TWITTER, PINTEREST, INSTAGRAM - OH MY!

SARAH SMITH-ROBBINS, PHD
DIRECTOR, LEARNING TECHNOLOGIES
KELLEY SCHOOL OF BUSINESS
STRATEGY FIRST,
TECHNOLOGY SECOND.
ENGAGEMENT IS ALWAYS A TRANSACTION
PROMISE

WHAT THE USER WILL GET

TOOL

SYSTEM IN WHICH USER ENGAGES

BARGAIN

WHAT THE USER MUST DO TO GET THE PROMISE
Why follow a Twitter account?
DESIGN TO BUILD RELATIONSHIPS
DESIGN TO MEASURE RELATIONSHIPS
Can you predict what % of attendees from your last event will attend your next event?
Can you reliably increase engagement by more than 40%?
YES, YOU CAN!

BUT, ONLY IF YOU DESIGN FOR IT.
AWARENESS

ENJOY

ENGAGE

ADVOCATE

FAN

EVALUATE/DECIDE

Edelman, 2010
People form relationships with other people, not with logos.
IDENTIFY TO INCREASE ENGAGEMENT
A+ ANITA

First Year Experience

GEEK
REMEMBER...

PROMISE

TOOL

BARGAIN
REMEMBER...

BE A HUMAN

NOT A LOGO
QUESTIONS?

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