

Social media in university marketing

Case Study. Threats and opportunities: where we go wrong?

Tallinn University Open Doors Day marketing campaign in Facebook

- Internet voting available since 2005
- More than half drivers in Tallinn pay parking via sms
- 99% of banking transactions in the country are performed online
- 94% of tax returns filed in 2011 were done so online

A bit of history

Tallinn University started using social media channels in communication on year 2007

- *Using now: Facebook, Twitter, LinkedIn, YouTube and Orkut*
- *Everyday activities in Facebook and Twitter*
- *Development of broad strategy of using social media and tec widgets as a part of corporate communications*



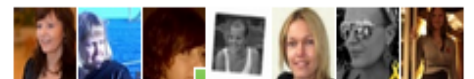
Tallinna Ülikool

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Regional Studies Association

9th OPEN DAYS 2011- European Week of Regions and Cities-Poster Competition

Deadline for submission: 17 June 2011

Call for papers www.regional-studies-assoc.ac.uk/events/2011/opendays/cfp.pdf

Guidelines www.regional-studies-assoc.ac.uk/events/2011/opendays/guidelines.pdf

Prize: €750 for the overall winner and €250 for the first runner-up.

Send your application to rsa@rsa-ls.ac.uk



Regional Policy

ec.europa.eu

European Commission - Inforegio provides general and specific information on activities of the European regional development fund, the cohesion fund and the structural instrument for pre-accession.

Tallinna Ülikool y tú



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<http://www.facebook.com/tallinn.university>

2-6 posts per week



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Escribe algo....



Tallinn University

A very interesting lecture today at 16:00: "Communism: How to Understand It" by Professor Robert Service.

Tallinn University

www.tlu.ee

The next public lecture of Studia Generalia entitled "Communism: How to Understand It" will be delivered by Robert Service, Professor of Russian History at the University of Oxford (United Kingdom). The lecture will take place in the Tallinn Hall (M-218, TU Mare building, Uus-Sadama 5) on Thursday a...

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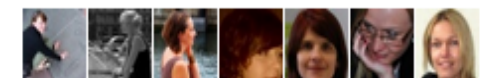
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Twitter.com/TallinnaYlikool

Linked to Facebook – all the FB posts appear in Twitter

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 **Tallinna Ülikool**
@TallinnaYlikool
<http://www.tlu.ee>

 Following   

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 **TallinnaYlikool** Tallinna Ülikool
Tallinna Ülikooli esindab Bändcämpi firmabändide konkursil Kruuv
<http://fb.me/YjCPLqMD>
18 hours ago

 About @TallinnaYlikool

406 Tweets | 71 Following | 154 Followers | 7 Listed

Following 71

Connections

Followed by @EASestonia, @barbipilvre, @reinraud, and more.

You both follow @infoyhiskond, @REL2011, @maaleht, and more.

Twitter.com/TallinnUniv

Linked with English language Facebook; all the posts appear in Twitter



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Tallinn University

@TallinnUniv Tallinn

<http://www.tlu.ee/?LangID=2>

✓ Following



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TallinnUniv Tallinn University

Today at 15:00 a presentation about Estonian and Polish exile communities in Sweden in the TU Institute of History:

<http://bit.ly/imyM7M>

25 May



TallinnUniv Tallinn University

Gerli Nimmerfeldt will defend her PhD thesis in the auditorium M-213 today at 12:00: <http://bit.ly/lSeSIB>

24 May



About @TallinnUniv

149

Tweets

23

Following

155

Followers

9

Listed

Following 23



Connections

Followed by @EASestonia, @reinraud, and @estonia_ee.



You both follow @TallinnaYlikool, @tallinn_2011, @barbipilvre, and more.



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Why go social?

1/3 of Estonia's population is in Facebook
Almost every single member of our target
group is using Facebook

- ⦿ Up to date subject
- ⦿ To achieve our goals by talking to our audience in comfortable environment
- ⦿ Academia should take the best practices from business
- ⦿ Not to forget: marketing and communications done by every member of the organisation: let them talk, guide them

Methodology

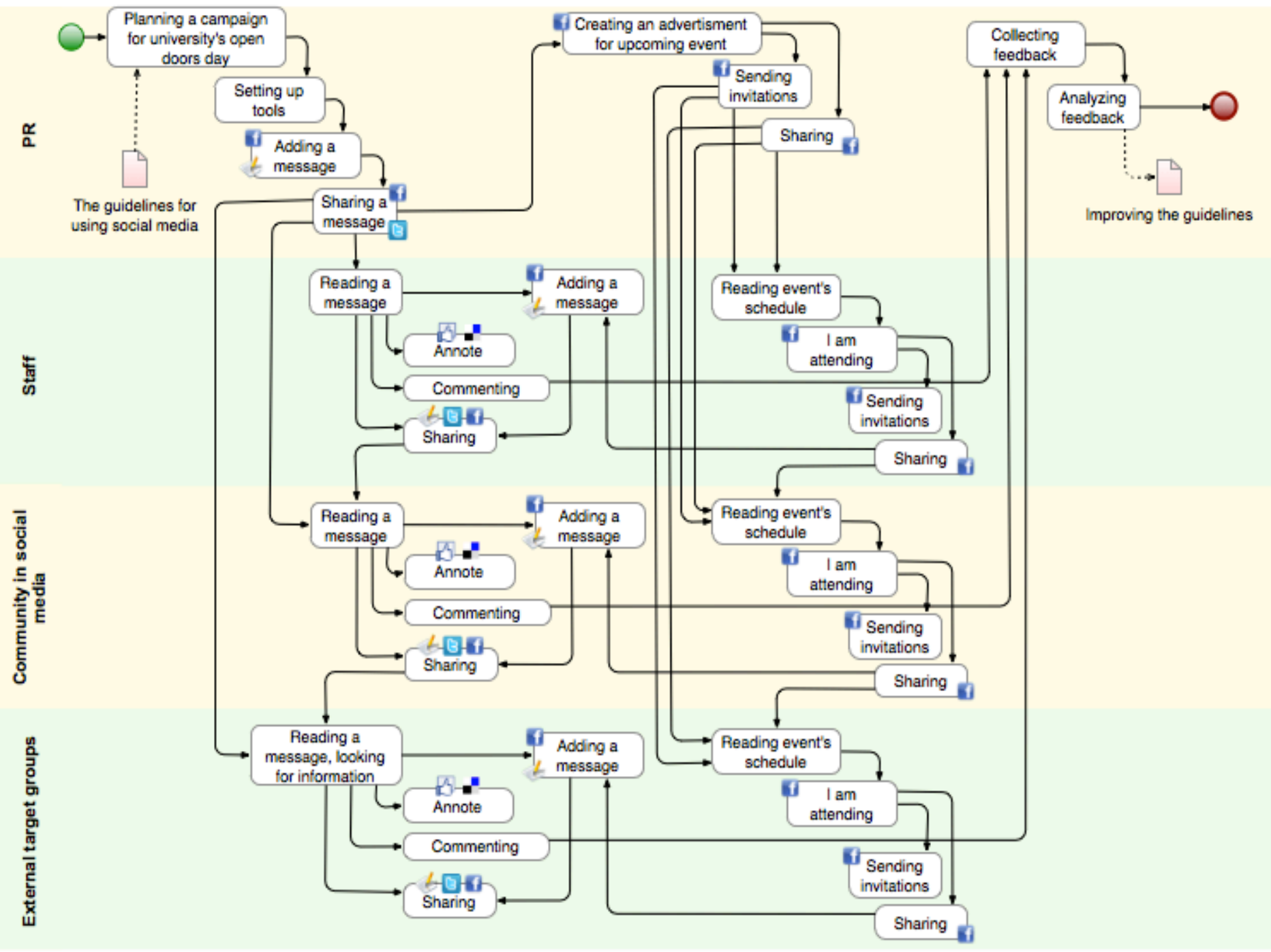
designbased research to resolve the practical problems of the field

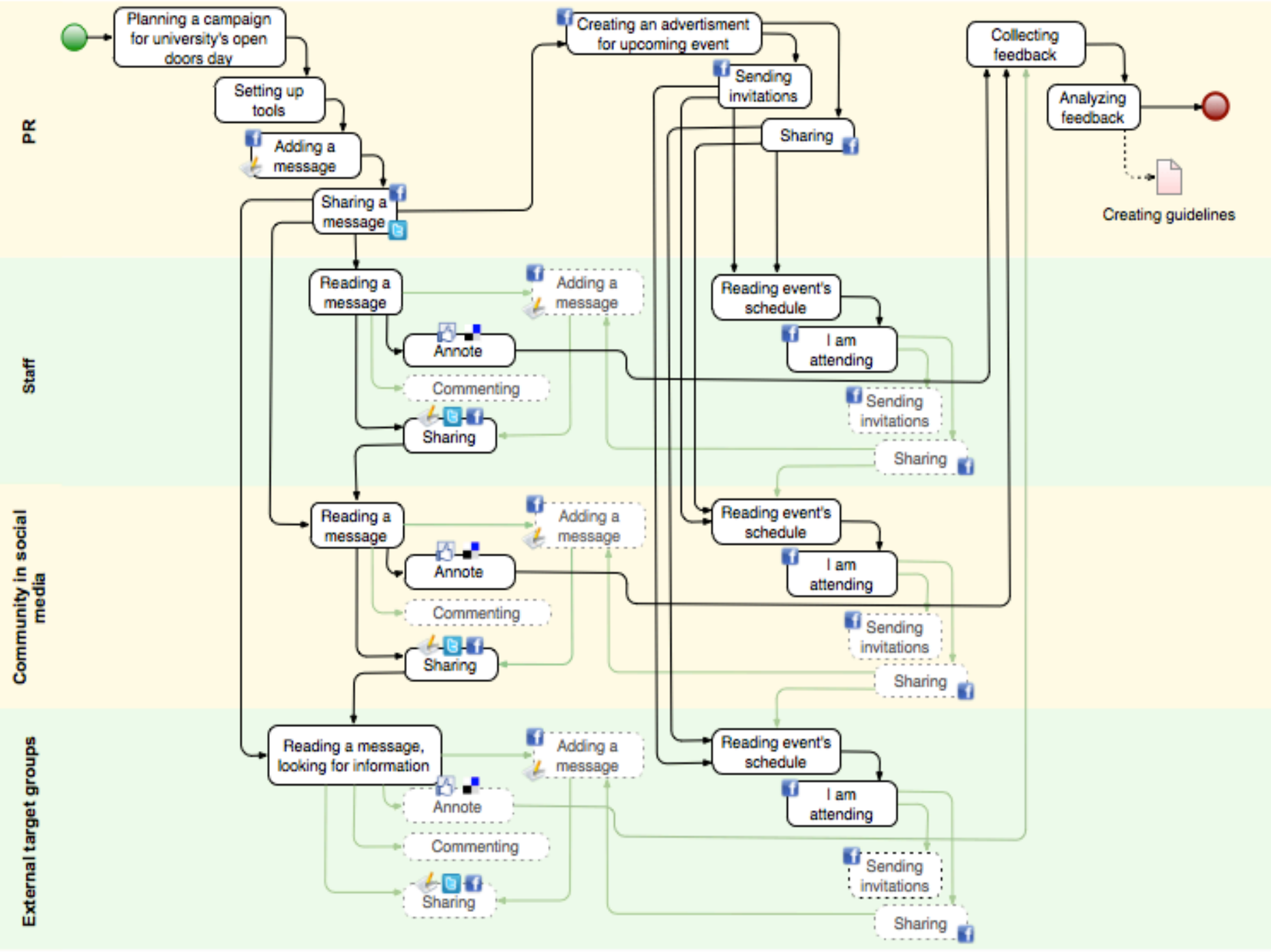
- Master Thesis of Ms Lili Kesa
Institute of Mathematics and Natural Sciences
Institute of Informatics (Multimedia and Learning Systems)

How did we do the research?

6 steps

- ① Analysis of the theoretical material
- ② Mapping the situation
- ③ Analysis of the Best Practices
- ④ Creation of the software platform prototype
- ⑤ Pilot campaign
- ⑥ Creation of the handbook





- ⦿ Posting... you represent university and influence it's image
- ⦿ Avoid arguing, don't be emotional (link the right info if necessary)
- ⦿ No confidential information
- ⦿ Remember – there's no privacy

Set your goals
Create your strategies
GO!

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