



BRANDING & SOCIAL MEDIA FOR EXTENSION

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THE UNIVERSITY
OF ARIZONA



UA & CALS BRAND PLATFORM

What is the UA Brand and how do I represent it?



UA BRAND PLATFORM

INSPIRATION

At the University of Arizona, we're not bound by convention. We see things differently. This isn't a desert; it's a canvas. These mountains aren't obstacles, they're vantage points. Our big sky: it's a lens to the universe and our place in it.

Here, we're connected to the land and to the stars and it's up to us to bridge the space between. When there is a reference point for struggle, we help society rise to its challenges. Not only do we have the power to make a difference, but it is also our duty to do so.

That's because we exist at the intersection of history and culture and research and vision. Nothing can contain us. And we never stop pushing. Beyond boundaries, beyond expectations, and beyond ourselves. To make sense of the world, then make it better and brighter.

UA KEY MESSAGES

1. We see opportunities where others see obstacles
2. We embrace grand challenges with bold curiosity
3. We forge creative pathways to discoveries that would otherwise be impossible
4. We are driven by our history to advance the work of those who came before us and to improve the world for those who will follow

UA BRAND ESSENCE

- **PROGRESS**
 - Forward-thinking and willing to take risks
- **CONFIDENCE**
 - Purposeful and driven to achieve our goals
- **OPENNESS**
 - Collaborative and unassuming
- **ADVENTURE**
 - Rooted in an exploratory spirit
- **DETERMINATION**
 - Unwavering, always focused on impact
- **INSPIRATION**
 - Optimistic and visionary, motivating others

CALS BRAND PROMISE

“SCIENCE AT WORK”

The meaning behind it all – the anchor – that appears in writing, but never as a tagline.

When crafting content for social media, try to keep this anchor in mind, so that what you’re showcasing to your audience represents “SCIENCE AT WORK.”

CALS KEY MESSAGES

1. Make a difference on a big scale / Be a part of something greater
2. Advance sustainability through better thinking
3. Establish deeply rooted, lifelong connections
4. CALS is a supportive community / Be a CALS champion
5. Share your passion for learning with future CALS generations
6. Bring meaningful connections to life
7. Share your passion for discovery
8. What you bring to the table affects the future
9. Advance solutions through connectedness

CALS VALUES

- **ACTION**
- **CURIOSITY**
- **CONNECTEDNESS & PARTNERSHIPS**
- **SUCCESSFUL GRADUATES**
- **IMPACT, UNDERSTANDING THE CONSEQUENCES OF OUR CHOICES**
- **LEADERSHIP**
- **HANDS-ON STUDENT EXPERIENCE**

CALS BRAND ESSENCE

- **CONNECTEDNESS**

- A bridge between student learning, faculty research, industry and the community

- **INTEGRITY**

- We are aware of the consequences of today's actions, and we act accordingly to build long-lasting systemic solutions

- **RESOURCEFULNESS**

- We work across disciplines and industries to create unexpectedly efficient solutions

- **SERVICE**

- We support our students, our faculty, our community, and we are the heart of the land-grant mission of the U of A

- **TRAILBLAZING**

- We are thinking generations down the line, and devising solutions to problems that others have not even envisioned

- **VITALITY**

- Our energy and dedication to solving the world's grand challenges are boundless.

EXPRESSING BRAND IN WRITING

CONNECTEDNESS

- Use inclusive language – such as “we”, “us” and “you”
- Focus on community results and benefits
 - “Small farmers win with the UA’s new discovery of...” Tell your audience who benefits instead just announcing the discovery itself.
- Ripple effects of your challenges, discoveries or work
 - “Every community is challenges by drought...”
- Mention partners when possible

EXPRESSING BRAND IN WRITING

INTEGRITY

- Trustworthy language
 - “count on CALS to...”, “We said we would do x by y. We did it.”, “..., as promised.”
- The right thing vs. easy; show effort and resources needed to do it well
- Let others comment/do the talking to show we’re trusted
- Share news stories directly from major news sources
- Testimonials (students, community, scientists)
- Showcase your experts = implies quality

EXPRESSING BRAND IN WRITING

RESOURCEFULNESS

- Confident problem solving
 - “We are...”, “We know...” instead of “We may...”
- Optimistic
 - “We can...” and “We will...”
- Unexpected results or methods
- Show happy results and talk about big challenges
- Curious juxtapositions: “You might expect...”

EXPRESSING BRAND IN WRITING

SERVICE

- Serving the next generation and beyond
 - “Our children’s children...”, “Future generations...”
- Reference our Stakeholders
 - Arizona, students, community, world/humanity
- Optimistic responsibility
 - “We have the opportunity to...”, “It’s on us...”

EXPRESSING BRAND IN WRITING

TRAILBLAZING

- First, Ahead
 - “...build the path...”, “...create a new way...”
- Forward momentum
 - “reaching...”, “closer...”, “(solution is) in sight...”
- Sense of urgency
 - “Now...”, “We will...”
- Vision, Possibility
 - “What if?”, “Envision...”, “Dr. Y connected the dots...”
- Embrace Challenges
 - “Why not...”, “Why can’t we...”

EXPRESSING BRAND IN WRITING

VITALITY

- Strength
 - “Leading the charge...”
- Warmth
 - “We, us” invite the audience to participate
- Optimism
 - “We can...”, “We will...”
- Energy
 - “Can’t wait to...”
- Growth
 - It’s not over! What are the future possibilities?



SOCIAL MEDIA TIPS

Represent the UA, and your objectives, on social!



UA ON SOCIAL MEDIA

PROFILE PHOTOS

We are one university, and to strengthen the merits of our brand we are represented by that recognizable identity.



UA ON SOCIAL MEDIA

Current State

AT&T 10:15 AM 87%


Search

Status Photo Check In

What's on your mind?

University of Arizona Fred Fox School of Music
49 mins

TONIGHT: The Maynooth University Chamber Choir World Tour Concert
<https://t.co/NdVGQB3u1K> @MusicMaynooth #FFSOM #UA



School of Music at The University of Arizona | Maynooth University Chamber Choir
Studying at The University of Arizona's School of Music is your passport to a rewarding life in music. Our nationally and internationally recognized faculty is...
MUSIC.ARIZONA.EDU/NEWS-EVENTS/... | BY MATTHEW MUNSEY

Like Comment Share Buffer

Mindi Acosta
Write a comment...

Best Practice

AT&T 10:15 AM 87%


Search

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Like Comment Share Buffer

Mindi Acosta
Write a comment...

SOCIAL MEDIA GOALS

WHAT ARE YOU TRYING TO ACHIEVE?

- Identify your business goals
 - Inform your audience of research being done. Ask for participation; what is the call to action?
- Compare to wider communications/marketing plan
 - What other marketing are you doing besides social media?
 - How does social marry with these?
- Set up smaller S.M.A.R.T. goals!

SOCIAL MEDIA GOALS

S.M.A.R.T (Specific, Measureable, Achievable, Realistic, and Timely)

- **Specific**
 - Target a specific area for improvement
- **Measureable**
 - Identify an indicator of progress
- **Assignable**
 - Who will do the work?
- **Realistic**
 - What can be achieved in a realistic time frame?
- **Timely**
 - Is the content timely? Timely measurement is also important.

CONSIDER YOUR AUDIENCE

LOOK AT YOUR AUDIENCE

Actually **look** at your audience, don't just **guess**!

- Facebook Insights > “People”
- Twitter Analytics > “Audience”

USER BEHAVIOR: LIKE VS. SHARE

“Likes” are a vanity metric. The “share” is a better engagement metric.

- Likes are less committal
- Sharing is bringing it to a user's personal community

WHO WILL SHARE MY CONTENT?

Unit	Most Likes	2 nd Most Likes
The UA	M, 25-34 (16.3%)	M, 18-24 (16.2%)
Alumni Association	W, 25-34 (18.2%)	W, 35-44 (14.7%)
F.F. School of Music	M, 25-34 (16.7%)	W, 25-34 (15.8%)
UA Football	M, 25-34 (15.4%)	M 18-24 (14.9%)
Eller College	M, 25-34 (26.8%)	W, 25-34 (19.3%)
Arizona Law	W, 25-34 (21.4%)	M, 25-34 (19.1%)
Health Sciences	W, 25-34 (17.6%)	W, 18-24 (16.3%)
Student Affairs	W, 25-34 (20.7%)	W, 18-24 (13.0%)

WHO WILL SHARE MY CONTENT?

Unit	Most Likes	Most Engaged
The UA	M, 25-34 (16.3%)	W, 45-54 (13.6%)
Alumni Association	W, 25-34 (18.2%)	W, 25-34 (17.0%)
F.F. School of Music	M, 25-34 (16.7%)	W, 25-34 (15.4%)
UA Football	M, 25-34 (15.4%)	M, 25-34 (15.4%)
Eller College	M, 25-34 (26.8%)	W, 25-34 (14.6%)
Arizona Law	W, 25-34 (21.4%)	W, 35-44 (14.1%)
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Student Affairs	W, 25-34 (20.7%)	W, 45-54 (19.6%)

NOW WHAT?

Find a balance



Don't ignore your most engaging audience. If you are trying to reach someone else, consider an alternate platform.

SHARE-WORTHY CONTENT IS...

- Honesty, not clickbait
- The whole story, without having to leave social network
- Easy to understand
- Content that is useful, entertaining or inspirational

(Psychological Science, May 2013)

CONSIDER YOUR PLATFORM

DISTRIBUTION IS NOW KING

Audiences do not want to leave their content environments. You are bringing content to them where they are (social media). Don't make them leave, or you will lose them.

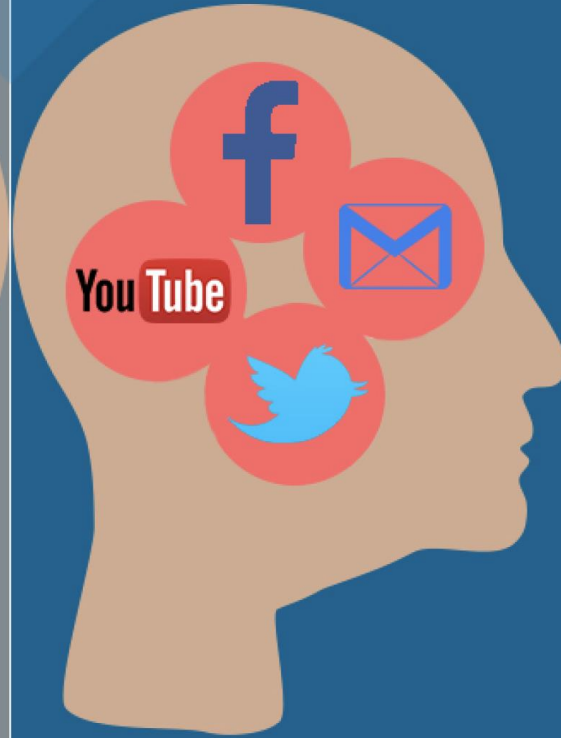
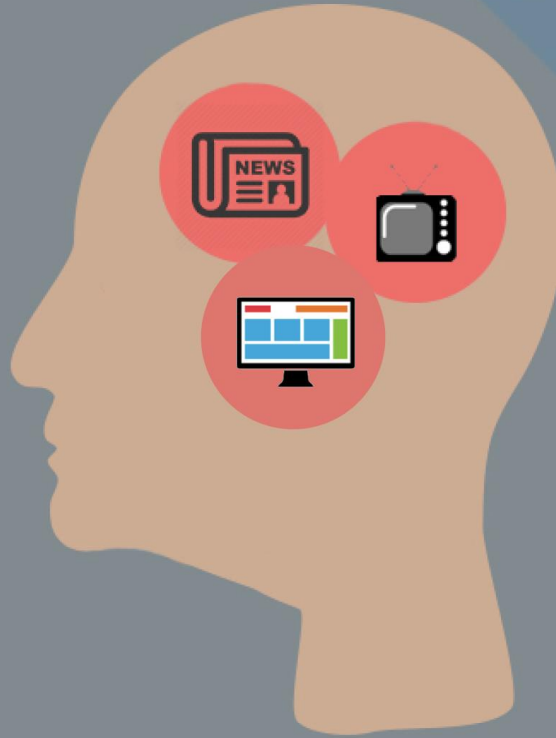
POST CONTENT TAILORED FOR THE CONTENT PLATFORM

Content environments and their audiences are picky. People like to know what to expect, and what does not fit their expectations, they ignore. Choose content that will work on the distribution platform you're using.

Passive

VS

Active



Recycle Example: Pearl Harbor Memorial



The University of Arizona

Published by Kimberly Davis [?] · December 6, 2016 · 🌐

The newest memorial on campus, with its overt and subtle elements, speaks to UA tradition, design and the continuing effort to preserve the memory of 1,177 sailors and Marines killed on the USS Arizona during the 1941 bombing of Pearl Harbor. More here: <http://bit.ly/2h37RgM>



✔ **Get More Likes, Comments and Shares**
Boost this post for \$50 to reach up to 20,000 people.

150,123 people reached

Boost Post

👍❤️👏 1.1K

33 Comments 461 Shares



👍 Like 💬 Comment ➦ Share 📄 Buffer

150,123 People Reached

35,141 Video Views

2,887 Reactions, Comments & Shares

2,063 Like **1,033** On Post **1,030** On Shares

209 Love **117** On Post **92** On Shares

1 Haha **0** On Post **1** On Shares

15 Wow **12** On Post **3** On Shares

16 Sad **5** On Post **11** On Shares

112 Comments **55** On Post **57** On Shares

474 Shares **461** On Post **13** On Shares

6,349 Post Clicks

1,010 Clicks to Play 📺 **134** Link Clicks **5,205** Other Clicks 📄


NEGATIVE FEEDBACK

54 Hide Post **9** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Recycle Example: Pearl Harbor Memorial




The University of Arizona

Published by Kimberly Davis [?] · December 7, 2016 · 🌐

▼

We remember December 7, 1941 #PearlHarbor75



✔ **Get More Likes, Comments and Shares**
Boost this post for \$50 to reach up to 20,000 people.

571,605 people reached

Boost Post

👍👎🗨️
3.4K

67 Comments 2.2K Shares

🔔

👍
Like

🗨️
Comment

➦
Share

📌
Buffer

571,605 People Reached

184,828 Video Views

14,386 Reactions, Comments & Shares

10,642 👍 Like	3,075 On Post	7,567 On Shares
874 ❤️ Love	310 On Post	564 On Shares
5 😂 Haha	0 On Post	5 On Shares
33 😲 Wow	6 On Post	27 On Shares
132 😞 Sad	82 On Post	50 On Shares
5 😡 Angry	1 On Post	4 On Shares
375 Comments	93 On Post	282 On Shares
2,335 Shares	2,285 On Post	50 On Shares

17,628 Post Clicks

2,601 Clicks to Play 🎧	12 Link Clicks	15,015 Other Clicks ⓘ
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NEGATIVE FEEDBACK

75 Hide Post	10 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Recycle Example: Pearl Harbor Memorial



UA's U.S.S. Arizona Memorial Makes 'Quiet Statement' #PearlHarbor75



UA's Mall Memorial Makes 'Quiet Statement'

Lt. John William Finn took charge of a machine gun and began returning fire after the first attack by Japanese airplanes on Pearl Harbor on Dec. 7, 1941. Nearby, Fran...

uanews.arizona.edu

10:07 AM - 6 Dec 2016 from Tucson, AZ

12 Retweets 30 Likes



Impressions	10,805
Total engagements	160
Link clicks	95
Likes	30
Detail expands	19
Retweets	12
Hashtag clicks	2
Profile clicks	2

Recycle Example: Pearl Harbor Memorial



We remember December 7, 1941.
#PearlHarborRemembranceDay
#PearlHarbor #PearlHarbor75



7:46 AM - 7 Dec 2016 from Tucson, AZ

333 Retweets 485 Likes



Impressions	80,649
Media views	13,882
Total engagements	2,355
Media engagements	1,186
Likes	485
Retweets	333
Detail expands	239
Profile clicks	60
Hashtag clicks	36
Link clicks	13
Replies	3

CONTENT DISTRIBUTION LITMUS TEST

FREQUENCY

Is your intended audience there?

CONNECTION

Is the content right for the platform?

CONNECTION

Is the content easy for your audience to consume?



SOCIAL CONTENT CREATION TIPS

Photos, video, GIFS...oh my!



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VIDEO TIPS

VISUALLY DRIVEN

85% of users do not turn on the audio of videos on social. Caption them for this reason, and for accessibility purposes!

SHORT AND SWEET

30 second videos (or less) are ideal. 45 seconds max.

ONLY HAVE PHOTOS?

Turn photos into video with the Adobe Spark app.

PHOTO TIPS

PEOPLE IN ACTION

People want to see other people doing things. It's more engaging.

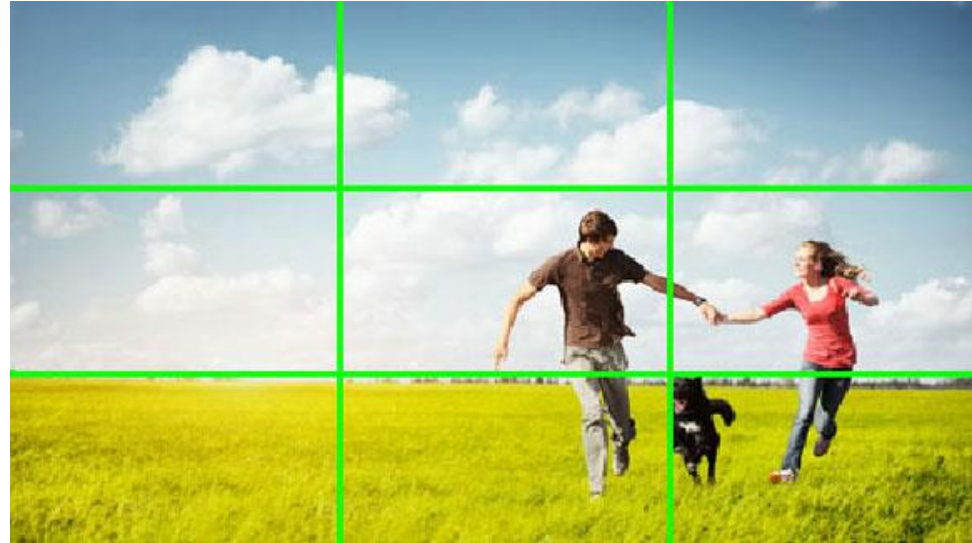
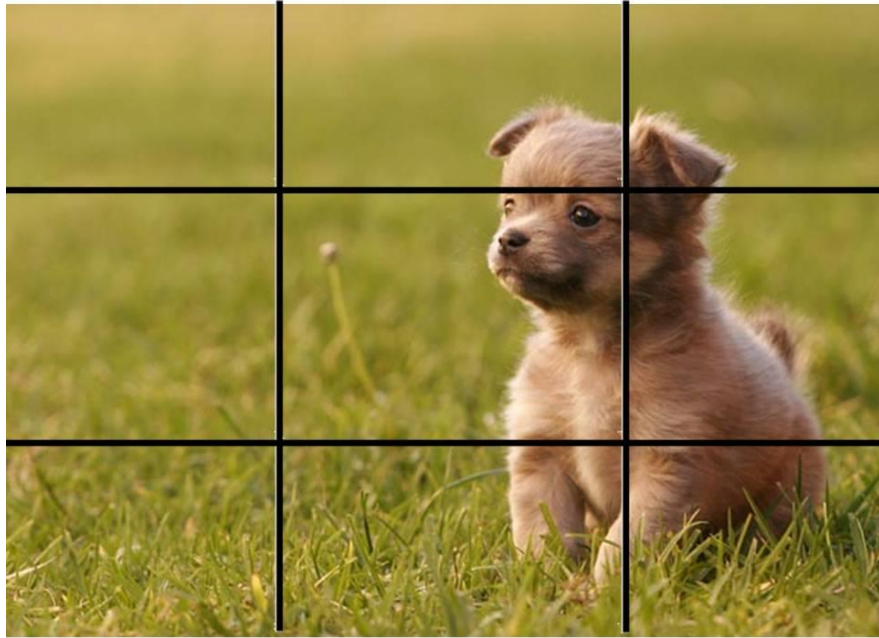
RULE OF THIRDS

Don't place your subject in the middle of the frame, place them in the left third or right third of the frame.

NARROW IT DOWN

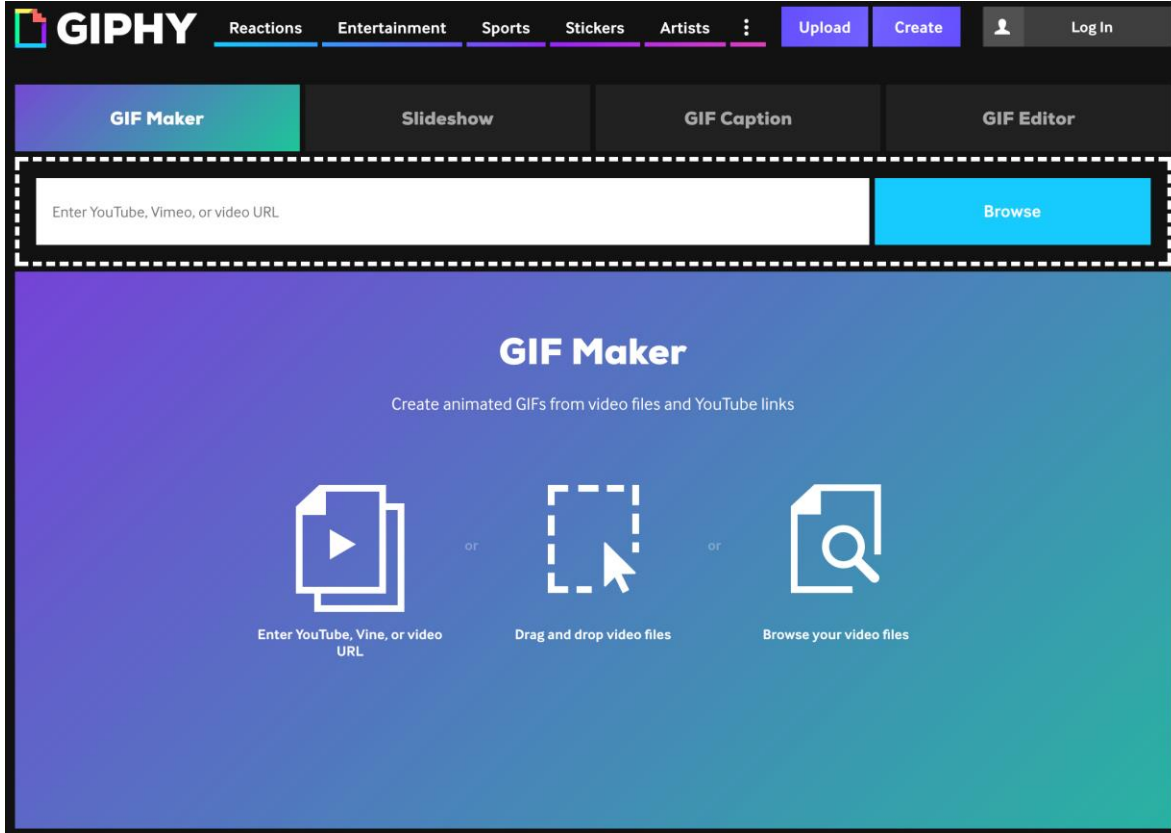
You can add many photos to a Facebook album, but curate it down. Your audience's attention is limited.

RULE OF THIRDS



REACHING STUDENTS? GIFs!

GIPHY.COM/CREATE/GIFMAKER



The screenshot shows the GIPHY website's 'GIF Maker' interface. At the top, the GIPHY logo is on the left, and navigation links for 'Reactions', 'Entertainment', 'Sports', 'Stickers', and 'Artists' are in the center. On the right, there are 'Upload' and 'Create' buttons, and a 'Log In' link. Below the navigation, there are four tabs: 'GIF Maker' (highlighted in teal), 'Slideshow', 'GIF Caption', and 'GIF Editor'. A dashed white box highlights a search input field with the placeholder text 'Enter YouTube, Vimeo, or video URL' and a blue 'Browse' button. The main content area has a blue-to-teal gradient background. It features the title 'GIF Maker' and the subtitle 'Create animated GIFs from video files and YouTube links'. Three options are presented: 1. A play button icon on a document, with the text 'Enter YouTube, Vine, or video URL' below it. 2. A dashed box with a mouse cursor, with the text 'Drag and drop video files' below it. 3. A magnifying glass icon on a document, with the text 'Browse your video files' below it.

QUESTIONS?

**Find me on Twitter:
@sabreangel**