

**April 30, 2013**



## **Webinar: Who Owns Social Media**

Co-Hosted by: CoSDA/NACMA/Paciolan

An interview with:

**MARK HODGKIN, BIG EAST Director of Digital Media**

**ANDY McNAMARA, University of Oregon Assistant AD/Communications**

**CHRIS SYME, CoSIDA New Media/Technology Chair, cksyme.org**

**THE MODERATOR:** Welcome to the webinar series and to today's events entitled Who Owns Social Media. My name is Craig Ricks. We are very proud to partner with NACMA and CoSIDA to bring you this series.

We have a great group of panelists today, including Mark Hodgkin from the Big East Conference, Andy McNamara from the University of Oregon and Chris Syme, the chair of the New Media and Technology Committee from CoSIDA.

During today's webinar, you'll learn from these leading institutions who are effectively managing and owning social media to achieve common goals. Now let's dive into the content.

Our first presenter is Mark Hodgkin. We're thrilled to introduce Mark. Mark, the floor is yours.

**MARK HODGKIN:** (Presentation indiscernible.)

**THE MODERATOR:** Now we're going to our next speaker, who is Andy McNamara, assistant athletic director of athletic communications at the University of Oregon. Andy has 17 years of experience in NCAA Division I athletics, focusing on new media utilizing the latest technology.

Andy, the floor is yours.

**ANDY McNAMARA:** Thank you very much. Looking at my screen here, okay, now I have the controls. Thank you very much. Appreciate all that Mark shared as well. I think he really provided some key information specific to the platforms that are really the most important social media platforms that we deal with today.

So in typical Oregon style, I'll go a little bit quicker here and I will sort of touch on some of the things that we do here at Oregon and leave some extra time so that we can answer some questions. I think the Q&A portion of this is going to be very beneficial to everyone involved in this webinar.

The topic of our webinar, Who Owns Social, I figured I would at least take a stab at that from our standpoint. That question in my view can probably be answered with a question. Who doesn't own social? At least within your school, the job of managing athletic social media typically falls to those of us in marketing and communications, but anyone directly affiliated with your school or program is an influence, good or bad, for the brand you're putting out there.

Ultimately we want to be the primary influencers, those of us in marketing and communications, so I start with us. Administrators, support staff, they can also play a key role to strengthen your entire social media operation. Obviously, as Mark touched on, it really depends on the size of your team, program, and you're limited a little bit in what you can do just based on how big of a staff you have.

Student-athletes and coaches also can be very big for your program. Ultimately, as I mentioned, we want to be the primary influencers,



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so I start with us. Coaches and student-athletes, though, have the potential to be really the most influential people for your brand.

Lastly on this side, MTAMO, some of you may be familiar with that hashtag, it did not apply in college athletics. What that stands for is 'My Tweets Are My Own.' You'll see some that have that in their Twitter profile or social media profiles. Once you tweet something out there related -- especially once you tweet it out there related to your job within an athletic department, you're an influencer, you're a representative, and you can put that disclaimer on there. But really you have to throw it out the window because people look to us, they look to people within your athletic department as a trusted news source really in this day and age on social media. Anything you put out there is a representative of your school.

Moving on to slide two. This is a look at our connect page at the University of Oregon. It features all the different social media accounts that fall under the UO social media graphics. This is about one-third of the size of what this page actually is. It's a little bit daunting.

My feeling is this type of page is probably as important or more so than a regular directory and will ultimately become combined with the more traditional department directory. Right now this is a standalone page on our athletics website, GoDucks.Com, it's 'back slash connect'. Easy to get to. Even if you don't have large sports-specific account, still important to have a presence against the major channels. You can see listed at the top next to general athletics, we've got the main ones, Twitter, Facebook, YouTube, Google+, which quite honestly we really haven't figured out a good way to utilize it. If anyone out there has had an epiphany as to how they can take advantage of some of these other networks, Pinterest, Instagram, probably two of the hottest platforms in social media right now. Those are two areas that we're trying to increase our presence in and increase our focus in a little bit.

Sports-specific Twitter and Facebook handles. We have those listed for all of our staff and teams. This list continues to grow. We try to look at ourselves here at Oregon as a national brand. That's an initiative department wide, certainly on social media. It's important for us to maintain a consistency across all of our sports to help build that brand.

Now somewhat surprisingly maybe for some people is we just actually started a football Twitter account six days ago. We had Twitter and

Facebook for all of our teams except for football up until last week. We've now added that, and obviously from our standpoint, football is the face that's out there the most in the media, on social media.

So that was an important thing for us to be able to put out there with a change in our coaching staff, I think it would have happened either way had we not made the change, but it's something we're able to do now, and hopefully that will strengthen all our social media channels. The national brand initiative, not just football, but all of those different things weigh into that.

Moving on to the next slide, continue with diversify and connect, dividing duties based on interest and expertise. Some people in your group may be more comfortable on Facebook, some on Twitter, others on Pinterest, and still others may not be up to speed on any of the platforms. While I think it's important to have a well-rounded understanding of the top social media channels, take advantage of people's strengths and assign roles accordingly. Even if you have a smaller team, you can divvy up those roles. Just taking a look at the two images I have here on this particular slide, the left one is Pinterest, that's a post from one of our boards called Just Ducky. Pinterest is very heavy from a female user standpoint. I don't know what the current percentage is, but I know about a year ago it was about 85% female, 15% male, as far as the typical Pinterest user. It's a little bit different type of content than you're going to see or you're going to want to put on some of the other platforms.

So we have a Pinterest board here. We've sort of used it a little bit as a trial and error. It's an area where we have a couple of our student interns that are very savvy with Pinterest. We're able to turn some of that over to them.

On the right side is a clip from our YouTube site. We have an incredible video staff within our marketing department. This video, this picture anyway, this particular video was produced by the person who was in charge of the mascot. So you never know who on your staff or who within your department has certain strengths or talents maybe until you start asking around.

While this particular video, as you can see on the bottom right, at least when this clip was taken, which I took it probably about a week ago, had nearly seven million hits. So it's one of those things where we're fortunate to have some very



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talented people in certain areas.

Now, one of our staff members that works on a lot of our YouTube projects doesn't even have a Twitter handle. I think it is important to identify people within your group that can do certain things and help out on social. They don't necessarily have to have their foot in every single platform out there. But you'd be surprised I think. And people get excited, too, if you do it correctly with the team.

Final slide, this is a picture of the Quack Cave, which is unique to us. Just wanted to talk a little bit about socializing on social, engagement, both external and internal. It's not just important to drive the conversation about your program or brand; you also need to monitor the results and be responsive to questions and comments when appropriate.

Mark touched on this a little bit in his final slide there where he listed a couple of the different services out there to help you sort of get some data. That's one aspect of it. Another is monitoring the conversation itself. What sort of content is out there? What are people talking about? Your fans, those are the people that really can probably point you in the direction of what is most interesting to them at this particular time, if you're struggling with that. If it's something you want to push out there, then that's obviously different. But I think it's important to monitor what people are talking about, what they're sharing, and be responsive when you're able to.

Internally, are you following colleagues, fellow staff members on social media? Sharing quality content from coworkers not only helps to build their influence and profile, but it strengthens department's social media presence, so I think that's really important.

Back to monitoring the conversation. We're fortunate at Oregon to have the Quack Cave. It serves as our command center. It's staffed by students who initially we sort of handpicked. We identified students on campus that were very savvy when it came to social media and we invited them to be a part of this. We're in the process, continual process, of replenishing our students as they graduate.

They're teaching us an awful lot. I think that's been one of the most eye-opening things about this project, is they're native. So many of these students are digital natives. They can work their way, find their way around these platforms in ways that we may not be aware of, so we can really take advantage of their knowledge, give them guidelines and structures as to how we want

our brand dealt with on social media. They've been tremendous for us.

The Quack Cave is staffed by students. They focus on monitoring the contents relating to the Ducks.

Lastly, follow, share and like. I think, especially from official accounts, didn't list this on the slide, but just like it's important to follow people that your fans may be interested in, it's also important to pay attention to who you follow. You may not want to follow someone -- some of the best comedians out there might post some raunchy content from time to time. That can show up in your timeline when people look at your accounts. That's something also to be aware of.

I actually went a little bit longer than I was planning, but hopefully it will give Chris enough time. Thank you very much.

**THE MODERATOR:** Thanks, Andy.

Now we're going to go to our second interactive polling question. That question reads: Are you currently using any data capturing strategies, capturing email addresses and fueling them to your sales team for additional marketing endeavors? Are you currently using any data-capture strategies to be a social media? Yes, no, not yet, perhaps in the future.

And you can see here that the majority are not yet, but would like to consider some opportunities there. Several are not and a few are, so perhaps there's an opportunity there to mine some data from social with all your social followers and turn that into some additional marketing opportunities.

Up next is Chris Syme. We're super excited to have Chris as our final presenter. Chair of the new media and technology committee at CoSIDA.

Chris.

**CHRIS SYME:** Thank you for having me today. I just want to say thanks to Mark and to Andy for all that great content that we've had so far.

A couple of things I'd like to add, if it's okay. When we talk about (indiscernible). Mark did a great job of outlining of strengths and weaknesses that there is no vine on the android system yet. I think we know it's coming, but a reminder that android phone users still out number iPhone users. We're hoping that Twitter is going to

get on the ball pretty soon and give us vine so we can all catch up.

Pinterest, we didn't talk about it much, but I think it's important we understand a couple things about Pinterest. It's the third largest media platform on the net right now. 80% of the users are women. I think that's a significant statistic for athletics because it is currently the only real platform that we have to reach just women. Obviously there's 20% men there as well.

There's a couple things I want to throw out there. If you take a look around at your football games, your basketball games, soccer matches, whatever, I assume you have a few women in the stands. Let's think about how we can use Pinterest to reach that key audience.

Here are some of the ways that Pinterest is being used successfully by athletic departments. The first is to sell gear. Everybody that's using Pinterest understands and knows that every picture that you put up can be directly linked back to something on another website on the Internet. If you want to take pictures of all our 82 biggest gear sellers, if you have a special event, you can put that gear on a Pinterest board, when they click on the picture, it will take them directly to your e-commerce side to buy that item.

I've seen Pinterest used really well for alumni, tailgate, game day operations stuff, connecting donors. There's so many ways that you can use Pinterest that are not related to game day operations on event management or media relations.

So that's one of the things I wanted to talk about. You kind of got to think outside of the box with social media. You have to think outside your normal duties. If you're marketing, that means you have to think outside the box of just advertising and promotions. If you're an SID, athletics communicator, you have to think outside the box of media relations and event management of the so think of the whole big picture.

Since Mark and Andy have done a really good job of talking about internal collaboration with social media, I'm going to skip over this slide because I think we've gotten a lot of good information today about the importance of collaborating across departments.

I'd like to talk very briefly about another kind of collaboration that's really important, and that's the university- or campus-wide collaboration.

I know that a lot of SIDs and marketing people are really trying to push the envelope a little bit across campus to get more collaboration with

campus communications. One thing that's really common, because we have these larger venue events where we've got thousands of people, campus is coming over and asking us, We'd like to use you to promote this and such. We have to remember that's an opportunity to make a bridge of cooperation. We really got to learn how to speak each other's language.

We've got to learn how to, for lack of a better word, use each other. I think this comes naturally to marketing and promotions people, not so much to athletic communicators because marketing and promotions are already involved with a number of cross campus promotions.

We need to talk about collaborative resources, using our people for them, and their people for us. One of the great examples I know of is at TCU, they have a dual report in social media. They have one person that not only works for the campus communications, but also works for the athletic department. They can step in. This is especially important in times of crisis and that kind of thing where the campus communications and athletic communications sometimes have trouble getting on the same page.

Again, we need to talk about leadership. A groundswell effort is really a great thing, but this has to be buy in from the athletic directors and from your VPs across campus. They have to agree this is an important collaboration.

At the University of Illinois, they have an interesting statue on campus. They've created a social media account on Twitter for the alma mater statue. The departments around campus each take turns administrating that channel, so they have a commitment to cross promote everybody's stuff. The athletic department actually gets a turn at being the alma mater statue, it's basically telling stories about what's going on on campus.

Another person I talked to about this, Chris from the University of Miami. Chris is proactive in going across campus to the university people saying, We have this coming up on our calendar in the fall, what can we do to get you involved in this? Sometimes we have to be proactive in creating that passion across campus.

The last collaboration I'd like to talk about is the fact that the fans are also in this picture. It's not only just marketing and athletic communications in the campus that owns social media, it's also the fans. So we need to be thinking a little bit about how we're going to get



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them included, as well. And there are some high-risk, high-reward ideas in this category that I think we need to think about.

We saw from Andy's presentation at the University of Oregon, they're talking about being a national brand. When you do that, you can't do that without your fans. Just a couple of words of caution. If you use social media basically just for a broadcast-only mode where you're putting out press release, events, announcements, that kind of thing, you're not going to get a real high reward from social media. Make sure that you understand it's interactive.

Fan-generated comment, student-athlete-generated content, there's a Pandora's box, but one thing I want to talk about student-athlete content. Take a look at what the University of Washington is doing with their preferred athlete program. It's a high-risk program, but they're choosing kids that have jumped through a lot of hoops to be able to use social media on behalf of the university.

I think it's a novel idea. But just remember a couple of things. If you have personal brands on social media that are posting on behalf of the organization, this would be like coaches, student-athletes, ADs, whoever it is, just make sure they understand on privacy conversations.

I know there are a lot of student-athletes that have Facebook pages and Twitter that don't have any privacy settings on them at all. Make sure there's that continuing education component there.

Also one thing I wanted to leave you with as a final note as we go back to Q&A, all the best social media program strategies, whatever, in the world, aren't going to make up for poor marketing. What I mean by that is how customer focused are you? Sometimes we think of marketing as being my piece or marketing as being their piece. Don't forget customer service is a part of marketing. So who is answering your telephones? Who are your frontline guest services people at your event? Make sure that every piece of your operations is customer and fan friendly, and then your social media will be a great part of that.

Thanks again for giving me a little bit of time. Hope we left enough time so we can get some questions in.

**THE MODERATOR:** Thanks, Chris.  
We'll take questions.

**Q. Do you think that Twitter's deintegration of Instagram within the user's timeline will deter from users using Instagram?**

ANDY McNAMARA: I think initially that was probably the fear. There's probably some people that still feel that way.

I think as Twitter evolves from a mobile standpoint, if you look at some of the updates they've had to their application just in the last month or so to both the mobile phone and tablet apps, I have no issues when I view somebody's timeline, they post an Instagram photo, it may take an extra beat to open up, but the interface that it opens in is barely seamless.

I think as people realize that's the case, now it may be a little bit different on the PC side or Mac side if you're sitting at a desktop computer, but really the direction this is all going in is mobile.

I think the early fears that the Instagram users and Twitter users, a lot of those people being the same folks, would have to choose one over the other, I think they've been alleviated for the most part, at least I'm encouraged by the updates that Twitter has made to show more content. I know Mark mentioned in his presentation about how Twitter is not as robust as some of the other platforms now. That is true. But I think they are making some strides in that area.

**Q. What type of strategies do you have to get other staff members, i.e., communications and marketing, onboard to become more active with social media?**

MARK HODGKIN: Well, I think it goes back to communication. What we've had some success with internally and in some of my previous stops as well, the frequency of face-to-face meeting. I'll try to go over to the communications office daily, small office here, to kind of talk about what's going on, be on the same page. I like to share success stories as well. That's something I see that's cool from someone else, something that we did that had a great response.

We did some projects recently around the WNBA draft, some more things more on the social end in real-time, tweeting photos of each player drafted. I found sharing that with people was great. Sounds simple, easy, it is. It got great feedback, people seeing the value of it.

Sometimes you have to stress that and show exactly what it can do beyond just the basics of this is a cool thing we did on Twitter, show how

many retweets it had. If you can tell that story in a constantly communicating way, I think that's the simplest and easiest way to do it.

**Q. Chris, what are your thoughts on mentioning or tagging student-athlete's personal Twitter handles and tweets from --**

CHRIS SYME: Take a look at what the University of Washington is doing. My thoughts are high reward because you can lower the risk by doing all the right things. I think the University of Washington has done that.

I think that you only -- personally, I have a high skittish rate when it comes to that stuff, so I think it needs to be strategic. You need to have a program like the University of Washington where you actually train specific student-athletes to use social media on behalf of the department. I would never inadvertently tag somebody, no matter how good their tweet was, because tomorrow they might send out a picture from a party.

I think there has to be some understanding this is an 18- to 20-year-old, they might screw up. So let's give them some education opportunities, teach them how to use it well.

One thing that the University of Washington is doing is they are creating a deeper level of engagement with their fans a lot of schools don't have because the fans want to hear from the athletes. This is a great way for you to control that by training those kids to tweet on your behalf.

**Q. Andy, how many people within your department have access to post to Oregon's general Facebook and Twitter pages and accounts?**

ANDY McNAMARA: That number probably varies a little bit depending on what our staffing is at the time. Essentially it's a number between 8 and 12, mostly athletic communications and marketing staff. That's for our Facebook, for our general Facebook.

For Twitter it's fewer than that. We have a system in place where some of my assistants in the athletic communications office who may not have access to posting directly to that account, they will ask from time to time or they know to ask and provide some content and say, Hey, we think this would be a really important thing to put up on the main Twitter site or Facebook, can you take care of it? That's how we handle it.

With the Quack Cave, we also have different sort of permission levels that we're exploring for people that post on our behalf. But

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it's essentially the marketing and communications staff that has the direct access to the main accounts.

**Q. Mark, how do schools with small staffs and budgets compete on social media with larger athletic departments?**

MARK HODGKIN: That's a good question. I think you just have to recalibrate expectations. I don't think it would be smart for a school that's smaller in budget and resources to try to go head-to-head with exactly what the University of Texas is doing or a giant school that has a huge fan base.

What I was trying to get at in some of my slides was really to get more precise. I went through one slide very fast because we were running out of time, but there's three levels of digital success. You have the creativity, which is pretty much something that sounds a bit corny, but anybody has as much as they can get. Those can be limiting factors.

But you have to pick your spots more. You have to understand more of what your fans are going to be looking for from your sites, and then dive in there.

So I would try to shift the question away from how do we compete with that, to how do we tell our story and get our word out the best that we can while trying not to compete with that. If you stick to the fundamentals we talked about, about being engaging, creative, entertaining, you'll have just as much success as you want.

So I wouldn't worry about competing exactly. I think if you stick to those things, focus on what you're trying to do at your level, you'll be very successful.

CHRIS SYME: I worked with a smaller school last year in the Boise, Idaho market. We all know that Boise has a humongous football program. This small school was trying to figure out how they were going to compete with Boise. This is a great tag onto what Mark just said.

In marketing we know the way we succeed is in differentiating ourselves instead of competing with others. One of the things that we did come up with for this smaller school was they felt like, because their ticket prices were so much less than Boise's, they had an opportunity to present themselves as a good option for family entertainment.

It worked out that they were looking at

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ways they were different so they could compete.

**Q. Chris, you always hear people saying, Be interactive on social, don't just use it to broadcast your news. Might be a silly question, but what exactly do you mean by that?**

CHRIS SYME: How do you get interactive? I mean, if you just think of it on a human level, I start at the human level. If I want to go to a party and want to meet some new people, I don't walk around the room and introduce myself, talk about what I do, say what a great person I am. If I want to learn about them and interact with them, I've got to ask some questions. I have to talk about things of mutual interest. I have to find things that interest them.

I think the phrase that I throw out there for people is just to remember to stay fan-focused, that it's not about you.

**Q. Thinking about Pinterest and soccer moms, Pinterest promotions for soccer or Pinterest promotions in general?**

ANDY McNAMARA: We don't do a whole lot of promotions, per se, on our Pinterest board. Like I mentioned a little bit during the presentation, we do a lot of trial and error on Pinterest.

I think that's one of the great things about the platform, in my view, is it's really enlightening to find out what people truly are interested in. You can measure that fairly easily with how much it's repinned or shared or liked on Pinterest.

I think it's worth trying. Put it up there, do it in a way. The thing with Pinterest, people will buy items by clicking on direct links, as Chris mentioned. But I think you need to stay away from making your entire Pinterest site being just maybe a repurposed version of your online store. I think you need to have fan photos. You need to look at some really good Pinterest boards out there, some of the real popular ones. There's some great companies on Pinterest that do a tremendous job. It's almost a soft sell. They're getting you to be brand ambassadors for them with the hopes that you'll eventually buy something.

To that specific question, I would say have some fun with it and see what you come up with. I'd be curious to find out the results.

**Q. Andy, there's been a couple questions about the Quack Cave. Where did you get the initial funding and what was the cost of your social media structure?**

ANDY McNAMARA: The Quack Cave, we were able to find some money in the budget to do it. We had plotted it out in advance, so it wasn't something that we just had a hair-brained idea, let's do this tomorrow type of thing.

We were able to do it for I think the final number was around \$7,000. What we did is we sent a tweet out looking for grad students or students on campus that were architecture majors to see if they wanted to be part of a project. We were able to get the design of it done. It was a great experience for the students, things they could use in their portfolio, and no cost to us.

Just the design alone and the construction elements that were done, our facilities folks were able to help us out with, we relied on different areas of campus to help us do this. Obviously we had to purchase the technology, some paint, some furniture, things like that.

We were really pleasantly surprised with how excited people were to help us out with this project. So it's kind of a long-winded answer. But it cost us about \$7,000. It's not a super large space, necessarily. We're actually moving it the end of this summer, we'll be debuting Quack Cave II, not sure we're going to call it anything different, but centralizing our staff in one giant area and we're going to go for more of an agency setup.

If you're creative, if you put some feelers out there, utilize your students, utilize other people on campus that might be able to contribute to the project, then everybody has an ownership in it when it's completed.

**Q. Mark, what type of educational tools do you suggest for people new to social media?**

MARK HODGKIN: Well, I don't have anything specific that jumps right out at me as far as educating yourself. The thing I always try to stress with social media is that it changes so much, if we ever went through this and were teaching this like a class, there wouldn't be a textbook. It would be from the headlines.

I would just dive into some of those spots. There's tremendous blogs out there. I would be happy to take (indiscernible) if I could find it, take it offline. Hard question to answer right here. I would dive into some of the blogs, some of the stuff that's out there, try to get it.

Unfortunately there's not a ton right now available for the space through college athletics. I

think it's something that our group is going to be working onto fill that void. Until right now, I just get in there and read as much as I can from various sources.

CHRIS SYME: One of the things, CoSIDA.com has a resource library, I would go ahead and take a look at that. Also my blog is almost strictly higher ed and college sports. There are blogs out there like Social Media Examiner and Social Media Explorer, by Jason, who is a former SID, who have online social media schools. I would certainly look into continuing education, doing some of those. I've done several, they're really good.

The other thing is if you have specific questions, go to YouTube and search 'how to' and then fill in the blank and you'll have a lot of great resources.

THE MODERATOR: We're out of time. I wanted to say thank you so much for our panelists who did an outstanding job. I want to thank the 350 attendees who joined the webinar today.

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