiquette towards attribution



WordPress & Newsletters

- Web pages are still important
- E-mail newsletter clients: Mail Chimp, Industry Mailout
- Difference between WordPress.org vs. WordPress.com
- Good format for audiences who are not as savvy with social media sites





WV EST Not all users are alike

- Some are **creators**
- Some are **sharers**
- Some are **spectators**
- Some are **inactive**



Photo courtesy of Kathleen Donovan @kdonovan_gaddy

To spread your message, consider targeting users who have influence/share often to a large following



Who is Your Audience?

Discuss in small groups:

- Who is your audience?
- How are you currently reaching them?



Who is Your Audience?

Timing of Posts

- In general:
 - Best time - in early afternoon towards end of week
 - Worst time – after 8pm
- See what works with your audience

WVTV EST 10 minute break!

I thought I knew how to use social media, but what happened next changed everything...

The screenshot shows the UPWORTHY website interface. At the top, the logo "UPWORTHY" is displayed in orange, with the tagline "Things That Matter. Pass 'Em On." below it. A search bar labeled "Search Stories" is visible on the left. The main content area features several article thumbnails:

- Top Left:** A close-up photo of a woman's face. The headline reads: "A Student Puts Herself On Tape, Admits That Her Family Committed A Crime ... But They Had To Survive".
- Top Right:** A photo of the Earth from space. The headline reads: "We Didn't Believe It. So We Fact-Checked It (Twice). Now Let's Talk About How To Take It Worldwide." Below this is a thumbnail of a man with glasses, with the headline: "He Changed His Name For A Horrible Reason. Now He's Telling Us Why."
- Bottom Left:** A cartoon illustration of a man being interrogated. The headline reads: "His Mother Gave Him A String Of Beads. It Was About All He Owned When He Left Home". The category "Immigration" is shown below the headline.
- Bottom Middle:** A photo of a man and a woman. The headline reads: "The Science Guy Gets Bullied And Puts The Bullies In Their Place". The category "Environment" is shown below the headline.
- Bottom Right:** A photo of a man speaking at a podium. The headline reads: "His Powerful Speech From Last Night Is All Over The News — And That's Exactly What We". The category "Entertainment & Culture" is shown below the headline.



Writing for social media

- Post about ideas, not just events
- Look out for typos
- Don't be afraid to show personality!





Engaging your audience

- Include images
 - Especially those that are inherently meaningful
- Keep it short (less than 80 characters)
 - Eg. Did anyone see that meteor that streaked across the sky last night? #stargazing
- It's a two-way street



Social Media Trends & Strategies

N Nordstrom
February 5

You choose: Which studded flat is your favorite for fall?




Like · Comment · Share

15,285 1,786 193



(Re)sharing Responsibly

- Fight misinformation – read before (re)posting
- Acknowledge your source(s)
 - Facebook: “share” button
 - Twitter: RT or MT
 - Tumblr: “reblog” button
 - Pinterest: repin/always include link to source
- Looking for content? Check: 
- Remember, you’re visible



Social Media Trends & Strategies

#Hashtags101

- Hashtags are used to:
 - Create a sense of community
 - Allow many people to contribute to a single conversation
 - Promote a campaign/event
 - Unify your posts



KITKAT @KITKAT · Sep 12

Uh-oh! Wardrobe malfunction. One of our best models has melted under the pressure. #HaveABreak #LFW



12

★ 24

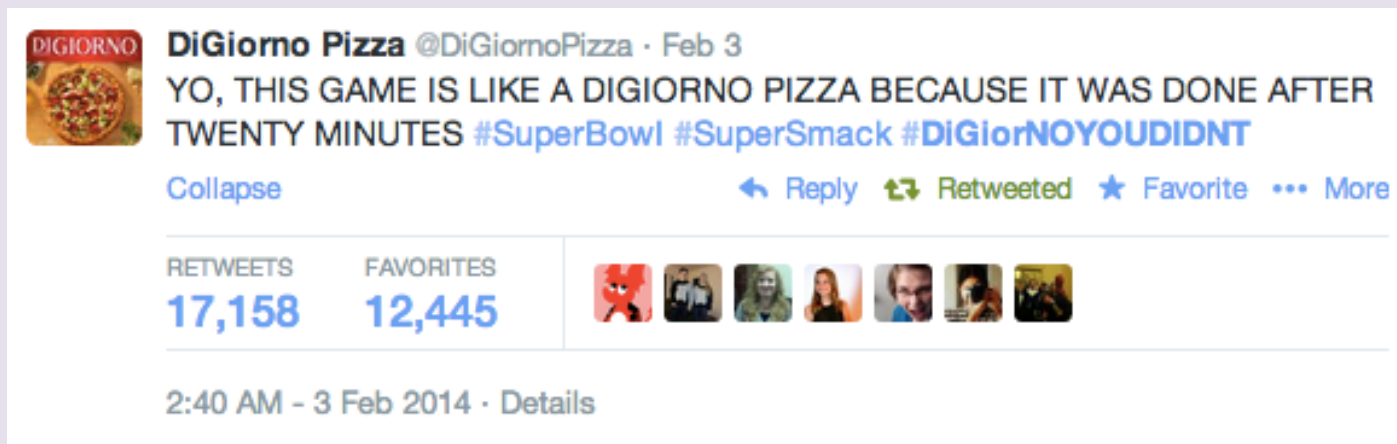


[View more photos and videos](#)



Social Media Trends & Strategies

- We can also use hashtags for humour and personality in our posts



DiGiorno Pizza @DiGiornoPizza · Feb 3

YO, THIS GAME IS LIKE A DIGIORNO PIZZA BECAUSE IT WAS DONE AFTER TWENTY MINUTES #SuperBowl #SuperSmack #DiGiorNOYOU DIDNT

[Collapse](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

RETWEETS	FAVORITES
17,158	12,445

2:40 AM - 3 Feb 2014 · Details

The screenshot shows a tweet from DiGiorno Pizza. The tweet text is 'YO, THIS GAME IS LIKE A DIGIORNO PIZZA BECAUSE IT WAS DONE AFTER TWENTY MINUTES #SuperBowl #SuperSmack #DiGiorNOYOU DIDNT'. Below the text are interaction options: Collapse, Reply, Retweeted, Favorite, and More. A table shows 17,158 retweets and 12,445 favorites. At the bottom, it says '2:40 AM - 3 Feb 2014 · Details'.



#MoreUsefulTips

- No punctuation or spaces
- Separate words with capitalization if its not clear

#WowThereAreALotOfWordsInHere

- Which hashtags should I use?
 - Follow organizations with like-minded interests
 - Use language your audience is familiar with
- Which platforms use hashtags?
 - Twitter
 - Instagram (ex. #ThrowbackThursday)
 - Facebook (not really that popular here though)
 - Tumblr
 - Pinterest
 - Google+



Social Media Trends & Strategies

Mobile Social Media

- Mobile users share content twice as often
- The majority of Facebook, Twitter, and Instagram users use the mobile app versions
- Focus on visuals
 - Header image/cover photo
 - Share images and video
- Make sure things look as good on mobile as they do on desktop



Social Media Trends & Strategies

Privacy

- Always check your settings
- Keep up to date with changes in Terms & Conditions
 - Tech sites are good place to check, eg. Gizmodo
- Watch out for “bait & clicks”

The screenshot shows the Facebook settings page for 'Timeline and Tagging'. The left sidebar lists various settings categories, with 'Timeline and Tagging' highlighted in a red circle. The main content area is titled 'Timeline and Tagging Settings' and contains several rows of settings. A red arrow points to the 'View As' link in the 'Who can see things on my timeline?' row.

Setting	Current Value	Action
Who can add things to my timeline?	Who can post on your timeline?	Friends / Edit
Review posts friends tag you in before they appear on your timeline?	On	Edit
Who can see things on my timeline?	Review what other people see on your timeline	View As
Who can see posts you've been tagged in on your timeline?	Friends	Edit
Who can see what others post on your timeline?	Custom	Edit
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	Off / Edit
When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Friends	Edit



WV EST Next Steps & Ideas

In small groups, discuss:

- Your social media challenges/worries
- Ideas for solutions
- Your next steps

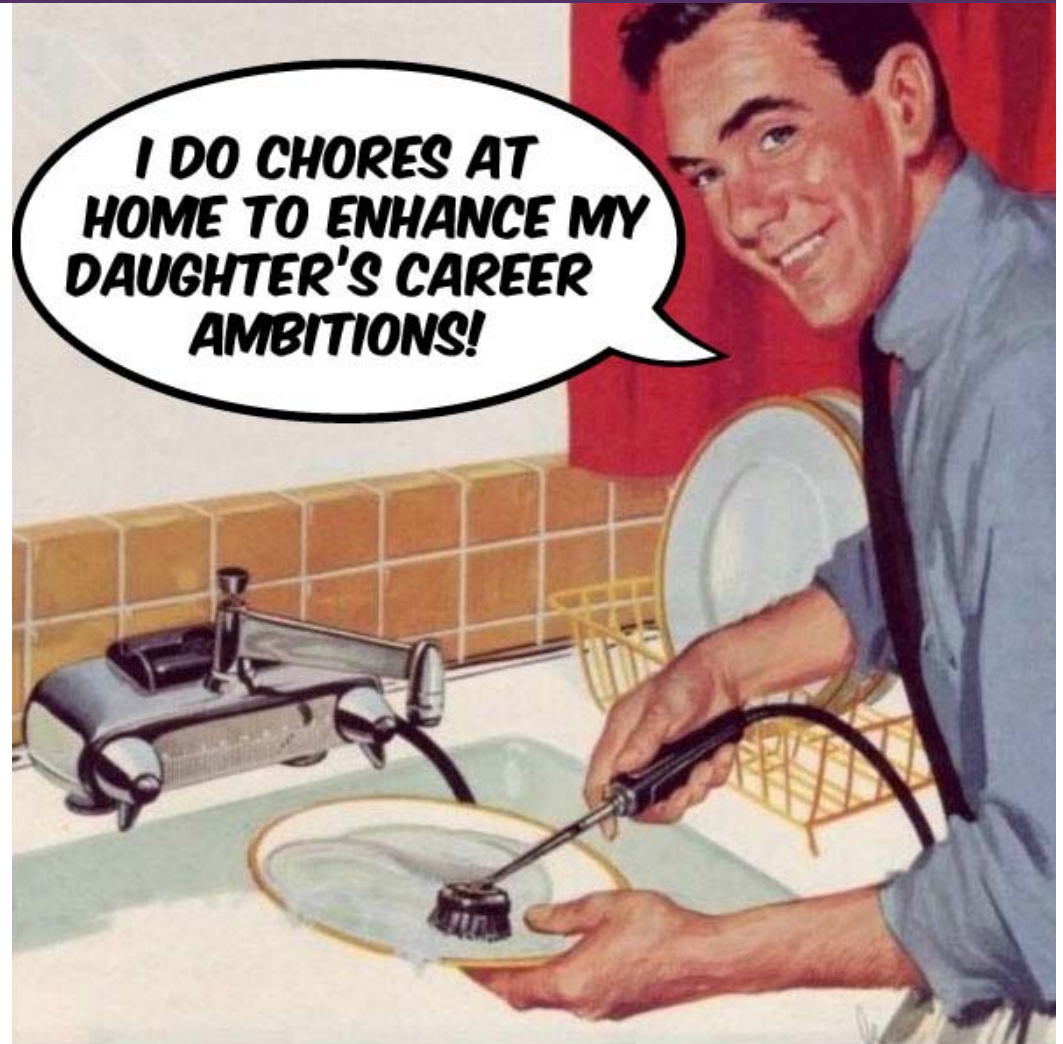


Our Next Step: Pinterest

Google gets it.



Do you?



Seriously, it's a thing.



WVU EST Final Thoughts

- Social media is a tool
- It's here to stay
- It doesn't have to be difficult – experiment to see what works for you



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Engineering

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Dr. Ken Spencer

Henry F. Man



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& Technology

Thank You!

Case studies available over lunch



a place of mind

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