SOCIAL MEDIA @ CLEMSON

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Associate Professor & Chair, Department of Communication
Director, Social Media Listening Center
PREVIEW

• Social Media Listening Center

• Industry Implications:
  – University Athletics
  – University Enrollment
  – Greenville Health System
  – Media

• Research Implications:
  – Cyberbullying (NSF)
  – Kidney Donation (NIH & HRSA)
  – Active Shooter Events
  – Healthy Infrastructure Systems (NSF)
  – TIGERS ADVANCE (NSF)
  – 2016 Presidential Election
SOCIAL MEDIA LISTENING @ CLEMSON

Vision: A catalyst for sparking research and teaching that connects Clemson with the world

Mission:
• Resource for students, faculty, and staff
• Develop new technologies necessary to analyze the social web
• Focal point for industry relationships
SOCIAL MEDIA LISTENING @ CLEMSON
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salesforce marketing cloud

The world’s only unified social marketing suite. Trusted by the world’s best marketers.

Find out why >

Get Started
See Demo
Pricing

Get the Skinny.

How do you measure up?

Webinar
The 7 Essential Stages
SOCIAL MEDIA LISTENING @ CLEMSON

• From 650 million+ social media feeds collected by the MarketingCloud, we elicit a “social view” of the world.

• Visualization of conversations
• Detailed analysis of keywords, themes, and influencers
• Reach back via email, Facebook and Twitter to engage with stakeholders
SOCIAL LETS YOU SEE VOLUME
INDUSTRY IMPLICATIONS

• University Athletics
• University Enrollment
• Greenville Health System
• Media
INDUSTRY IMPLICATIONS: CONNECTIONS TO STUDENTS

• **Business Problem:** Amid the flurry of emails that students receive from the University, they miss the important messages.

• **Solution:** Monitor, respond and engage through channels that students use to share important messages.
  • Let students know when and how you are listening
  • Engage across a range of activities
PUSH STUDENT TWEETS TO SCOREBOARDS

Visibly demonstrates that social avenues of engagement are valued across the university.
SOCIAL LETS YOU SEE VOLUME

Clemson - Academics
- VOLUME: 771 Posts (+10%)
- SENTIMENT: 74%
- SHARE OF VOICE: 73%
- Trend:

Clemson - Outreach
- VOLUME: 246 Posts (+43%)
- SENTIMENT: 87%
- SHARE OF VOICE: 88%
- Trend:
• **Business Problem:** In a resource poor world, how do you add a social enrollment strategy in a cost-effective manner?

• **Solution:** Listen to prospective students to determine when, what, and how to communicate.
  - When to listen
  - What questions customers ask
  - How to project a voice
INDUSTRY IMPLICATIONS: GREENVILLE HEALTH SYSTEM

• Helped to guide the system’s response to governance changes
• Performed a social media audit of system’s online communication
• Studying millennial generation’s perceptions of healthcare
• Developed a blog, *Tiger Pulse*
HEALTHY RELATIONSHIPS

What Does Love Mean to You?
February 19, 2017 — 0 Comments

UNCATEGORIZED

Does AI Have a Place in Healthcare?
February 18, 2017 — 0 Comments

HEALTHY RELATIONSHIPS

Healthy Relationships Week: February 13-17
February 14, 2017 — 0 Comments

UNCATEGORIZED

Sweet, Sweet Love: Valentine’s Day Candy and Health
February 13, 2017 — 0 Comments

HEALTHY RELATIONSHIPS

What Does Love Mean to You?

Healthy Relationships Week 2017 has officially come to a close. This past week, chapters of Alpha Chi Omega around the nation worked to emphasize what it means to be in a healthy relationship. Domestic violence is often a very hard topic to discuss, especially on a college campus where the epidemic is very real and present. By asking people to define what “love is” to them, it paints the conversation in a positive light and reminds people to celebrate the good relationships in their life. Here’s what people said:

#healthyrelations...
INDUSTRY IMPLICATIONS: MEDIA

• **Commitment 2014 & 2016 coverage**
• **Weekly special reports and more**

https://www.youtube.com/watch?v=CsktSz6xnQk
https://www.youtube.com/watch?v=WYRdmVVuhis
https://www.youtube.com/watch?v=jgI5-FLxGok
INDUSTRY IMPLICATIONS: MEDIA

• Predictions:
  • SC Governor: Nikki Haley
  • NC Senate: Thom Tillis
  • GA Senate: David Perdue

• Live coverage on election night
  • http://www.wyff4.com/news/midterm-election-was-a-hot-topic-on-social-media/29587288
  • https://www.youtube.com/watch?v=O68zyeIMyGg
INDUSTRY IMPLICATIONS: MEDIA

- Win-Win-Win:
  - Win for *WYFF News 4*
  - Win for Clemson
  - Win for students
- Students are getting jobs
- Resource for media:
  - All local TV network affiliates
  - ESPN, *US News and World Report*
RESEARCH IMPLICATIONS

• Cyberbullying (NSF)
• Kidney Donation (NIH & HRSA)
• Active Shooter Events
• Healthy Infrastructure Systems (NSF)
• TIGERS ADVANCE (NSF)
• 2016 Presidential Election
stlueidiots Your face is so fat oh my god and your stomach is so ugly and fat ur gonna become fatter than u already are! Nowhere near pretty view all 31 comments
Follow me! you have iust
RESEARCH IMPLICATIONS: CYBERBULLYING

• 20% of children who are victims of cyberbullying think about suicide
• One in 10 attempt it
• Text-based → Visual detection
  • VC_Defender
• National Science Foundation:
  • $250,000 (funded)
  • $500,000 (under review)
RESEARCH IMPLICATIONS: KIDNEY DONATION

• South Carolina has disproportionately high rates of African Americans with end stage renal disease
  – 566 African American candidates on the state’s kidney transplant waitlist
  – 274 Caucasian candidates

• Assignment of patient to a social media coach with encouragement and support to use social media to educate about living kidney donation → increase African American living donors, decrease wait time to transplant

• $1.1 million National Institutes of Health (under review)
• $1.1 million Health Resources and Services Administration (under review)
RESEARCH IMPLICATIONS: ACTIVE SHOOTER EVENTS

- Media Dependency
- Examined two active shooter events on September 30, 2014: Fern Creek High School (Louisville, KY) and Albemarle High School (near Charlotte, NC)
- Over 5,000 social media mentions
Table 3
Social media content as displayed in river of news.

<table>
<thead>
<tr>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Details on the active shooter event</td>
</tr>
<tr>
<td>Shooter (suspect/juvenile/shooter/gunman, age, motive, race)</td>
</tr>
<tr>
<td>Victim</td>
</tr>
<tr>
<td>Location/time</td>
</tr>
<tr>
<td>Ensuing chaos</td>
</tr>
<tr>
<td>Procedural response (police, lockdown, reunification, return to school)</td>
</tr>
<tr>
<td>Investigation (shooter at large, custody, weapon, charges)</td>
</tr>
<tr>
<td>Medical details (condition of victim, injury, updates)</td>
</tr>
<tr>
<td>Confirmed (custody, identity, shooting)/unconfirmed</td>
</tr>
<tr>
<td>Emotional reaction</td>
</tr>
<tr>
<td>Heartbreaking</td>
</tr>
<tr>
<td>Social media language</td>
</tr>
<tr>
<td>Disbelief</td>
</tr>
<tr>
<td>Frustration with school violence (another, connections, numb)</td>
</tr>
<tr>
<td>Fear about safety in public schools/homeschool</td>
</tr>
<tr>
<td>Aftermath effects</td>
</tr>
<tr>
<td>Personal connections</td>
</tr>
<tr>
<td>Victim</td>
</tr>
<tr>
<td>Student at school/family member</td>
</tr>
<tr>
<td>Friends</td>
</tr>
<tr>
<td>Teacher</td>
</tr>
<tr>
<td>Alum/community member</td>
</tr>
<tr>
<td>Thoughts and prayers</td>
</tr>
<tr>
<td>General, personal</td>
</tr>
<tr>
<td>Victim/shooter</td>
</tr>
<tr>
<td>No more shootings</td>
</tr>
<tr>
<td>Families, students, and teachers</td>
</tr>
<tr>
<td>Call for action</td>
</tr>
<tr>
<td>Gun control</td>
</tr>
<tr>
<td>Increased security</td>
</tr>
<tr>
<td>Parental actions</td>
</tr>
<tr>
<td>Prayer in school</td>
</tr>
<tr>
<td>Mental health</td>
</tr>
</tbody>
</table>
Table 5

*Information Versus Affect Display*

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Information Display</th>
<th></th>
<th></th>
<th>Affect Display</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FC</td>
<td>A*</td>
<td></td>
<td>FC</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>1,751</td>
<td>710</td>
<td></td>
<td>182</td>
<td>176</td>
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<tr>
<td>Facebook</td>
<td>449</td>
<td>454</td>
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<td>MN</td>
<td>148</td>
<td>309</td>
<td></td>
<td>31</td>
<td>4</td>
<td></td>
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<tr>
<td>Blogs</td>
<td>42</td>
<td>112</td>
<td></td>
<td>17</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

% of posts: 81.8% 77.5% 17.6% 21.7%

*Fern Creek (FC) Albemarle (A)*
RESEARCH IMPLICATIONS: HEALTHY INFRASTRUCTURE SYSTEMS

• Some Manhattan residents couldn’t evacuate after Superstorm Sandy because ATM machines and credit cards didn’t work. Financial system failures → transportation system
• Graduate students will learn how to predict vulnerabilities in these interconnected infrastructure systems
• Research focused along I95 corridor
• Social media during crisis
• National Science Foundation:
  • $3 million (funded)
RESEARCH IMPLICATIONS: TIGERS ADVANCE

• Transforming the Institution through Gender Equity, Retention and Support
  – Transform culture to improve the campus climate to reduce bias/implicit bias against women and minority faculty
  – Increase representation of women in STEM fields
  – Ensure equitable workload distributions
  – Enhance faculty mentoring and leadership development, increase retention
  – Implement family-friendly policies, improve recruitment, increase retention

• Social media and strategic messaging

• National Science Foundation:
  • $3.4 million (funded)
RESEARCH IMPLICATIONS: 2016 PRESIDENTIAL ELECTION

• Basking in Reflected Glory (BIRG)
• Cutting Off Reflected Failure (CORF)
• 10,973,629 tweets related to election, inauguration, and Women’s March
• Election tweets: nearly 80% positive for Trump, compared to 45% positive for Clinton
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- The Women’s March generated nearly 10 times more mentions than the inauguration
- Inauguration tweets: 73% positive
- Women’s March tweets: 71% positive
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Thank you!