UM in the News: Marketing and promotion in social media platforms

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Introduction to “UM in the News”

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What is news?

- Information about recent events or happenings, especially reported by newspapers, periodicals, radio or television.
- Presentation of such information, as in a newspaper or on a newscast.
- Online newspaper - newspaper that exists on the Internet.
What is “UM in the News”?  
- Initiated in 2008 by Dr Nor Edzan Hj Che Nasir, UML Chief Librarian

**UM in the News**

- **University of Malaya**
- **Staff**
- **Students**
- **Alumni**
- **Announcements**
- **Achievements**

**2008 - April 2011: 3033 news clippings**
UM Library news clippings sources (as at 24th January 2011)

UML’s news clippings sources (as at 24th January 2011)
Strategies used in marketing

a) Highlight latest news clippings on the first page of UML’s website

http://www.umlib.um.edu.my
Strategies used in marketing

b) Provide search browsing in several modes

Search by subject

Search by newspaper categories

Search by month
Strategies used in marketing

c) Social sharing – AddThis sharing widgets
d) Social media as a marketing tool

http://facebook.com/UMalayaLibrary
d) Social media as a marketing tools

http://www.delicious.com/umlibrary/
Measuring the effectiveness of these strategies.

- Analytics Tools:
  - Google Analytics
  - AddThis
    - One button. Your content everywhere.
Measuring the effectiveness

a) Monthly pages viewed (Jan – Dec 2010)

2,930 pages were viewed a total of 41,587 times in the year 2010
**b) Contents Trends (Nov 2010 – Feb 2011)**

- **Shares**: once users have begun to share our content (news clippings), analytics data should begin to be collected within an hour.

- **Clicks**: measure how much traffic is brought back to our pages from visitors sharing our content with AddThis tools.

- **Viral lift**: measure whether this viral traffic resulted in subsequent generations of sharing. \( \frac{\text{Clicks}}{\text{Shares}} \times 100 \)
Measuring the effectiveness

Geographic trends – Top countries (Nov 2010 – Feb 2011)

**Malaysia**
- Shares: 270
- Clicks: 409
- Viral lift: 151%
d) Top Contents – most popular content (Nov 2010 – Feb 2011)

<table>
<thead>
<tr>
<th>Page</th>
<th>Shares</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIRAL Cipta rekod logo 1Malaysia guna straw - UM in the news - University...</td>
<td>9</td>
<td>65</td>
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<tr>
<td>Zaen Kasturi dinobat penerima Anugerah Penulisan Asia Terbaik 2010</td>
<td>8</td>
<td>5</td>
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<td>Menghadapi hari temuduga (siri kedua) - UM in the news - University</td>
<td>7</td>
<td>2</td>
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<td>Toddler dies of abuse - UM in the news - University of Malaya</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>VIRAL Penulisan resume yang berkesan - UM in the news - University...</td>
<td>5</td>
<td>14</td>
</tr>
</tbody>
</table>
e) Top domains – how user access “UM in the News” (Nov 2010 – Feb 2011)

- www.umlib.um.edu.my: 55%
- www.google.com.my: 20%
- www.facebook.com: 12%
- Search.yahoo.com: 4%
- www.google.com: 2%
Measuring the effectiveness

f) Services Trends (Nov 2010 – Feb 2011)

Facebook
Shares: 81
Clicks: 451
Viral lift: 557%
(Successful!)
1. **Search engine optimization (SEO)**
   - easier -> users do not have to search the news clippings manually
   - just type-in a keyword or a title on the search engine’s browser

2. **Expend content by uploading archived news clipping**
   - archived news clippings will also be uploaded into “UM in the News”

3. **Text version for mobile devices**
   - provide text version for mobile devices to disseminate the latest news clippings
   - convenient for the users to read the news directly on their mobile devices in a text version

4. **Twitter**
   - Users can quickly share information with those who are interested in the UML’s news and services, follow up with status updates and also build relationships
5. RSS (Really Simple Syndication)
   - allows users to syndicate their site content besides providing an easy means to share and view headlines and contents
   - to inform users that the news clippings have been uploaded, and
   - allows personalised views for different sites

6. Tag clouds
   - more convenient and intuitive navigation
   - instant illustration of the main topics, giving a very specific and precise orientation of the news clippings’ content
   - ability to highlight the most important and/or popular subjects dynamically which is not the case in conventional navigation menus

7. MyWeboo
   - allows users to manage their web files from various social media networks all in one place
Advantages

1. Reach a wide group of users for a small fraction of traditional advertising budgets
2. Allows users to read the news clippings conveniently
3. Measuring statistics easily and inexpensively
4. Almost all aspects of an online marketing promotion can be traced, measured, and tested
5. Can determine which news are more appealing to the users
6. The results of promotion can be measured and tracked immediately

Limitations

1. When the service providers terminate their services, users are no longer able to access the applications
2. Copyright and licensing, institutional factors, and the providers’ own policies
3. Competent staffs are required to manage the related tasks
The viral effect - possible for services to be quickly made known faster

News clippings should be made available through the social networks for prompt and widespread dissemination of news

Analytics tool (Google and AddThis) - planning and providing information about the effectiveness of the strategies

Not all social media can be applied - it requires a strong commitment
Thank You

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