

# SOCIAL MEDIA @ CLEMSON



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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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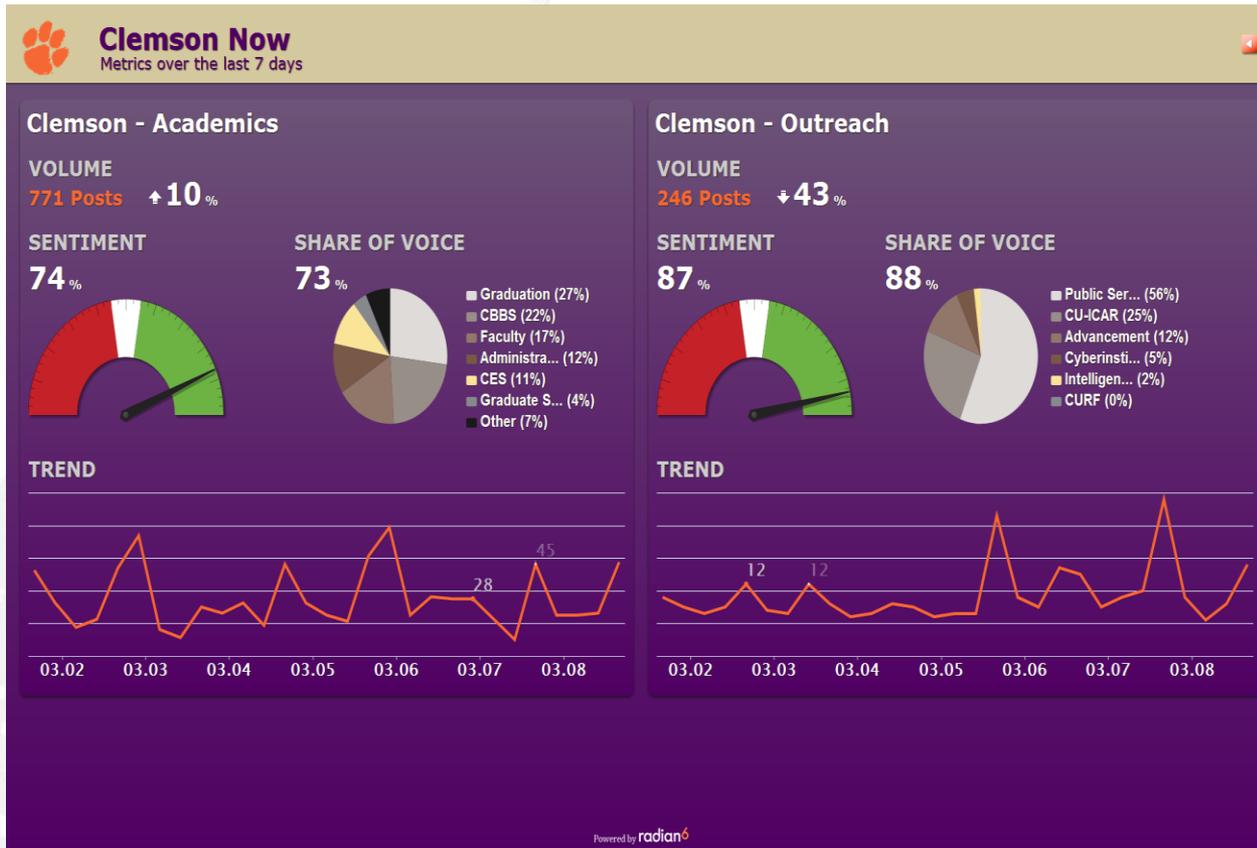


## **SOCIAL MEDIA LISTENING @ CLEMSON**

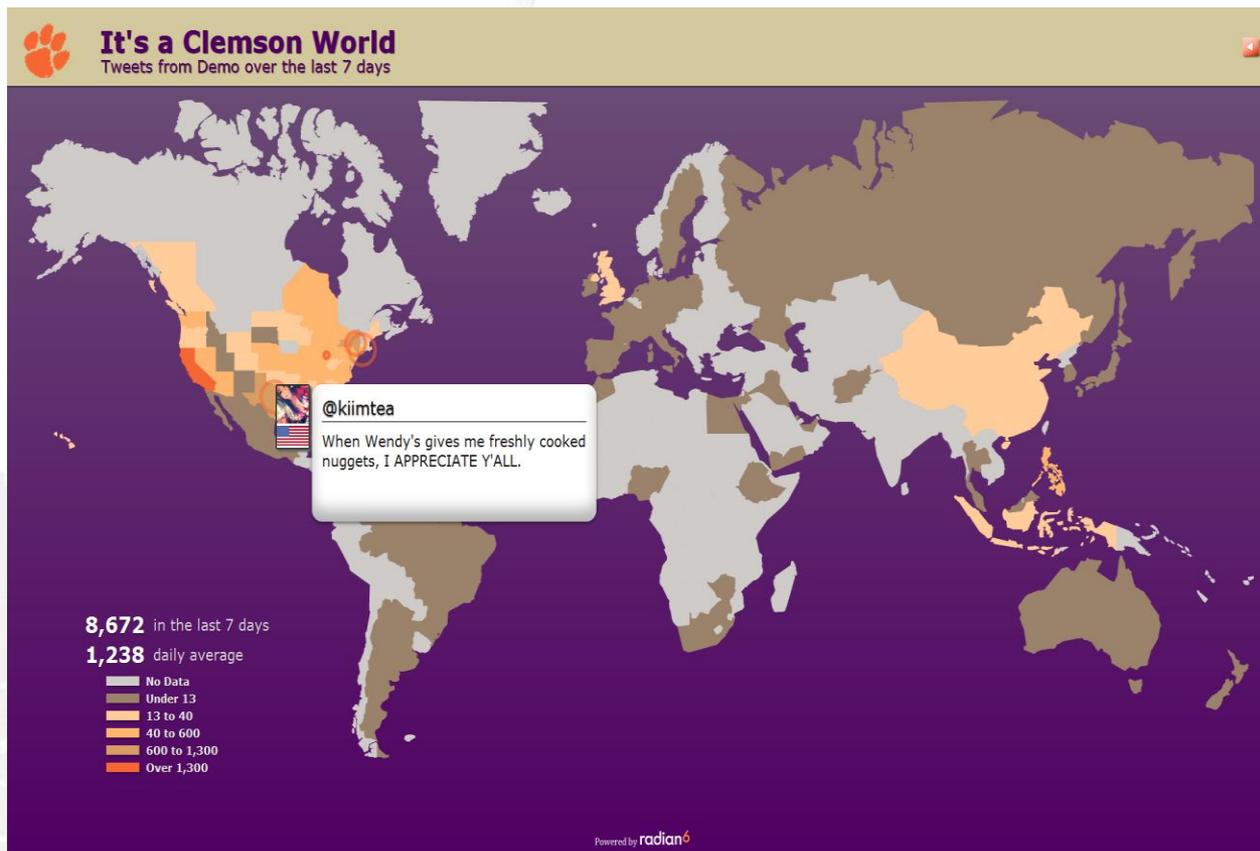
- From 650 million+ social media feeds collected by the MarketingCloud, we elicit a “social view” of the world.
- Visualization of conversations
- Detailed analysis of keywords, themes, and influencers
- Reach back via email, Facebook and Twitter to engage with stakeholders



# SOCIAL LETS YOU SEE VOLUME



# SOCIAL LETS YOU SEE REACH



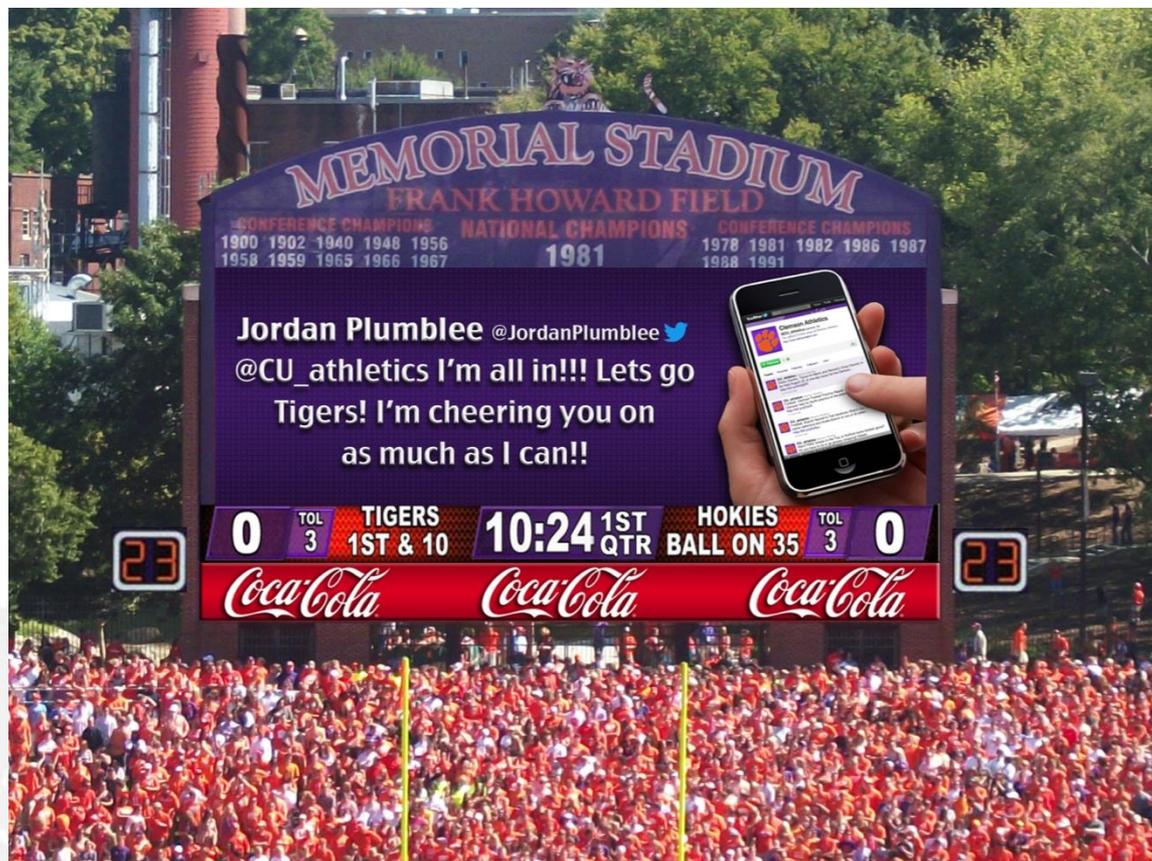
# INDUSTRY IMPLICATIONS

- University Athletics
- University Enrollment
- Greenville Health System
- Media



## INDUSTRY IMPLICATIONS: CONNECTIONS TO STUDENTS

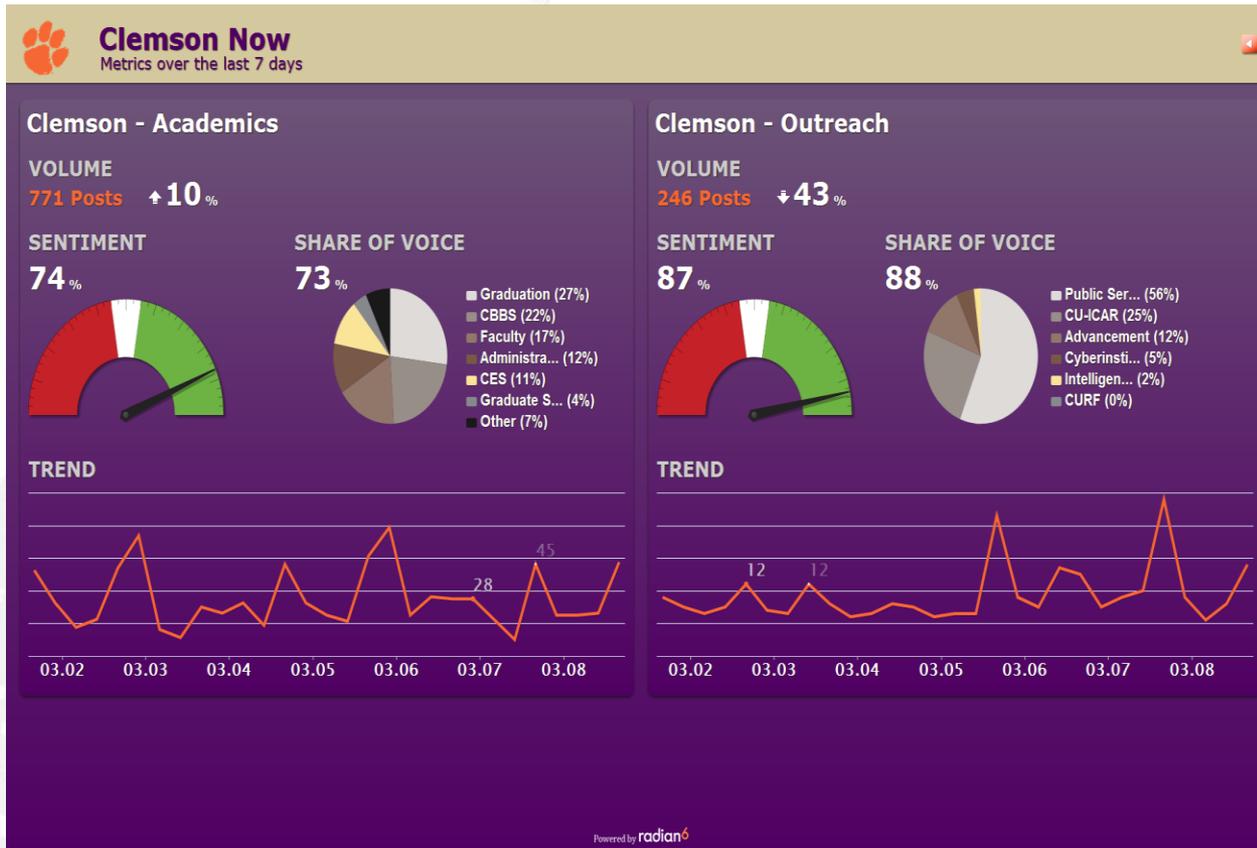
- **Business Problem:** Amid the flurry of emails that students receive from the University, they miss the important messages.
- **Solution:** Monitor, respond and engage through channels that students use to share important messages.
  - Let students know when and how you are listening
  - Engage across 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



## INDUSTRY IMPLICATIONS: ENROLLMENT

- **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



HEALTHY RELATIONSHIPS

## Healthy Relationships Week: February 13-17

February 14, 2017 – 0 Comments



UNCATEGORIZED

## Does AI Have a Place in Healthcare?

February 18, 2017 – 0 Comments



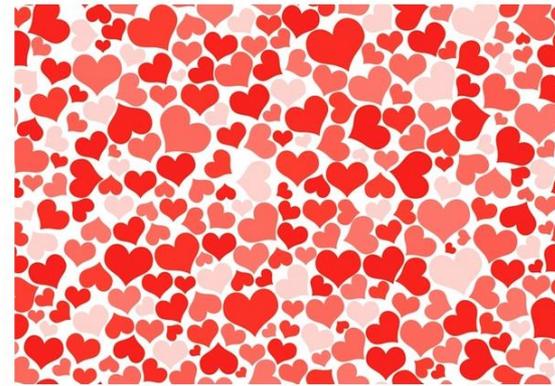
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## Sweet, Sweet Love: Valentine's Day Candy and Health

February 13, 2017 – 0 Comments

HEALTHY RELATIONSHIPS

## What Does Love Mean to You?



Date: February 19, 2017  
 Author: Ihurlbu  
 0 Comments

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:



# 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=jgl5-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=O68zyelMyGg>



## 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





PHOTO



**stlukeidiots** 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](#)

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## 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)



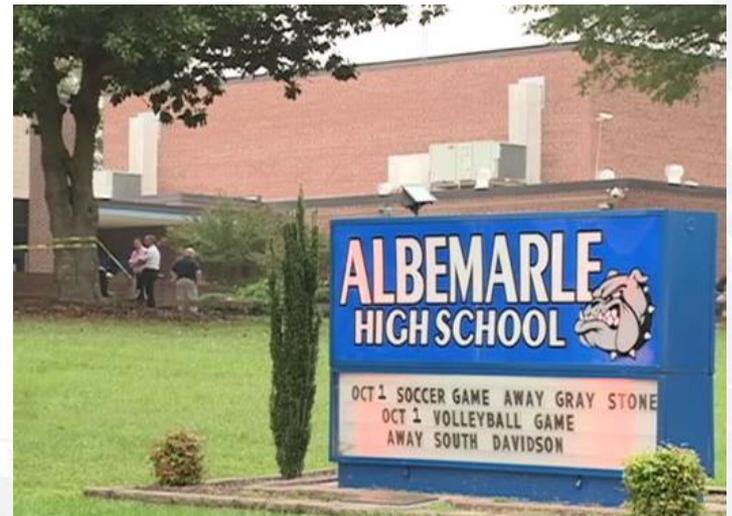
## RESEARCH IMPLICATIONS: KIDNEY DONATION

- 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.

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Topic

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Details on the active shooter event

Shooter (suspect/juvenile/shooter/gunman, age, motive, race)

Victim

Location/time

Ensuing chaos

Procedural response (police, lockdown, reunification, return to school)

Investigation (shooter at large, custody, weapon, charges)

Medical details (condition of victim, injury, updates)

Confirmed (custody, identity, shooting)/unconfirmed

Emotional reaction

Heartbreaking

Social media language

Disbelief

Frustration with school violence (another, connections, numb)

Fear about safety in public schools/homeschool

Aftermath effects

Personal connections

Victim

Student at school/family member

Friends

Teacher

Alum/community member

Thoughts and prayers

General, personal

Victim/shooter

No more shootings

Families, students, and teachers

Call for action

Gun control

Increased security

Parental actions

Prayer in school

Mental health

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Table 5

*Information Versus Affect Display*

| Outlet      | Information Display |       | Affect Display |       |
|-------------|---------------------|-------|----------------|-------|
|             | FC                  | A*    | FC             | A     |
| Twitter     | 1,751               | 710   | 182            | 176   |
| Facebook    | 449                 | 454   | 284            | 247   |
| MN          | 148                 | 309   | 31             | 4     |
| Blogs       | 42                  | 112   | 17             | 16    |
| % 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)

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Activities/Goals  
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Related Links  
Diversity and Inclusion at  
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Clemson TIGERS ADVANCE

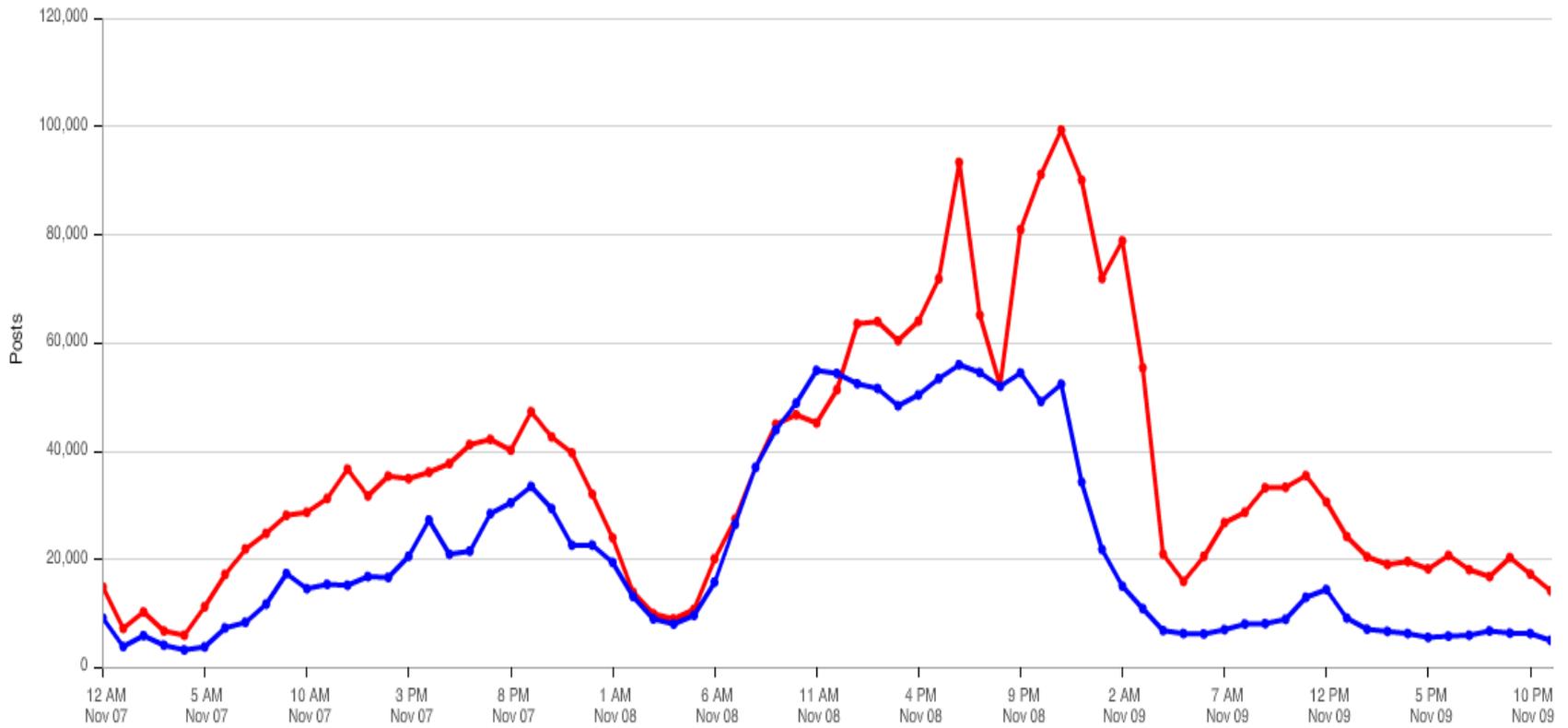


Transforming the Institution through Gender Equality, Retention and Support

## 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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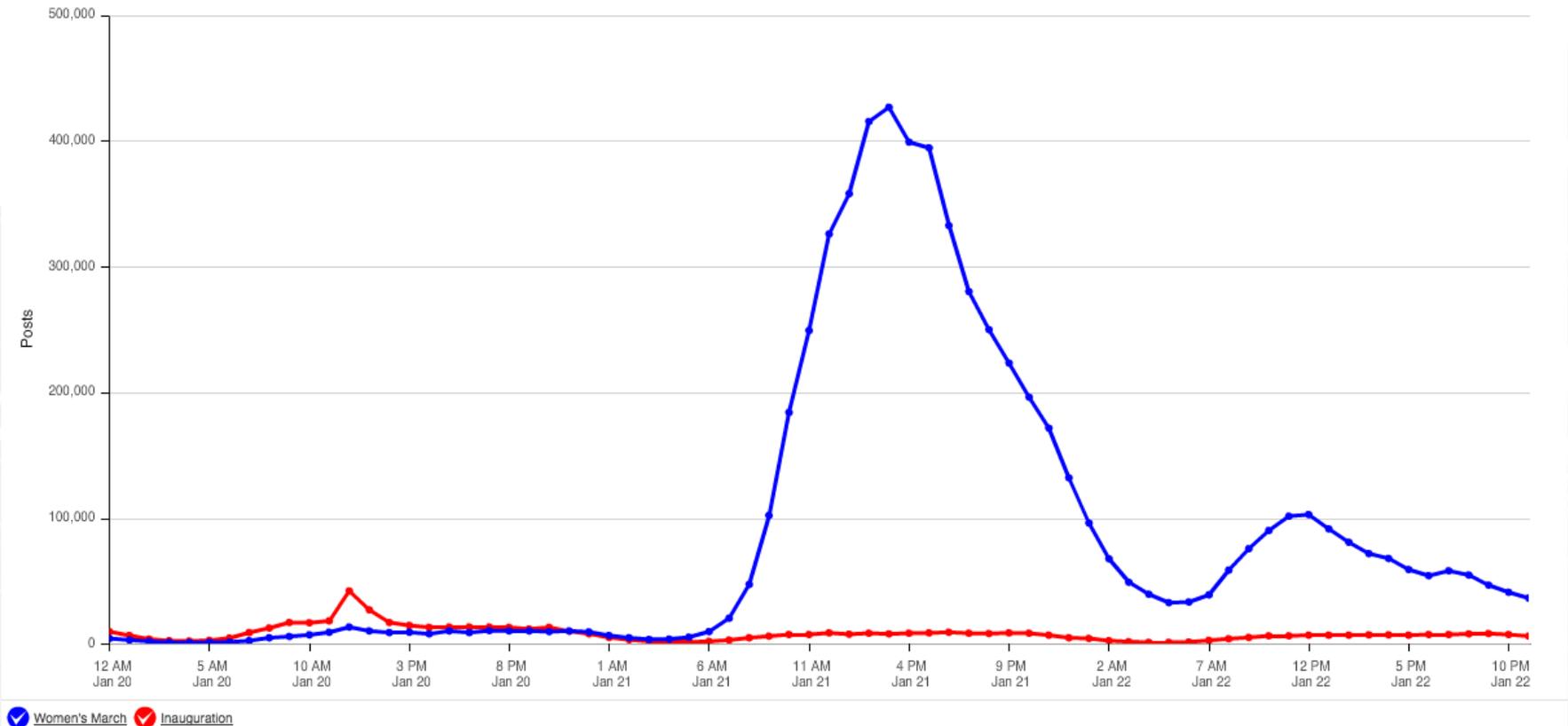


● Hillary Clinton ● Donald Trump

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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!

