

# **2008 ANNUAL CEC CONFERENCE**

**An Introduction to Marketing and  
Recruiting in Online Communities**

## Introduction and Housekeeping

A survey of Web 2.0 tools and platforms

The Web 2.0 and online community landscape

User behavior and segmentation

Case studies

- **LinkedIn: Caltech & Monash & Alberta**
- **Facebook: Harvard & UBC**
- **YouTube: Berkeley & MIT & Toronto**
- **MySpace: Top 5 US universities & Toronto**
- **Blogging: Do you want to get Lucky?**

Strategic implications

Discussion

- **55 minutes for the presentation and 20 minutes for discussion**
- **The presentation will be posted on [www.illuminategroup.com](http://www.illuminategroup.com)**
- **Some 2008 Web 2.0 / online community-related presentations:**
  - **CASE Leadership Summit / Europe Annual Conference**
    - *The Future of Community and Affinity in an Online World*
    - *The Online Communities Workshop*
    - *The Online Community Agenda*
  - **EAIE Annual Conference**
    - *Web 2.0, Alumni, and International Student Recruiting*
  - **AIEC/IDP Annual Conference**
    - *How Online Communities Change International Education*
  - **CBIE**
    - *Strategic Responses to Online Communities & Platforms*

- **When it comes to marketing and recruiting higher education institutions, conditions have changed drastically across multiple dimensions**
- **International students have begun to matter a great deal to institutions, from tuition income to talent acquisition. At the same time competition between institutions and countries for such students has increased**
- **Technology has been a key driver – moving on from e-mail to IM to text messaging (SMS). Reaching today’s and tomorrow’s students is fundamentally different than it was just 10 years ago**
- **Online communities/platforms and a number of Web 2.0 tools are already instrumental in reaching (potential) students and alumni, and will eventually act as the main communication conduit to reach everyone**

**The future already arrived yesterday**

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- **You've heard about Facebook. But who has an account?**
- **What in the world is Orkut?**
- **What accounts for the majority of interactions on Second Life?**
- **Who has posted a video on YouTube?**
- **What is the largest / most frequented online community?**
- **Who spends more than 30 minutes a day in communities?**
- **Have you been tweeted?**
- **Bonus question: Whose institution has developed an integrated, cross-functional social media communication strategy?**

# WHAT ARE THE TOP 10 WEB PROPERTIES IN CANADA?

1. **Google Sites**
2. **Microsoft Sites**
3. **Yahoo! Sites**
4. **Facebook.com**
5. **eBay**
6. **Wikipedia Sites**
7. **AOL LLC**
8. **Yellow Pages Group**
9. **Amazon Sites**
10. **Canoe Network**

(1) A not insignificant amount of traffic to Microsoft Internet properties is based on service and other requests related to Microsoft software.  
Source: Comscore, March 2008.

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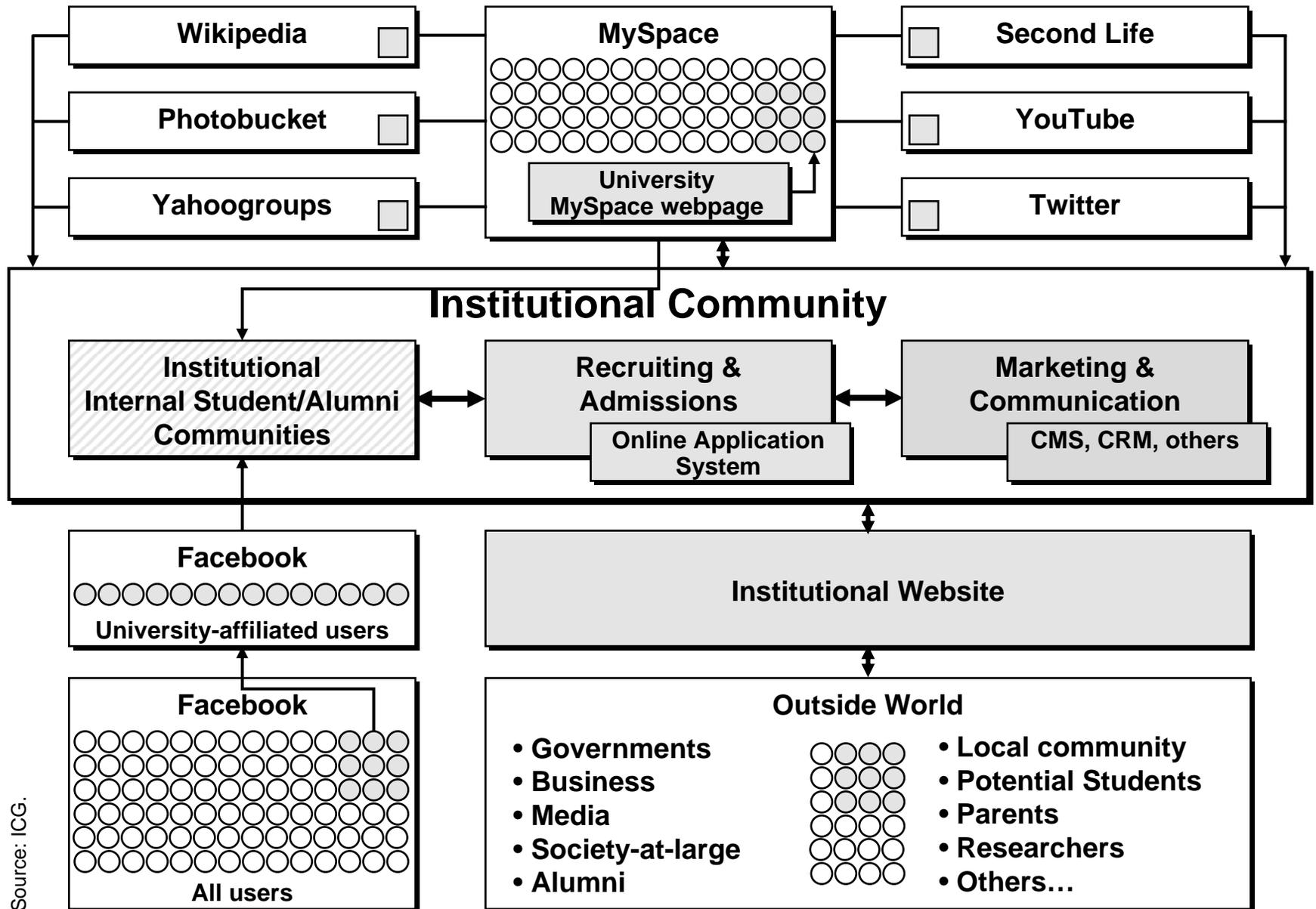
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- Blogging: Do you want to get Lucky?

Strategic implications

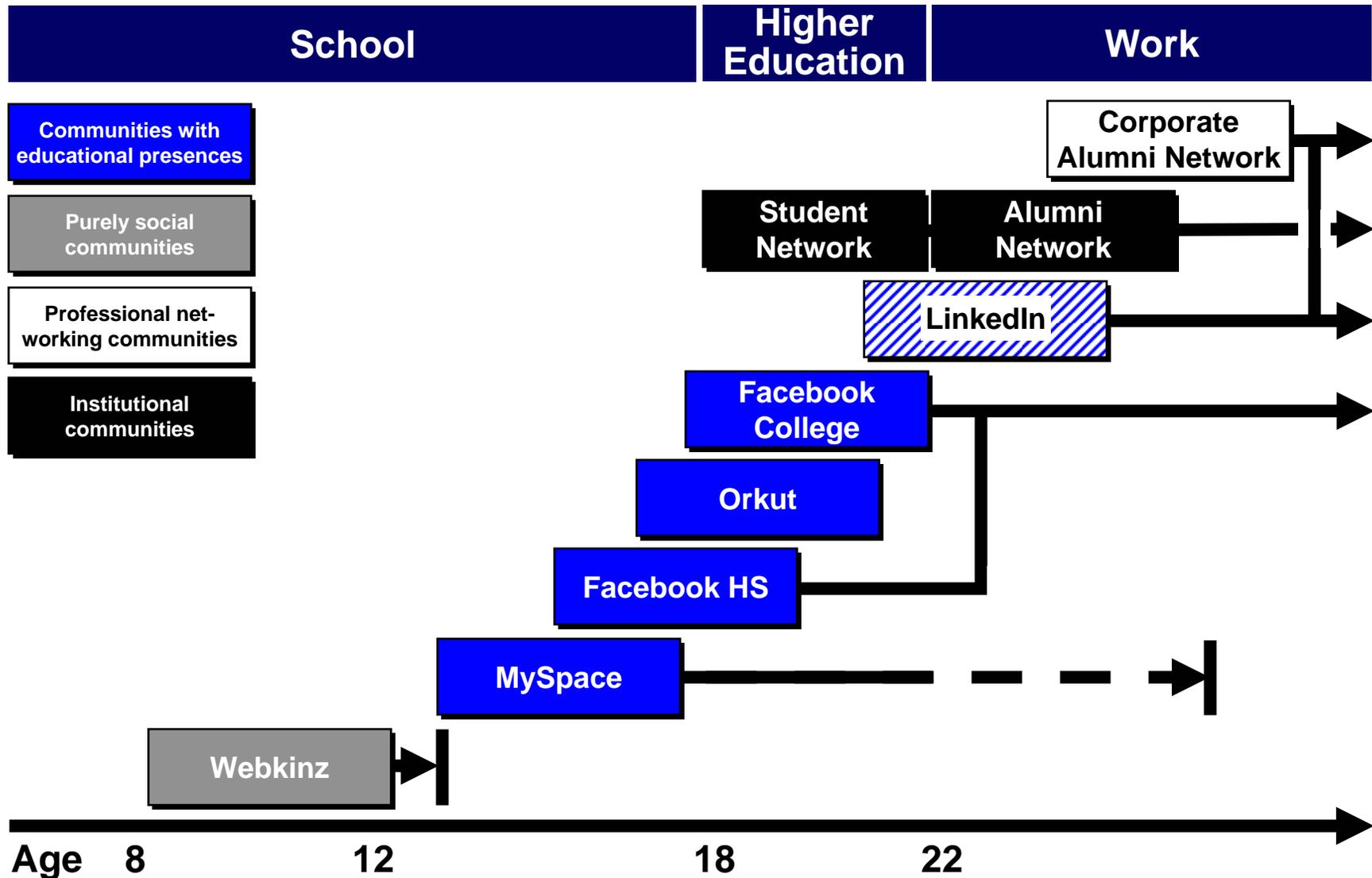
Discussion

# WHETHER YOU WANT IT OR NOT, YOU ARE ALREADY EMBEDDED IN A GLOBAL COMMUNITY LANDSCAPE



Source: ICG.

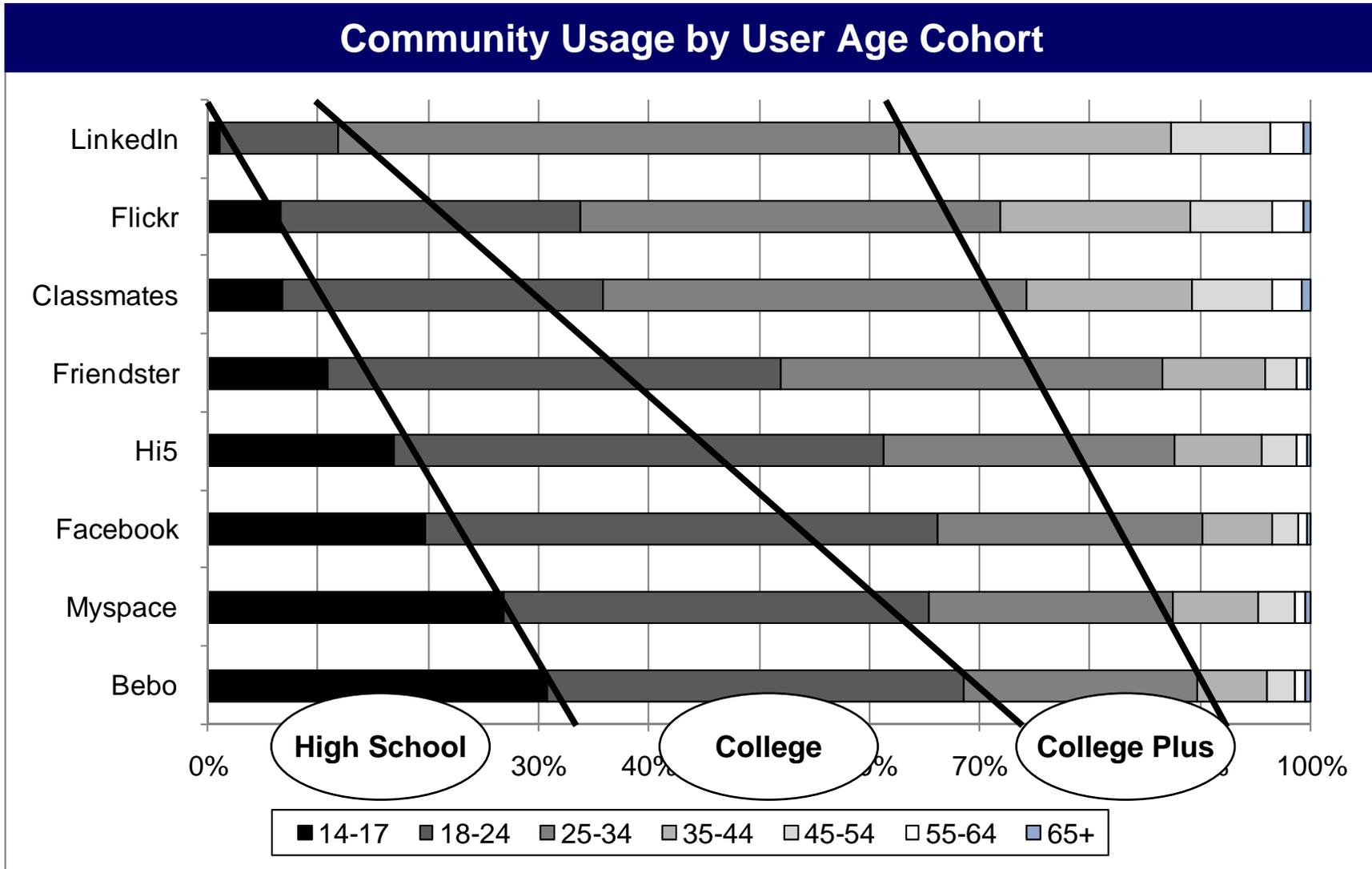
# BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY IMMERSED IN MULTIPLE COMMUNITIES



Source: ICG.

ICG © 2008

# DIFFERENT COMMUNITIES OFFER VASTLY DIFFERENT RECRUITING POOLS



Source: Rapleaf, June 2008.

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# COMMUNITY USER BEHAVIOR AND ADOPTION: IMPLICATIONS FOR STUDENT RECRUITING

- **What do have teenagers in London, Los Angeles, Sydney, Singapore, and Toronto in common?**
- **They do not like homework? Maybe...**
- **They will regret fashion choices when their teenage kids find pictures of them in the future? Probably...**
- **They share two devices:**
  - **An iPod**
  - **A cell phone**
- **They have moved their social infrastructure, communication patterns, and media consumption more or less entirely online**
- **This has drastic implications: For the first time, a globally homogenous technology user experience has emerged**

**Does your institution know how to recruit these students?**

# TARGET AGE COHORTS ARE BY FAR THE MOST ACTIVE ONLINE COMMUNITY USERS

## Percentage of U.S. Online Users by Age Group

### Categories

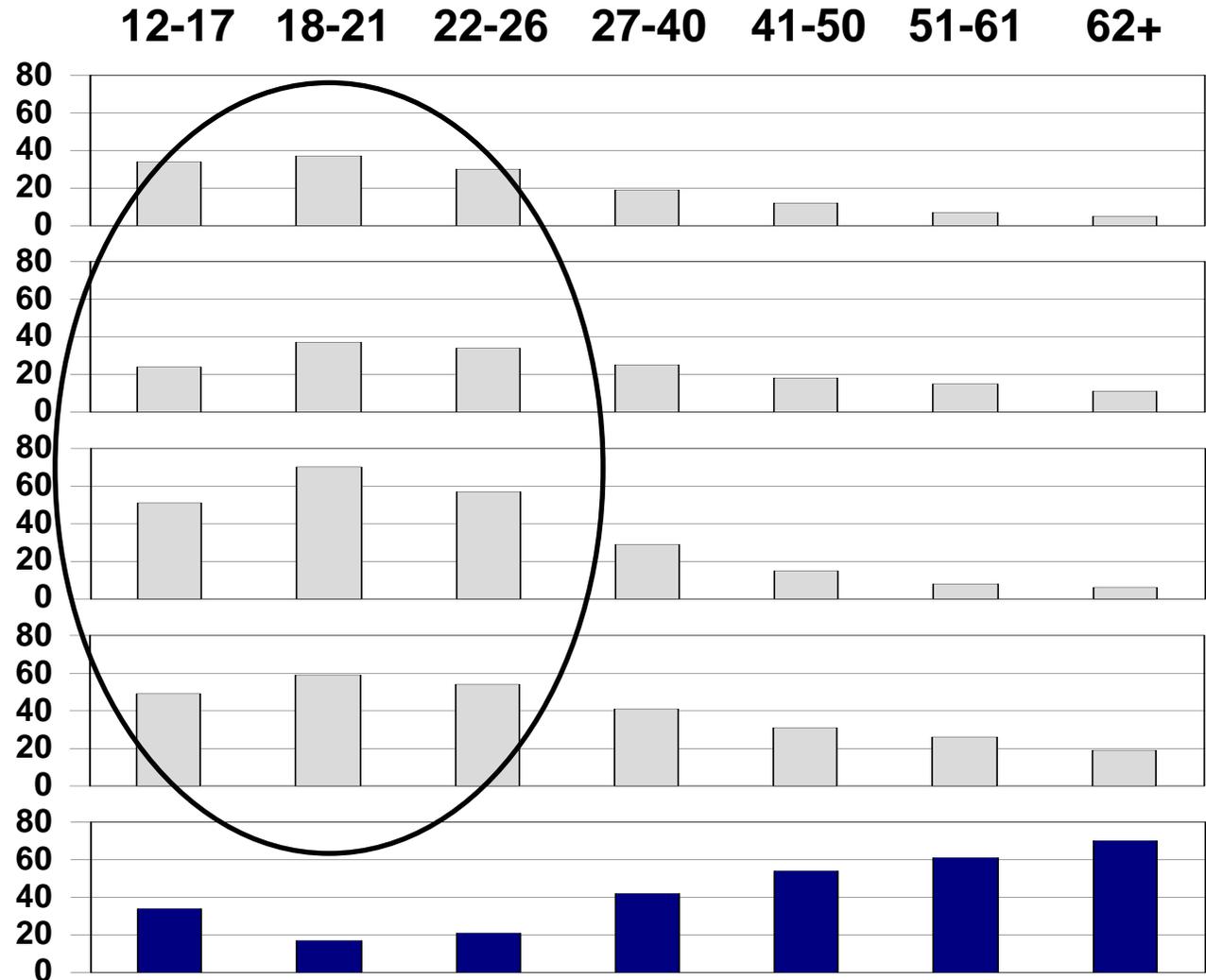
Creators

Critics

Joiners

Spectators

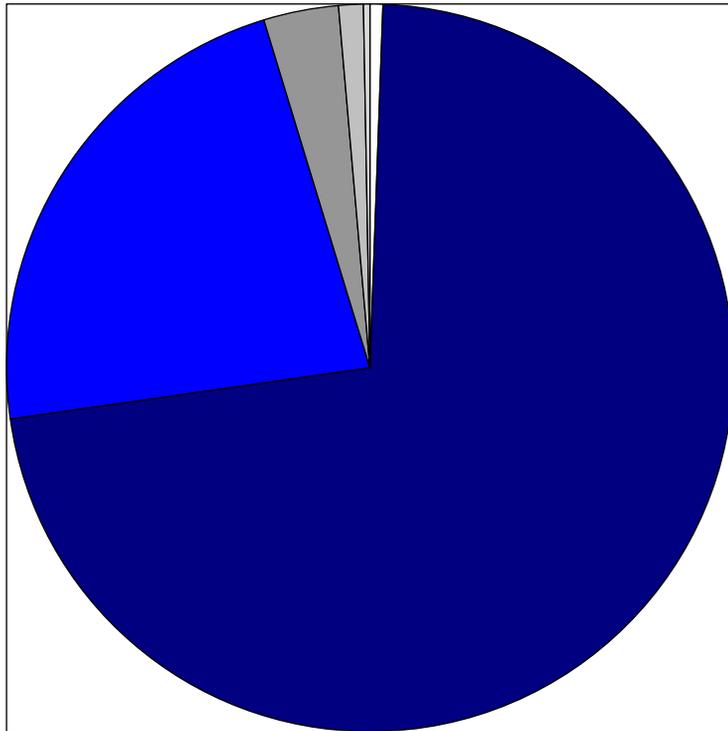
Inactives



Source: Forrester Research, 2007.

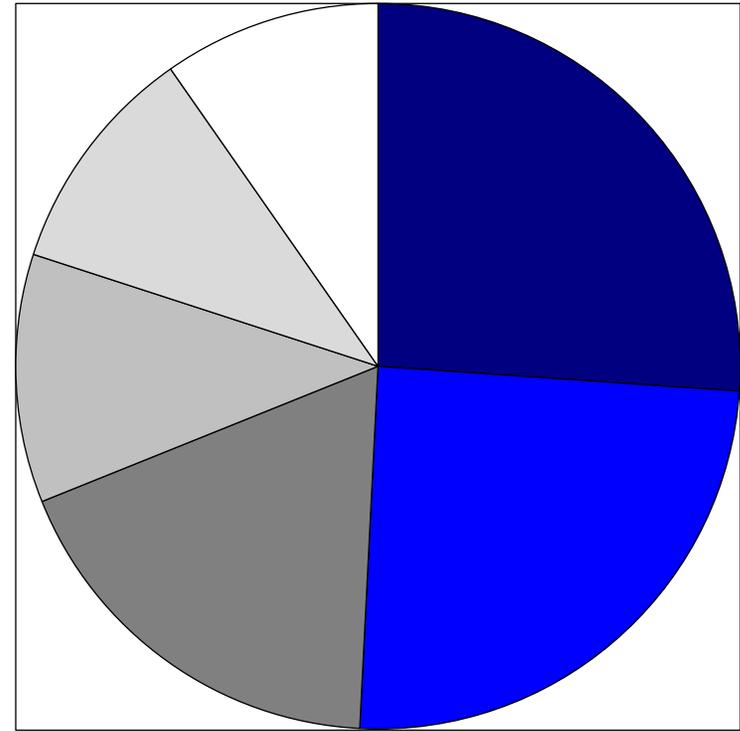
# INTERNET AND COMMUNITY USAGE PATTERNS OF GERMAN HIGHER EDUCATION STUDENTS

## Hours/Day Internet Usage



□ < 1 ■ 1 to 3 ■ 4 to 6 ■ 7 to 9 ■ 10 to 12 ■ > 12

## Community Usage



■ Very often ■ Often ■ Somewhat  
■ Rarely ■ Very rarely □ Never

**Online community usage is a global phenomenon**

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The screenshot shows the LinkedIn interface for the Caltech Alumni Association group. The page is divided into several sections:

- Header:** LinkedIn logo, navigation tabs (People, Jobs, Answers, Companies), and search options.
- Left Sidebar:** Home, Groups, Profile, Contacts, and Inbox (3).
- Main Content Area:**
  - Group Header:** "Caltech Alumni Association" with a description: "The Caltech Alumni Association is the worldwide network of graduates of the California Institute of Technology, Pasadena, California." A "Join Group" button is visible.
  - About this Group:** Created: September 19, 2007; Type: Alumni Group; Members: 2,418; Owner: Andrew Shaindlin; Managers: Elizabeth Allen; Website: <http://alumni.caltech.edu>
  - Group Members in Your Network:** A list of members including Andrew Shaindlin, Ralph Weeks, Adam Rifkin, Richard Hsu, Steve Rabin, Michael Nelson, Tal Schwartz, Milan Kovacevic, Venky Ganesan, and Mark Robins.

Three black circles are drawn over the page to highlight specific areas: one around the group header and description, one around the "About this Group" section, and one around the "Group Members in Your Network" list.

There is not a lot to see from the outside...

**Double your connections in 30 seconds. Click here to get started.**

## Search Results

We found 225 users in your network matching your criteria. [refine search results](#)

Keywords: **caltech alumni** • Sorted by: **keyword relevance**

**Your Network (225)** **LinkedIn Network (53)** What do these icons mean?

**Andrew Shaindlin** **FEATURED** **in** 1<sup>st</sup> 3 282

Executive Director at **Caltech Alumni Association**  
Greater Los Angeles Area | Non-Profit Organization Management

**Current:** Author at **Alumni Futures** blog (Self-employed) | Executive Director, **Caltech Alumni Association** at California Institute of Technology

**Past:** U of Michigan **Alumni** Association; Brown University, **Alumni** Relations

**Keywords:** Online services for **alumni**, business networking practices, **alumni** membership programs ... for **alumni**, educational travel programs ... for EDUCAUSE, AlumniNets, **Caltech Alumni** ... Executive Director, **Caltech Alumni** Association at California Institute of Technology ...

**Groups:** **CALTECH ALUMNI**

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**William Hicks** **FEATURED** **in** 3<sup>rd</sup> 1 500+

Entrepreneur | Innovator | IT Pro, Networker, Developer, MyLinkNetwork.com, [LION] MyLink500, TopLinked.com  
San Francisco Bay Area | Internet

**Current:** Entrepreneur | Innovator | Facilitator | IT Pro, Networker, Developer at Hicks ... see more

**Past:** Hicks Associates

**Keywords:** ... Chicago, **Alumni**, University of California, Berkeley **Alumni**, Harvard **Alumni**, Harvard Business School, **Alumni**, The George ... News, George Washington University, **Alumni** ...

**Groups:** **CALTECH ALUMNI** ... see

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**Karen Carlson** 2<sup>nd</sup> 2 350

Associate Director at **Caltech Alumni Association**  
Greater Los Angeles Area | Education Management

**Current:** Associate Director at **Caltech Alumni Association**

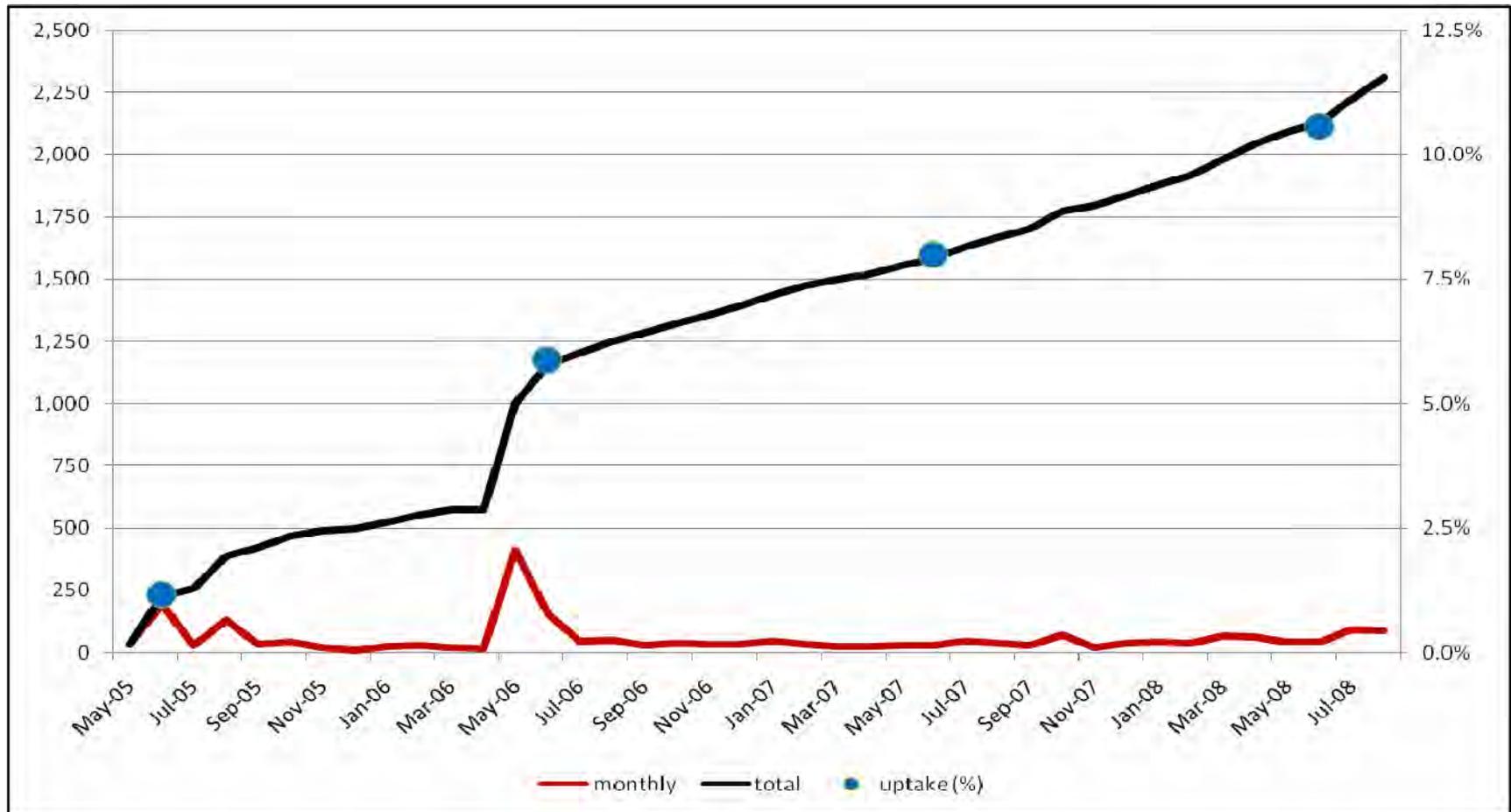
**Past:** University of Southern California, North Dakota State College of Science

**Keywords:** **alumni** admissions, **alumni** and student career programs, student/**alumni** relations **Caltech** Summer Undergraduate Research Fellowship ... Associate Director at **Caltech Alumni Association** ... Current roles include **alumni** career services, student/**alumni** programs, and ...

**Groups:** **CALTECH ALUMNI**

**It is about branding – which applies to alumni, students, and recruits**

# CALTECH ALUMNI GROUP ON LINKEDIN: GROWTH RATES



**Sustained growth – despite LinkedIn not appealing to many Caltech alumni**

Source: Caltech Alumni Association, September 2008.

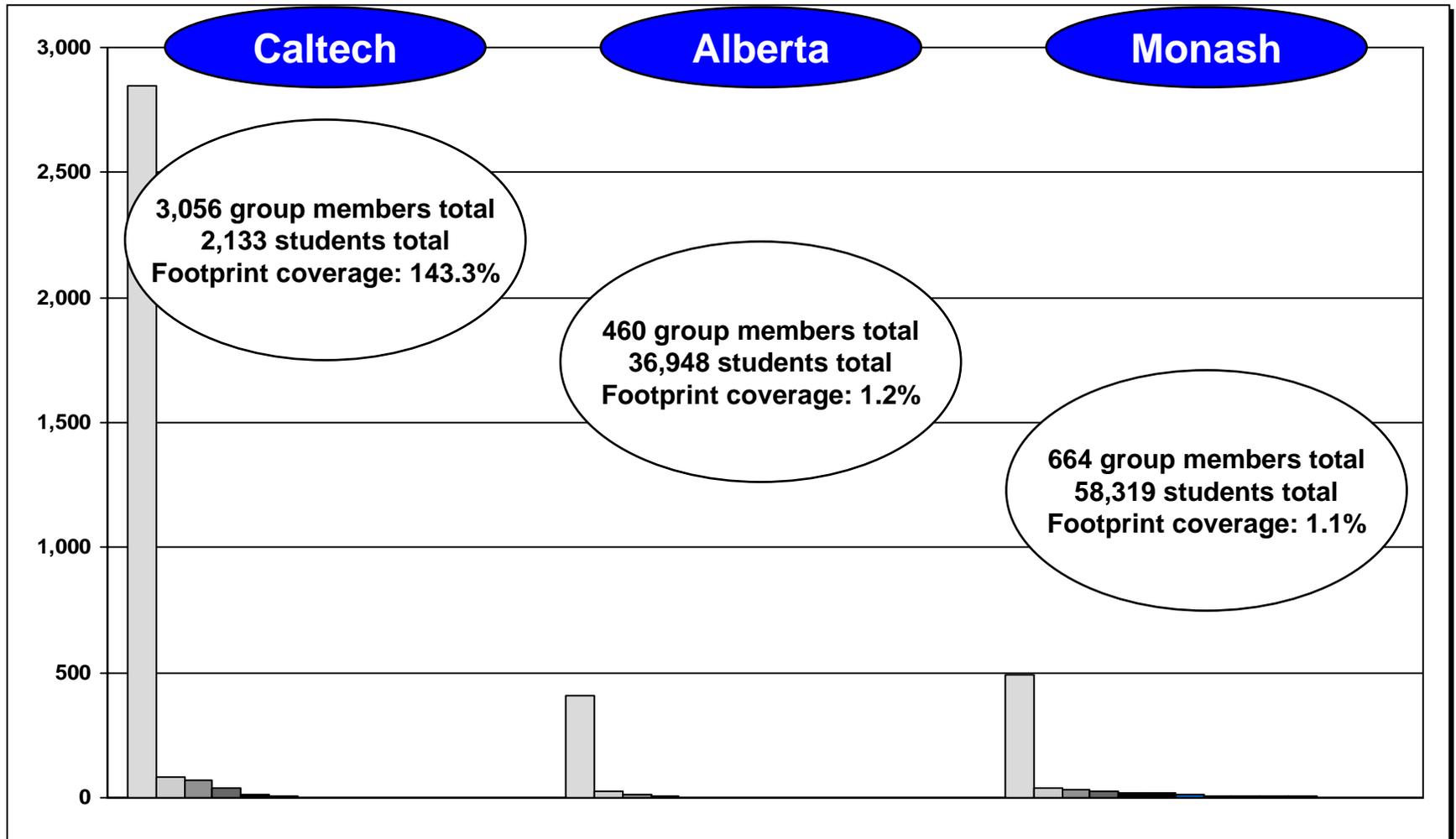
- **The University of Alberta has an exceedingly small footprint on LinkedIn with a total of a mere 460 members**
- **Only “10” University of Alberta-affiliated groups exist:**
  - **University of Alberta Alumni – 409 members**
  - **Schulich School of Engineering – 25 members**
  - **Alberta MBA – 15 members**
  - **University of Alberta Gold Key Society – 5 members**
  - **University of Alberta, Law Alumni – 1 member**
  - **University of Alberta, MHSA Alumni – 1 member**
  - **Libon Cardiovascular Institute of Alberta – 1 member**
  - **University of Alberta, Faculty of Extension, MACT – 1 member**
  - **University of Alberta School of Business Alumni Association – 1 member**
- **The overall brand and faculties are represented, but the little differentiated group presence evidences clear brand disassociation patterns**

**How can future students relate to Alberta in the absence of a networked presence?**

- **No official presence of Monash University on LinkedIn**
- **A total of 7,166 alumni are registered – but only 664 are registered in groups**
- **14 unofficial, recently created and highly fragmented groups relating to Monash University exist on LinkedIn, resulting in brand overlay:**
  - **Monash University Alumni (created 20 March 2008, 430 members)**
  - **Monash Uni Alumni (created 13 June 2008, 6 members)**
  - **Monash Alumni (created 27 February 2008, 19 members)**
  - **MonashAlumni (created 10 June 2008, members 1)**
  - **Monash University International Alumni (created 20 June 2008, 36 members)**
  - **Monash Australia Alumni (created 1 July 2008, 26 members)**

**Very small footprint: < 1,000 out of > 300,000 Monash community members**

# LINKEDIN DEFINED GROUP FOOTPRINT ANALYSIS FOR CALTECH, ALBERTA, AND MONASH



Notes: ICG makes no claim of ultimate accuracy. Data furthermore may be incomplete or structurally inaccurate given a number of methodological constraints. Please see ICG's general commentary on methodological issues. Footprint is calculated as the percentage of respectively affiliated group members on LinkedIn vis-à-vis the student enrollment headcount.

Source: LinkedIn, November 2008.

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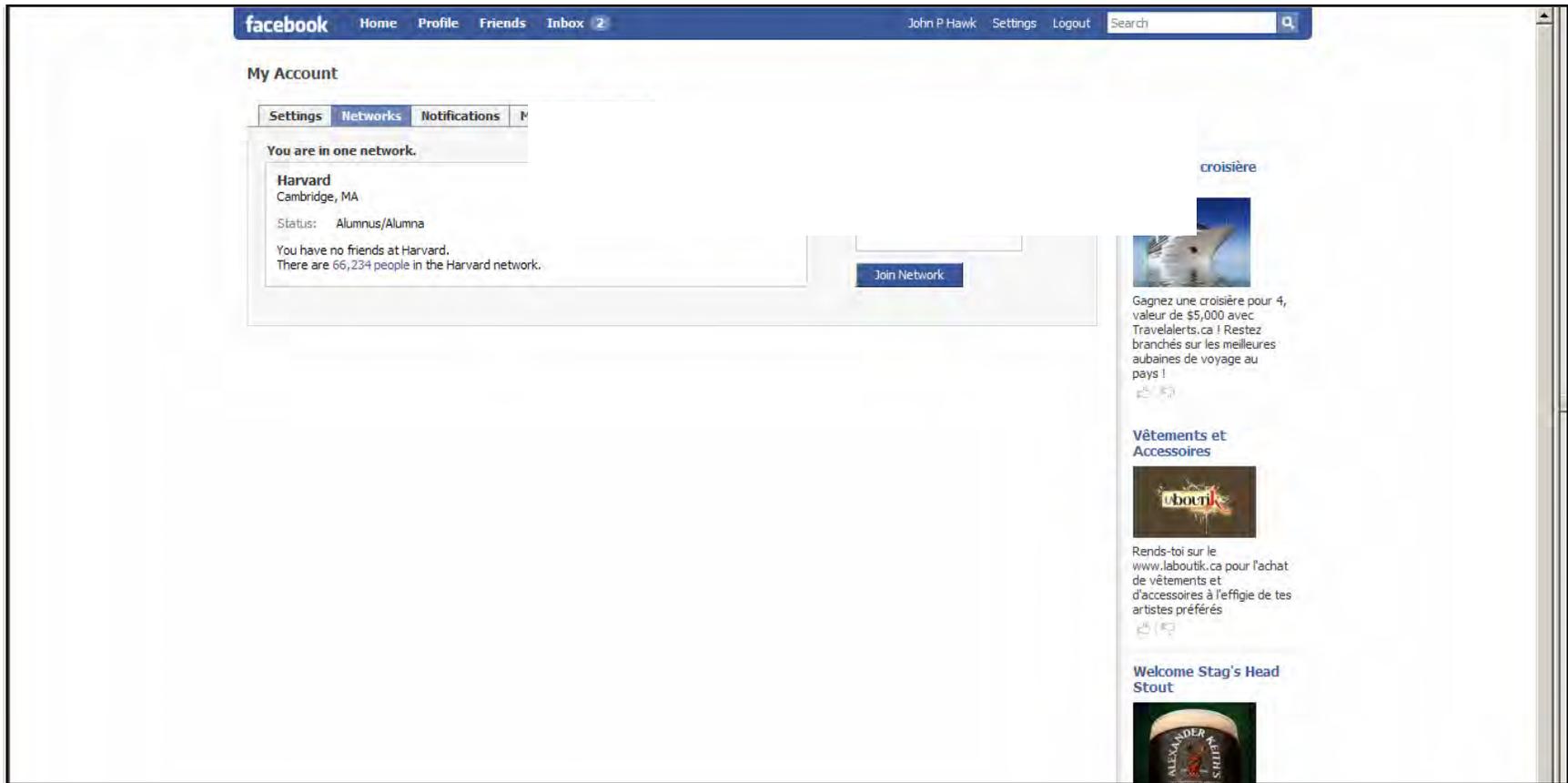
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# FACEBOOK: HARVARD UNIVERSITY – WHERE IT ALL STARTED

## From...



**Amalgamation: 20,024 enrolled students – 66,234 Facebook members**

Source: Facebook, November 2008.

# FACEBOOK: HARVARD UNIVERSITY – WHERE IT ALL STARTED ...To

November 2008

The screenshot shows the Facebook search interface for the term "harvard". The search bar at the top contains "harvard" and a "Search" button. Below the search bar, there are tabs for "All Results" and "Groups", with "Groups" selected. A dropdown menu shows "Show results from All Networks". The main content area displays a list of search results for groups, with the first four visible:

- Group:** Harvard business school (3,044 members, Business - General, 25 More Members, 4 Wall Posts)
- Group:** Face Morphing Study at Harvard (1,548 members, Organizations - Academic Organizations, 2 Fewer Members, 1 Wall Post)
- Group:** The Harvard Class of 2012 (1,465 members, Student Groups - General)
- Group:** Harvard Class of 2011 (1,332 members, Student Groups - General)

On the right side of the page, there are several links and snippets related to "University", including "University", "degree faster than ink with financial w.", "UniversityGuides.com", "Harvard University", and "Research and compare online schools. Get a degree with financial aid. www.USADegreePrograms.com".

Fragmentation reigns

Source: Facebook, November 2008.

# FACEBOOK: UBC'S ALUMNI GROUP

**facebook** Home Profile Friends Inbox 2 Settings Logout Search

**University of British Columbia (UBC) Alumni**  
Global

**Basic Info**  
Type: Student Groups - Alumni Groups  
Description: For anyone who ever went to UBC!

**Contact Info**  
Office: The Gallery

**Recent News**  
This group is for UBC Alumni ONLY.  
Advertisers/Spammers/People With Too Much Time On Your Hands: get lost.  
Since I have to delete a considerable amount of content every day, I reiterate:  
UBC RELATED POSTS ONLY. That means no surveys, no ads for other groups, no random unrelated information. This is a UBC group, folks.

**Members**  
Displaying 8 of 6,473 members See All

King Hii Alton Kwok Craig Ryomoto Anders Lam Christine Yuen Michele Wonghen Ramshaw Nassim Massah Alex Varju

**Discussion Board**  
Displaying 3 of 17 discussion topics See All

**Film Crews at UBC: Brushes With Fame?**  
6 posts by 5 people. Updated 16 hours ago

**ANY UBC OKANAGAN ALUMNI**  
1 post by 1 person. Updated on November 19, 2008 at 9:06pm

View Discussion Board  
Join this Group  
Share +

**Group Type**  
This is an open group. Anyone can join and invite others to join.

**Admins**  
James Parr (Burlington, VT)

**Make Your Mark**  
MAKE YOUR MARK AGAINST CERVICAL CANCER.  
Every mark on our wall is another step against cervical cancer. Make a mark on our wall, then pass the paint to friends to be #1.

**Flip Phone Tricks**  
Flip your phone  
Check out these flip phone tricks. Think you could do better?

**New faces of design**  
Design for All  
Shop New Beauty Designers at Target.com >  
Check out three new, luxe makeup collections and be bold, be beautiful.

6,473 out of ~ 160,000 UBC alumni in Facebook group

Source: Facebook, November 2008.

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# YOUTUBE: UC BERKELEY WAS THE FIRST UNIVERSITY TO UPLOAD ENTIRE COURSES ONTO ITS YOUTUBE CHANNEL

The screenshot shows the YouTube channel page for UC Berkeley. At the top, the YouTube logo is visible with navigation links for Videos, Channels, Community, and Upload. The channel name "UC Berkeley" is prominently displayed, along with the University of California logo. Below the name are navigation tabs for Courses, Events, Campus Life, and Cal Athletics. A video player is featured in the center, showing a "Cal Beijing 2008" logo. To the left of the video player is a channel profile box for "ucberkeley" with a "Subscribe" button. The profile box includes the channel's name, join date (May 02, 2006), last sign-in time (16 hours ago), subscriber count (15,970), and channel views (1,903,024). It also lists the director, a description of the university, and contact information. Below the video player, there is a section for "Cal Athletics in Beijing - Part 3" with view and comment counts. At the bottom, a banner encourages users to subscribe to all 4 of UC Berkeley's YouTube channels.

**UC Berkeley** [Subscribe](#)

**ucberkeley**  
Joined: **May 02, 2006**  
Last Sign In: **16 hours ago**  
Subscribers: **15,970**  
Channel Views: **1,903,024**

**DIRECTOR**

The University of California, Berkeley is the preeminent public research and teaching institution in the nation. From classic literature to emerging technologies, the curricula of our 130 academic departments span the wide world of thought and knowledge. Supported by the people of California, the university has embraced public service as an essential part of its mission since 1868.

Name: **UC Berkeley**  
Age: **140**  
City: **Berkeley, CA**  
Hometown: **Berkeley, CA**  
Country: **United States**  
Interests and Hobbies: **Teaching, Research, and Public Service**  
Website: <http://www.berkeley.edu/>  
[Report profile image violation](#)

**Cal Athletics in Beijing - Part 3**  
From: [calathletics](#)  
Views: 69,759  
Comments: 1

**Looking for more from UC Berkeley?**  
Check out all 4 of UC Berkeley's YouTube Channels today and be sure to subscribe!

Courses: <http://www.youtube.com/ucberkeley>  
Events: <http://www.youtube.com/ucberkeleyevents>

**1.9 million channel views & 16,000 subscribers since October 2007**

# YOUTUBE: A 5 MINUTE MIT LECTURE VIDEO = A GLOBAL LEARNING AND RECRUITING COMMUNITY

The screenshot shows the YouTube interface for a video titled "MIT sketching" by the user "albbu". The video player shows a man drawing a diagram on a whiteboard. The video has a 5-star rating from 5,377 users and has been viewed 2,395,924 times. The page includes a search bar, navigation tabs (Home, Videos, Channels, Community), and a list of related videos such as "Invisible Water Effect" and "How to Draw Eyes".

**MIT sketching**

From: **albbu**  
Added: September 19, 2006  
Subscribe

MIT sketching  
URL: <http://au.youtube.com/watch?v=NZNTggIPbUA>  
Embed: `<object width="425" height="344"><param name="mov`

▶ More From: albbu

▼ Related Videos

- Invisible Water Effect**  
00:30 From: dragonoface  
Views: 3,453,688
- How to Draw Eyes**  
09:33 From: Sycra  
Views: 1,084,367
- M.I.T. Walter Lewin- Complete Breakdown of Intuition - Part 1**  
09:39 From: Fhran  
Views: 188,820
- Amazing physics**  
01:42 From: Xcentric0  
Views: 2,801,405
- Teaching Physics with a SMART Board**  
10:33 From: scivslab  
Views: 8,717

Promoted Videos

- Alberto the Musicbox**  
fr...  
03:35
- Theoretic al Girl - The ...**  
arenagrande  
03:26
- Behind The Scenes on Na...**  
Jusmann  
01:50
- Russian Romance - Live ...**  
chudovskiy  
04:01

**Commentary** **Statistics & Data**

Video Responses: 0 Text Comments: 2,968

▶ Video Responses (0) [Sign in to post a Video Response](#)

▼ Text Comments (2,968) [Sign in to post a Comment](#)

Show:  [Help](#)

**2.4 million views (and it is not even a YouTube channel)**

# YOUTUBE: TORONTO UNIVERSITY RECRUITING CENTER EMERGENCY ROOM

The screenshot shows a YouTube video player interface. At the top, the YouTube logo and navigation tabs (Home, Videos, Channels, Community) are visible. The video title is "Toronto University / Recruiting center Emergency Room". The video player shows a man in a white shirt and tie speaking into a microphone. Below the player, there are sharing options (Share, Favorite, Playlists, Flag) and social media links (MySpace, Facebook, Digg). The video has 59 views and 1 rating. To the right, there is a sidebar with "More From: awarenessmuscle" and "Related Videos" including "Toronto University / TV rapport wellness center", "Crazy Uoff Engineering Class", "Matsiyahu - King without a crown", "Emergency Room PS1 on Reuteurs international", and "Shepherd University Infomercial".

**What? Luckily, few are watching this video**

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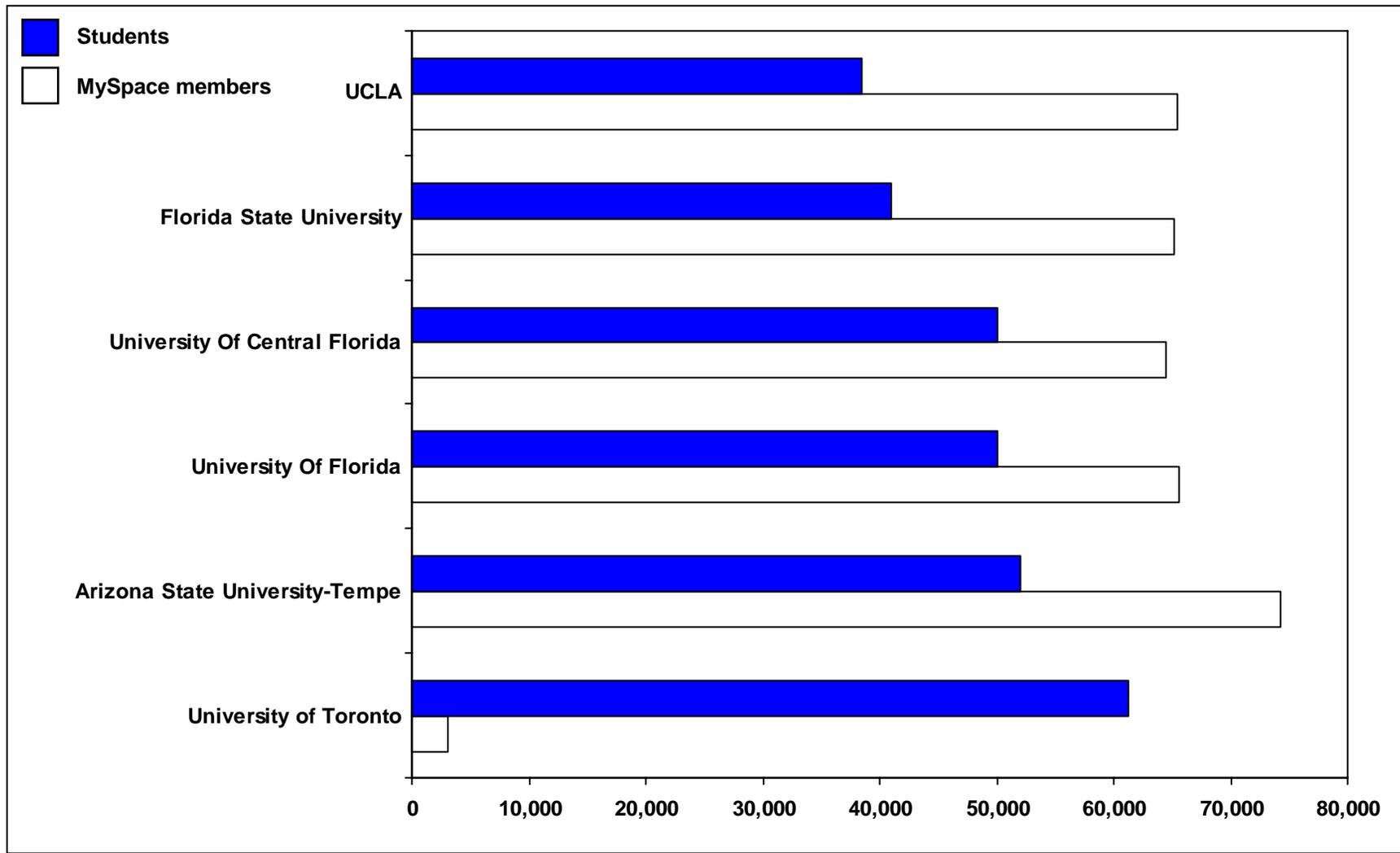
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# TOP FIVE US UNIVERSITIES AND TORONTO ON MYSPACE



Notes: MySpace list for Top 5 US universities. UoT data per browse function.

Source: MySpace, November 2008.

# MYSPACE: TOP 5 US UNIVERSITIES & TORONTO GROUP Via Groups Menu

The screenshot shows the MySpace interface for a group named "University of Toronto". The page header includes the MySpace logo, user status and mood, a search bar, and navigation links like Home, Mail, Profile, Friends, Music, Video, and More. The group URL is <http://groups.myspace.com/uoft>. The group's category is "Schools & Alumni" and it has 968 members. The group leader is "EARS Online (East Asian Radio Station Online)". Below the group information, there are four member profiles: "GnarleyDog.Com - Campus Invasion!!" with a cartoon dog avatar, "krishna" with a "NO PHOTO" placeholder, "As Long As I Can Hear Music" with a cartoon boy avatar, and "ali" with a photo of a man in a suit.

**Less than 1,000 dedicated users affiliate with UoT**

# MYSPACE: TOP 5 US UNIVERSITIES & TORONTO GROUP

## Browse Function

The screenshot shows the MySpace interface for the University of Toronto group. At the top, the MySpace logo and navigation menu are visible. The main content area is titled "UNIVERSITY OF TORONTO" and features a "Members (3094)" section. This section is divided into "Current Students (1788)" and "Alumni (1306)". A grid of member profile pictures is displayed, with names like Jonathan, Michelle, Hitokiri, tenni, v., chongkee, Adamadamada..., Vagabond!, caro, and hErBeRt. To the right of the member grid is a "Browse School's Members" section with filters for "Browse For:" (Female), "between ages:" (18 and 68), and "Browse by:" (Alumni). Below this is a "Browse Users" button and an "Advanced Browse" link. At the bottom of the member grid, there are pagination links "1 2 3 4 5 Last >>" and a "view all >" link. Below the member grid is a "Forum (1 Topics)" section with a "Post a New Topic" button and a table with columns for "Topics", "Posts", "Last Post", and "Topic Starter".

**3,094 overall affiliated users: UoT's brand footprint runs at around 0.5%**

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- [About UF](#)
- [Academics](#)
- [Admissions](#)
- [Campus Life](#)
- [Research](#)
- [Services](#)

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[Scholarships](#), [Bright Futures](#),  
[Deadlines & Critical Dates](#)



## Admissions

### Why Choose UF?

UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

### Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

### Graduate Admissions

The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

### Already Applied?

Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

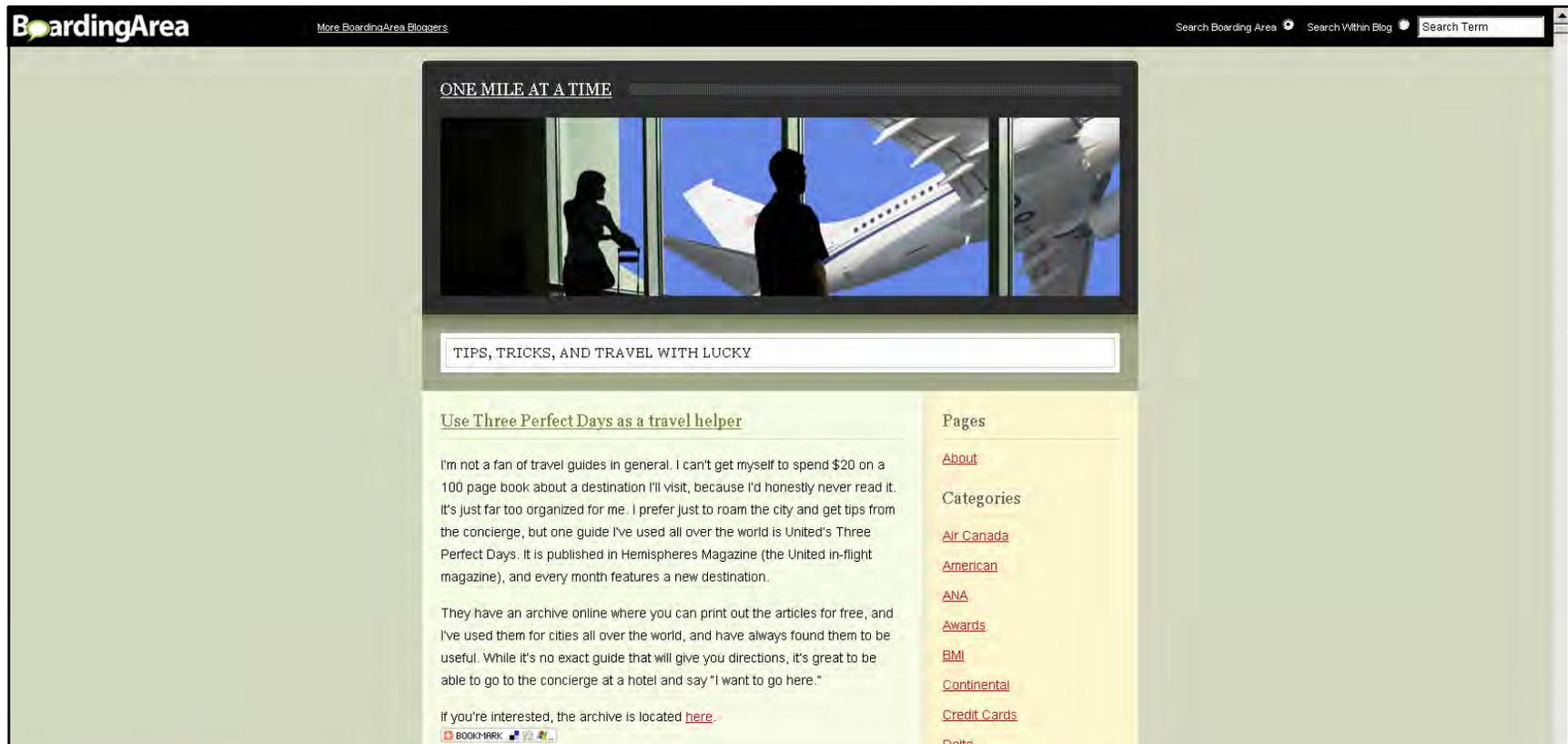
While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

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**UF UNIVERSITY of FLORIDA**  
*The Foundation for The Gator Nation*

Let's remember this gentleman



The screenshot shows the BoardingArea website interface. At the top left is the logo 'BoardingArea' and a link for 'More BoardingArea Bloggers'. At the top right are search boxes for 'Search Boarding Area', 'Search Within Blog', and 'Search Term'. The main content area features a large image titled 'ONE MILE AT A TIME' showing two people looking out a window at an airplane. Below the image is a subtitle 'TIPS, TRICKS, AND TRAVEL WITH LUCKY'. The main text of the post is titled 'Use Three Perfect Days as a travel helper' and discusses the author's preference for travel guides. A sidebar on the right contains sections for 'Pages' and 'Categories' with various links.

BoardingArea [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

## ONE MILE AT A TIME

TIPS, TRICKS, AND TRAVEL WITH LUCKY

### Use Three Perfect Days as a travel helper

I'm not a fan of travel guides in general. I can't get myself to spend \$20 on a 100 page book about a destination I'll visit, because I'd honestly never read it. It's just far too organized for me. I prefer just to roam the city and get tips from the concierge, but one guide I've used all over the world is United's Three Perfect Days. It is published in Hemispheres Magazine (the United in-flight magazine), and every month features a new destination.

They have an archive online where you can print out the articles for free, and I've used them for cities all over the world, and have always found them to be useful. While it's no exact guide that will give you directions, it's great to be able to go to the concierge at a hotel and say "I want to go here."

If you're interested, the archive is located [here](#).

BOOK+TRK

#### Pages

- [About](#)

#### Categories

- [Air Canada](#)
- [American](#)
- [ANA](#)
- [Awards](#)
- [BMI](#)
- [Continental](#)
- [Credit Cards](#)
- [Delta](#)

**Lucky's blog started eight months ago, now reaches up to 1,500 hits/day**

# HOW LUCKY'S BLOG TIES INTO THE LARGEST COMMUNITY OF AIR TRAVELERS IN THE WORLD (FLYERTALK)

The screenshot shows the profile page for user 'lucky9876coins' on the FlyerTalk Forums. The page layout includes a navigation bar with links like 'MyFlyerTalk', 'FAQ', 'Calendars', 'New Posts', 'Search', 'Quick Links', and 'Log Out'. The profile header displays the user's name, title 'TalkBoard Member/FlyerTalk Evangelist', and last activity. Below this is a signature and a 'Forum Info' section containing join date, post count (21,197), and referral information. To the right is a 'Contact Info' section with links for home page, email, and private messages. At the bottom left is an 'Additional Information' section with details on birth date, location, program affiliations, and interests. The bottom right shows 'Group Memberships'.

FlyerTalk Forums > View Profile  
lucky9876coins

MyFlyerTalk    FAQ    Calendars    New Posts    Search    Quick Links    Log Out

View Profile: lucky9876coins

**lucky9876coins**  
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

[Add lucky9876coins to Your Buddy List](#)    [Add lucky9876coins to Your Ignore List](#)

**Signature**  
Check out my trip report on NH/SQ/AC Biz to Asia, as well as the Conrad Hong Kong, InterContinental Bali, etc... 🍷

Forum Info	Contact Info
<p>Join Date: <b>Dec 8, 04</b></p> <p>Posts</p> <p>Total Posts: <b>21,197</b> (15.89 posts per day) Find all posts by lucky9876coins Find all threads started by lucky9876coins</p> <p>Referrals: 1</p>	<p>Home Page: <a href="http://boardingarea.com/blogs/0nemileatatime/">http://boardingarea.com/blogs/0nemileatatime/</a></p> <p>Email: Send a message via email to lucky9876coins</p> <p>Private Message: Send a private message to lucky9876coins</p>

Additional Information	Group Memberships
<p><b>Date of Birth:</b> April 20</p> <p><b>Location:</b> Tampa/Gainesville</p> <p><b>Program Affiliations:</b> United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat</p> <p><b>Interests:</b> Travel, Photography, Aviation</p>	<p><b>lucky9876coins is not a member of any public groups</b></p>

All times are GMT -5. The time now is 8:40 pm.

**Three and a half year of community participation: 21,197 posts**

**BoardingArea** [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

## ONE MILE AT A TIME

TIPS, TRICKS, AND TRAVEL WITH LUCKY

### About

Ben is a college student and avid points collector living in Florida. He travels nearly 200,000 miles per year, mostly with United and the Star Alliance. He has visited over 30 countries and counting, and has a particular interest in the Asian-Pacific region. Beyond blogging on Boardingarea.com, being a student and traveling, Ben spends considerable time on FlyerTalk.com under the handle "lucky9876coins", serving on the TalkBoard, FlyerTalk's member elected board.

The purpose of his blog is to share his travel experiences – those both in the air and on the ground – and stay updated on the latest in the travel industry, from promos to program changes to mergers. Ben can be reached at [onemileatime@hotmail.com](mailto:onemileatime@hotmail.com) for any questions, comments, or stories you'd like him to blog about.

Pages

- [About](#)
- [Air Canada](#)
- [American](#)
- [ANA](#)
- [Awards](#)
- [BMI](#)
- [Continental](#)
- [Credit Cards](#)

**Not a CEO. Not a consultant. A college student at the University of Florida**

# REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

University of Florida UFWeb with Google Search

- ▶ About UF
- ▶ Academics
- ▶ Admissions
- ▶ Campus Life
- ▶ Research
- ▶ Services

RELATED SITES:

- ▶ Undergraduate  
Application, Status, Honors, Catalog
- ▶ Graduate  
Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
- ▶ Transfer  
Florida A.A. Degree, Freshman/Soph., Junior/Senior
- ▶ International  
International Admissions, International Center
- ▶ Costs & Financial Aid  
Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates

## Admissions

### Why Choose UF?

UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

### Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshmen candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

### Graduate Admissions

The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

### Already Applied?

Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF  
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**UF UNIVERSITY OF FLORIDA**  
The Foundation for The Gator Nation

What kind of Web 2.0 / community recruiting features does UF employ?

University of Florida

UF Web with Google Search

Academics | Campus Life | Paying for College | UF Information | Visiting UF | Why Attend UF

**ADMISSIONS**

- Prospective Students
- Applying Students
- Admitted Students
- Community Outreach
- Counselors & Advisers
- Parents
- Residency

Apply Online at

Check Your Status at

## INTERNATIONAL

We welcome your interest in the University of Florida. Each year, UF hosts more than 6,000 international students who are seeking an education that is fully accredited and will be recognized all over the world. International students offer a cultural perspective that enriches the entire UF campus community.

As the state of Florida's largest and oldest university, the University of Florida is one the state's centers for education, medicine, cultural events and athletics. The university offers unrivaled access to world-class facilities, nationally recognized faculty, and a vibrant and diverse campus community. UF is committed to enrolling a student body that includes students from around the world.

At UF, you can choose from more than 100 undergraduate degree programs and more than 200 graduate degree programs. The campus provides incredible opportunities with top-quality advising to help you plan your academic courses, as well as excellent career mentoring, research opportunities, and more than 650 student organizations. Sports are also very popular at UF, for spectators and participants, and UF offers one of the most comprehensive intramural and club sport programs in the country.

The university is located in Gainesville in North Central Florida, continually ranked as one of the best places to live in the United States.

Site Map - Privacy Policy - Phone List - Forms - Contact Us  
Office of Admissions - 201 Criser Hall - PO Box 114000 - Gainesville, FL 32611-4000 - 352-392-1365

- Nice
- Clean-cut
- Good looking
- But are they real?
- And who are they?
- And why should an applicant care?

**Here's a hint: This is not community or Web 2.0-based recruiting**

The screenshot shows the University of Florida website with a navigation menu on the left, a search bar at the top right, and a central content area. The navigation menu includes links for About UF, Academics, Admissions, Campus Life, Research, and Services. Below this are sections for Undergraduate, Graduate, Transfer, International, and Costs & Financial Aid, each with sub-links. The main content area features a photo of a smiling student, the heading 'Meet Lucky', and several informational sections: 'Why Choose UF?' (listing over 100 undergraduate majors and 200 graduate programs), 'Undergraduate Admissions' (highlighting UF as one of the nation's best universities), 'Graduate Admissions' (describing the application process), and 'Already Applied?' (providing links for application status and housing information). The footer contains site navigation, copyright information, and the University of Florida logo.

**Drivers: Credibility – relevance – leverage – timeliness**

## Introduction and Housekeeping

A survey of Web 2.0 tools and platforms

The Web 2.0 and online community landscape

User behavior and segmentation

## Case studies

- LinkedIn: Caltech & Monash & Alberta
- Facebook: Harvard & UBC
- YouTube: Berkeley & MIT & Toronto
- MySpace: Top 5 US universities & Toronto
- Blogging: Do you want to get Lucky?

## Strategic implications

Discussion

- **For (international) recruiters**
  - **Soon nearly all target pools will participate in communities, revealing deep personal information but also acquiring specific knowledge about institutions. Response: Survey, observe, gently engage, and never push against a community's culture and tonality**
- **For alumni relations staff and career services**
  - **Communities have become a transactional meeting ground for alumni of all institutions – which challenges traditional service and communication models. Response: Connect, communicate, leverage**
- **For marketing and communication staff**
  - **Communities are on their way to become the most important (but not only) channel to reach students, while at the same time inducing a new intra-network dynamic. Response: Seeding, encouraging, and monitoring**
- **For educational delivery (learning/teaching) staff**
  - **Web 2.0 tools and platform are fundamentally altering the way and modes of how teaching and learning is taking place. Response: You have to get in front**

# FIVE STEPS TO CONSIDER

- **Educate all relevant units (alumni, fundraisers, marketing, admissions, communication, faculty leadership, legal, IT, etc.) on what is happening and the existing tactical and strategic challenges**
- **Analyze the implications for the institution. Map challenges and opportunities. Break rules and cross internal silos**
- **Devise an integrated strategic response and educate and train relevant units in the institution**
- **Test. Implement. Test some more. Map and measure. Revise. Change**
- **Repeat Steps One to Four**

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- Blogging: Do you want to get Lucky?

Strategic implications

**Discussion**

**Daniel J. Guhr, Ph.D.**  
**Managing Director**

**San Francisco Bay Area Office**  
**P.O. Box 262**  
**San Carlos, CA 94070**  
**USA**

**Phone +1 (619) 295 9600**

**Fax +1 (650) 620 0080**

**E-mail [guhr@illuminategroup.com](mailto:guhr@illuminategroup.com)**

**Web [www.illuminategroup.com](http://www.illuminategroup.com)**

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