

# **2008 ANNUAL CEC CONFERENCE**

## **A Primer on Advanced Network-centric Recruiting and Marketing**

## Introduction and Housekeeping

A brief survey of experience levels

Analytical framework

- The Web 2.0 and online community landscape
- User behavior and segmentation
- Web 2.0 Tools
- Connecting internal and external communities
- Community brand footprint
- Managing risk

Marketing, recruiting, and networking case studies

- LinkedIn: Caltech & Monash & Alberta
- YouTube: Berkeley & MIT & Toronto
- Blogging: Do you want to get Lucky?
- MySpace: Top 5 US universities & York
- Yahoogroups+: How do deal with branding abuse

Strategic implications & discussion

- 50 minutes for the presentation and 25 minutes for discussion
- Depending on the number of attendees from the Monday session, sections and chapters will be skipped
- 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*
  - 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*

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#### Strategic implications & discussion

- **Who has a Facebook account and Facebook friends still in college?**
- **Who has a 75% or more complete profile on LinkedIn – and who has more than 100 contacts?**
- **Do you write your own blog and if so, what are hits/day?**
- **What accounts for the majority of interactions on Second Life?**
- **Does your institution have a dedicated YouTube channel?**
- **Does your institution have a integrated, cross-functional approach to social media and Web 2.0 tools? Maybe even a strategy?**
- **Have you been tweeted?**

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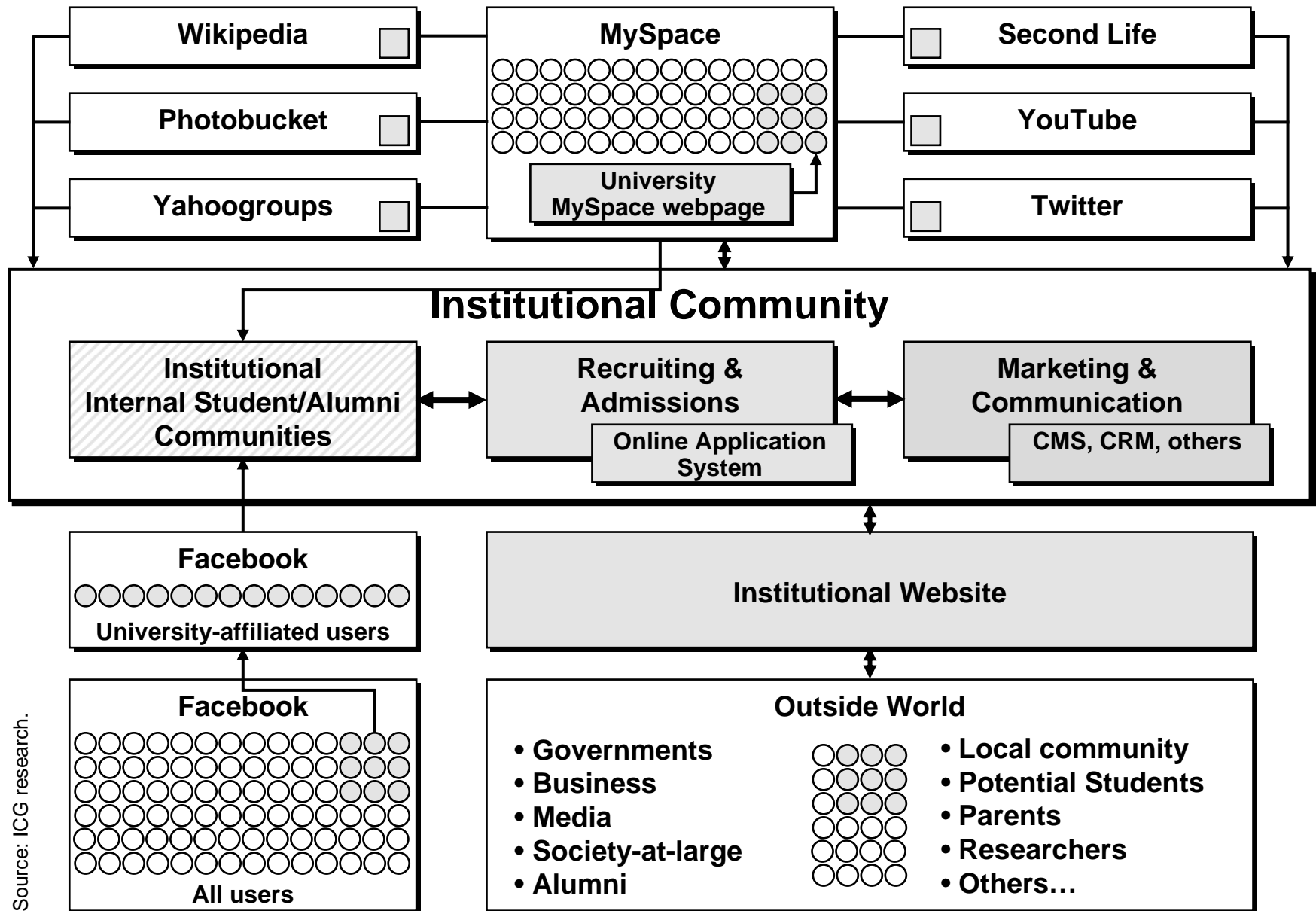
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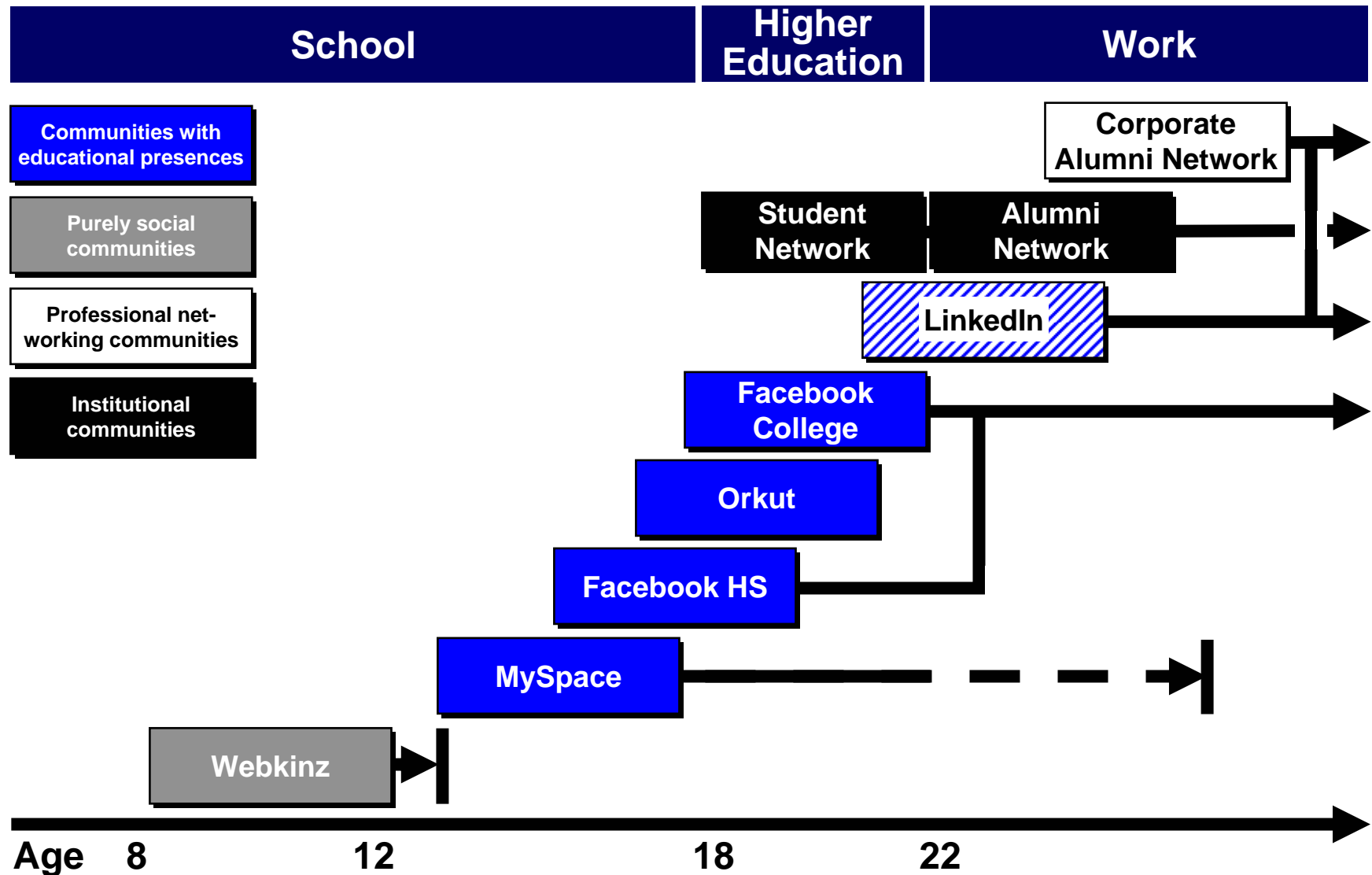
### Strategic implications & discussion

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



Source: ICG research.

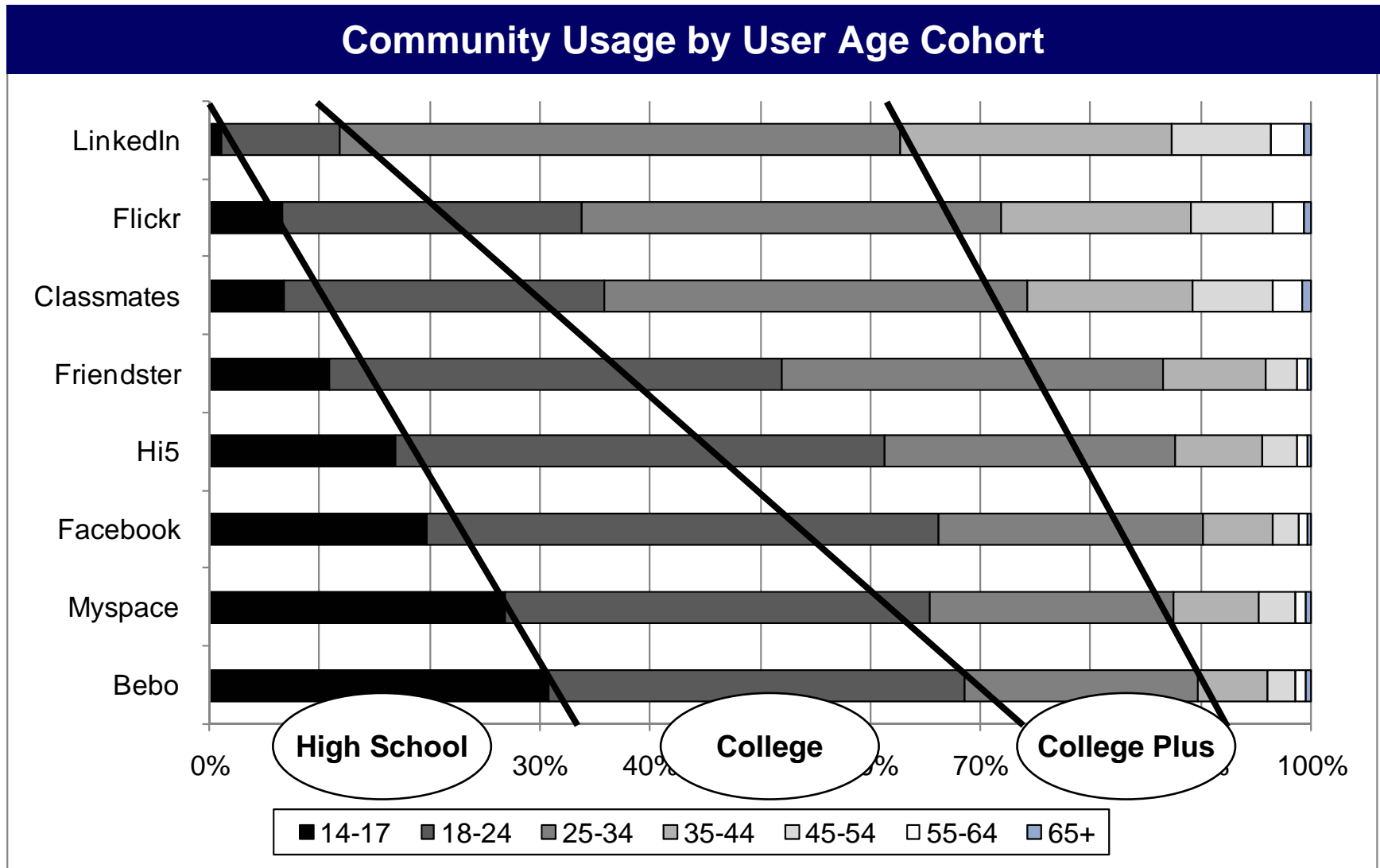
# BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY EMBEDDED IN MULTIPLE COMMUNITIES



Source: ICG research.



# DIFFERENT COMMUNITIES OFFER VASTLY DIFFERENT RECRUITING POOLS



Source: Rapleaf, June 2008.

# **THE WEB 2.0 AND ONLINE COMMUNITY LANDSCAPE: IMPLICATIONS FOR STUDENT RECRUITING & MARKETING**

- **Online communities are here to stay. They are not a fad. Otherwise you have to tell 800 million plus users they waste their time**
- **Online communities are poised to grow, eventually catering to all but most Internet users**
- **Some communities will become hard to ignore based on their user size, level of user engagement, or network power. These include Facebook, MySpace, LinkedIn, and some others**
- **There is no guarantee, however, that these communities will not change, or become less useful to academic institutions. There is a guarantee that some communities will wither, be merged, or become irrelevant**
- **As a consequence, student recruitment and marketing must move with all due speed into the online community realm. It is a space where to-be-recruited and current students as well as many young alumni make their home**

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### Strategic implications & discussion

# **COMMUNITY USER BEHAVIOR AND SEGMENTATION – A NEW PARADIGM IS EMERGING**

- **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

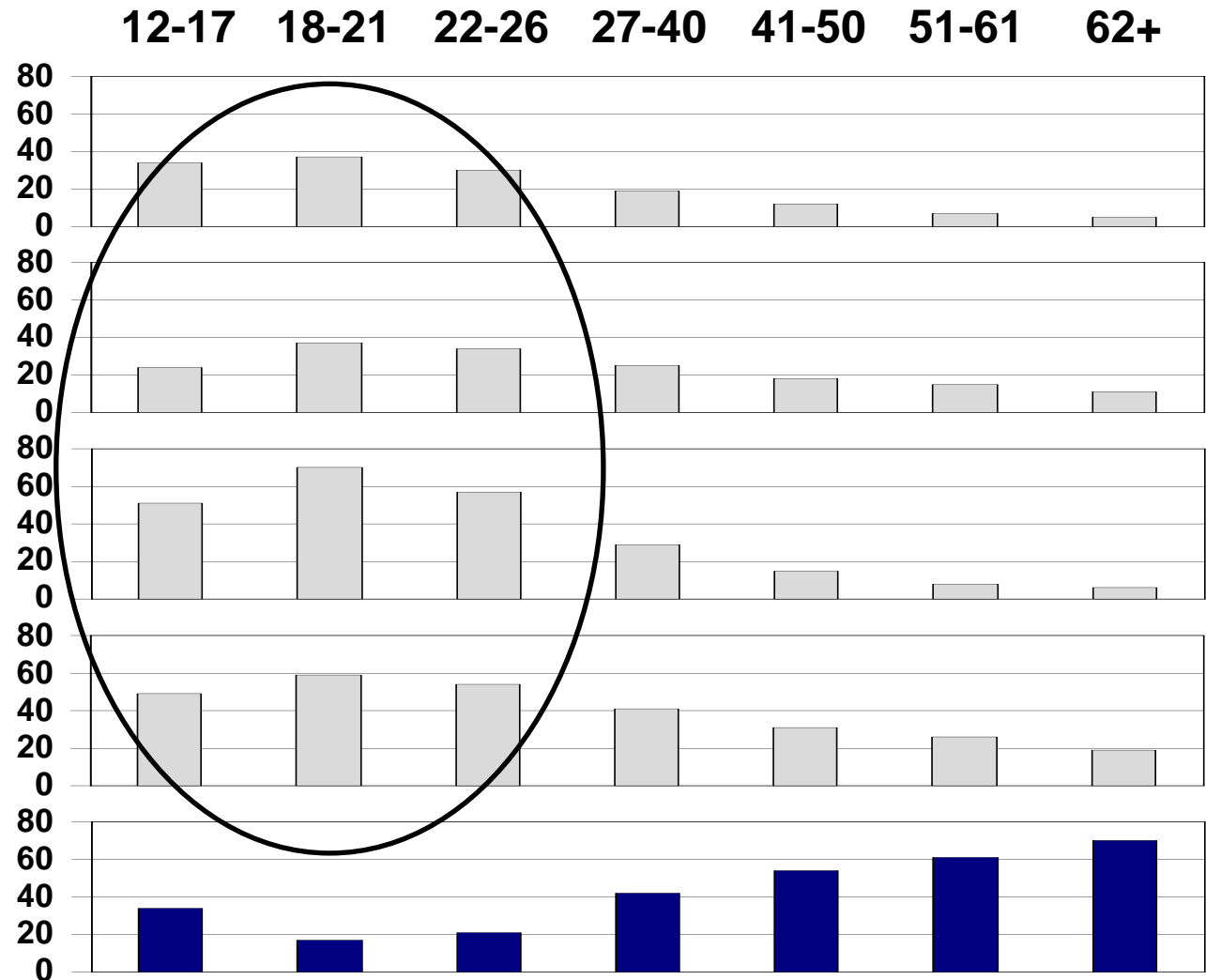
Creators

Critics

Joiners

Spectators

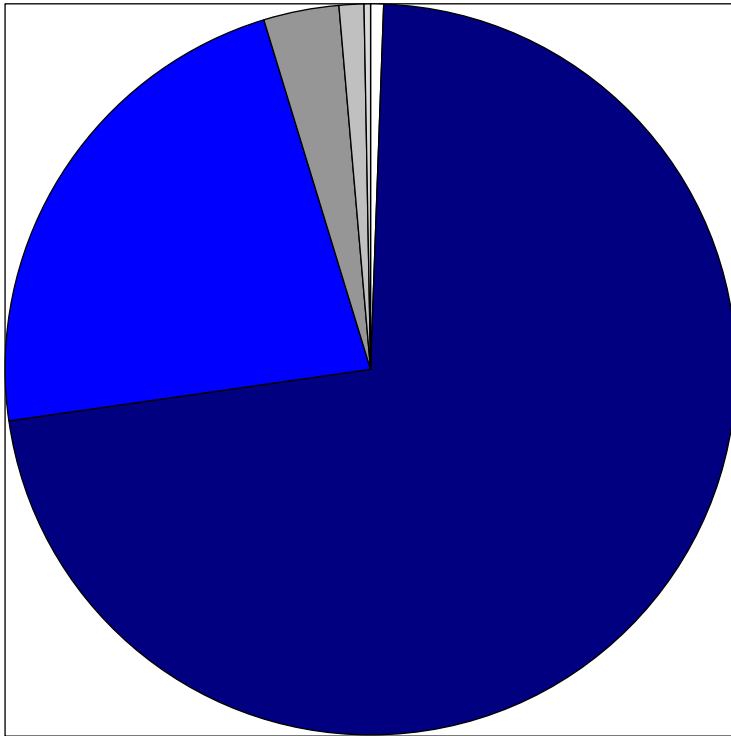
Inactives



Source: Forrester Research, 2007.

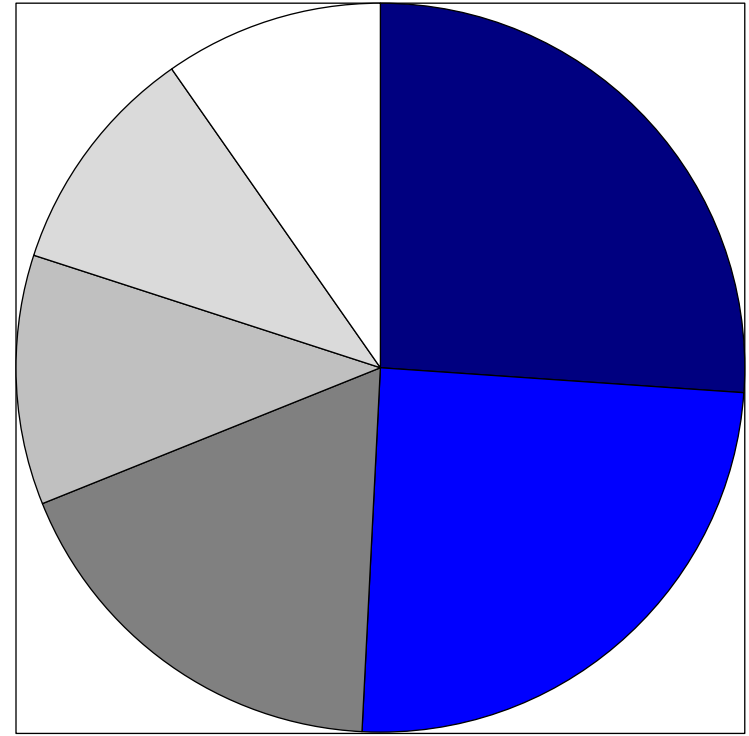
# INTERNET AND COMMUNITY USAGE PATTERNS OF GERMAN HIGHER EDUCATION STUDENTS

## 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**

# **COMMUNITY USER BEHAVIOR AND SEGMENTATION: IMPLICATIONS FOR STUDENT RECRUITING & MARKETING**

- **The amount of time spend by some user segments (teenagers, college students) in online communities can be staggering – accounting for many hours a day**
- **Some segmentation patters seem to carry over – for example gender differences and academic capabilities**
- **Another strong segmentation driver are cultural backgrounds. This is visible in the choice of community or platform, the mode of expression, and the kind of networking approach**
- **Institutions engaging with potential students in online communities must be cognizant of the fragmented and segmented landscape they enter. There is no one-size-fits-all strategy**
- **Lastly, the emerging move away from big to small screens, coinciding with a move from larger groups to smaller networks, must be kept in mind**

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### Strategic implications & discussion



## Web 2.0 Tools

- **Widgets**
- **Syndication (RSS, Atom feeds)**
- **APIs**
- **Toolbars (browser)**
- **Podcasting**
- **Desktop alerters**
- **Tagging**
- **Flash**
- **Mashups**
- **Blogs**
- **Wikis**
- **XHTML, CSS, XML, Ajax, etc.**

## Widget Background

- A widget is anything that can be embedded in a webpage or into special applications like Mac OS X Dashboard or Vista's Sidebar. The most important widgets today are third-party applications for social networking sites like Facebook or aggregation sites like iGoogle and netvibes

## General Environment for Widgets

- Widgets are small application written in HTML and JavaScript and can be embedded in web sites, special desktop applications, and run on smart phones like the iPhone. Some widgets retrieve information from a central server, others just work without that (e.g. a calculator widget)

## Brief Description of Widgets


- Widgets are widespread and seen as an essential marketing tool: "Once dragged onto personal webpages, widgets tend to live on longer than traditional ads – not necessarily because users care about the brand, but because they like the interactive feature they downloaded it for."

## Best practice example:

The Open University created a course profile widget for Facebook. This widget lists the courses a student has taken and sends it via Facebook's news feed to his friends which might be encouraged to take those courses, too.

OU added tools to find a study buddy or areas for other students or alumni to recommend which courses to take.

[My course profile](#) | [Invite your friends!](#) | [My preferences](#) | [Terms of Service](#) [Help Me!](#)

 **Course Profiles**

Use this application to tell your friends about the courses you are studying. You can tell them about the courses you have completed, the courses you are currently studying and any courses you are planning to do or maybe just thinking about doing in the future.

Completed Courses

Current Courses

Future Courses

Recommendations

Add a course that you have already studied

Course Code:

Year/Presentation:

Add

2007


T184 [Robotics & the meaning of life: a practical guide to things that think](#) 2007 [Current](#) [Future](#) [Remove](#)

2006

TU120 [Beyond Google: working with information online](#) 2006E [Current](#) [Future](#) [Remove](#)

Year not known

A103 [An Introduction to the Humanities](#) [Current](#) [Future](#) [Remove](#)

 Page built by Course Profiles [about](#) [developers](#) [jobs](#) [advertisers](#) [polls](#) [terms](#) [privacy](#) [help](#)

# **WEB 2.0 TOOLS :**

## **IMPLICATIONS FOR STUDENT RECRUITING & MARKETING**

- **Web 2.0 Tools are proliferating rapidly. The high innovation pressure and low barriers of entry make selecting the right tools important – and imply frequent updates and changes**
- **Deploying these tools requires expertise often not found in institutional units. Rather, it is students, alumni, and other external parties which hold deep expertise**
- **Tools are just that, tools. There is no such thing as a podcasting strategy, nor will widgets recruit students by themselves**
- **All in all, Web 2.0 tools and platforms offer a rich, deep, rapid, smart, and potentially highly effective set of recruiting tools**
- **Importantly, (prospective) students have come to expect the expert deployment of Web 2.0 tools on campus. Some even make application and enrollment decisions based on an institutions Web 2.0 savvyness**

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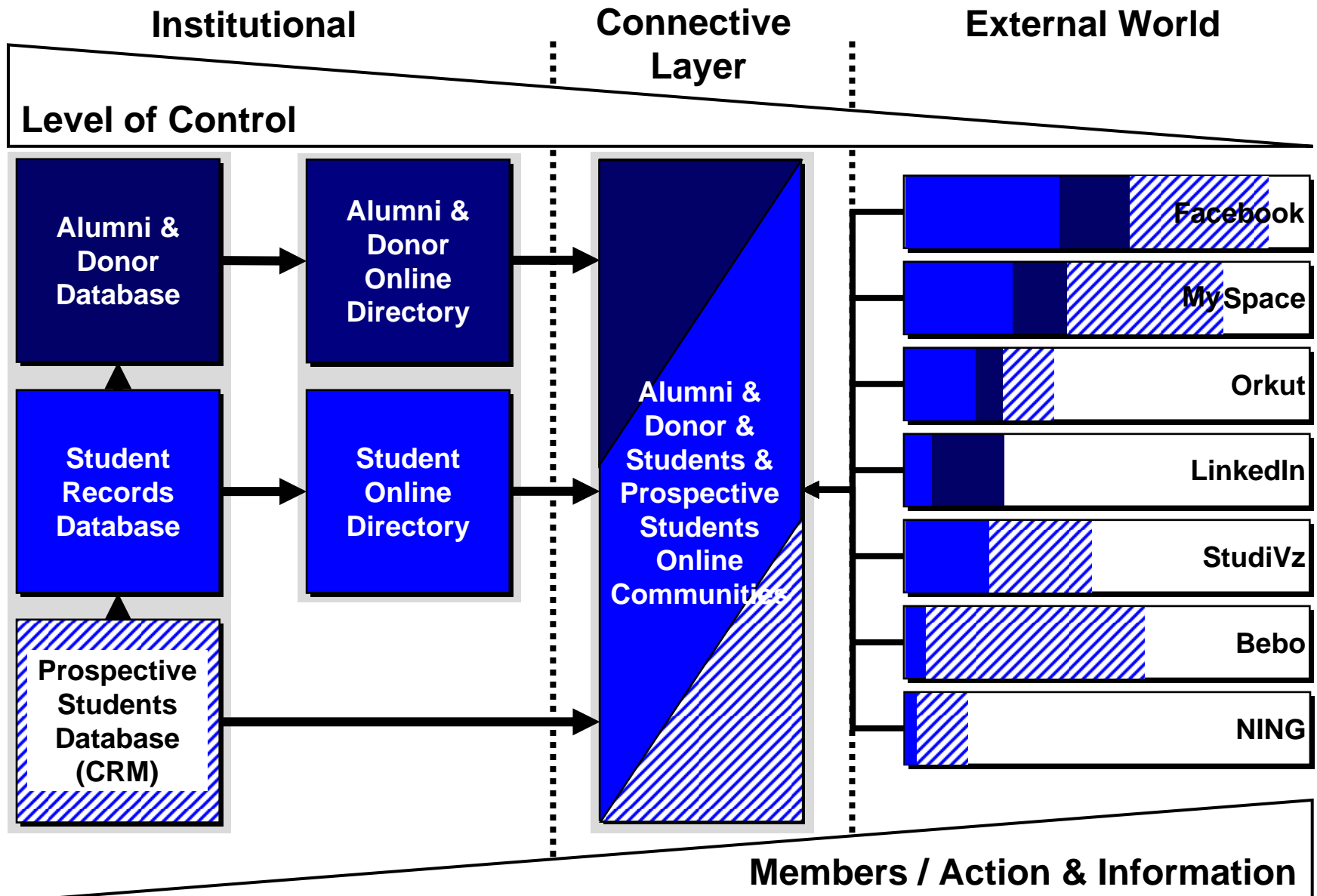
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### Strategic implications & discussion

# CONNECTING THE INTERNAL WITH THE EXTERNAL WORLD



# **EXTERNAL AND INTERNAL COMMUNITIES: IMPLICATIONS FOR STUDENT RECRUITING & MARKETING**

- **External communities are home to hundreds of millions of potential recruits, but focusing-in on likely recruits is a major challenge**
- **Internal communities – if in place – offer an important stepping off function for engaging with the outside world based on linkage patterns**
- **Connecting to and engaging with external communities is aided by a first layer of rationalization (groups, networks, clusters)**
- **Important institutional and this brand multipliers – students and alumni – are amply present in external communities and offer a second layer of rationalization**
- **The key is to categorize, corral, and connect relevant communities and services in natural ways to make web-based recruiting and marketing effective and efficient**

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### Strategic implications & discussion



- **Institutions have four discrete pools which carry their brand in online communities – students, staff, alumni, and everyone else**
- **The total number of affiliated parties generates an institution's overall brand footprint. Since this includes parties not related or beholden to the institution by definition a loss of control and reach is implied**
- **The expression of brand affiliation stretches across a wide range of parameters, from overt badged alumni status to random drive-by posting of comments. Obviously, weight and depth of relative brand impression differ accordingly**
- **Technically, a brand footprint is measured as the number of users/ members in a community affiliating with a brand vis-à-vis the total or a subset of defined members of the brand (all of the above or, for example, just students)**
- **Results fall into to categories, high brand footprint (more than 100%), and low brand footprint (less than 100%)**

# **COMMUNITY BRAND FOOTPRINT: IMPLICATIONS FOR STUDENT RECRUITING & MARKETING**

- **Institutions with high brand footprints**
  - **are more easily “findable”**
  - **can be better understood with regards to their overall complexity and position**
  - **make outreach more easy (network effect)**
  - **and can rely on more brand carriers to help them to achieve their marketing and recruitment objectives**
- **The reverse is the case for institutions with low brand footprints**
- **Institutions have a variety of tools they can employ to raise their community brand footprints, ranging from**
  - **making communities accessible on campus**
  - **to encouraging usage**
  - **to creating an institutional presence**
  - **to making a community part of the learning and living experience for students and staff**

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### Strategic implications & discussion

- **User base/target audience fit**
- **Program offer fit**
- **Message/tonality fit**
- **Web 2.0 general overload**
- **Tool complexity overload**
- **Use of sub-standard tool**
- **Lack of tools**
- **Lack of institutional expertise**
- **Lack of institutional integration of tools and services**

- **ICG recommends to adopt a risk management approach based on a risk register which classifies risks and allows individual services to evolve in a spectrum from banned, to “allowed”, to endorsed, to officially part of the services environments**
- **We also recommend to foster Web 2.0 intrapreneurship by (a) promoting digital literacy (e.g.; by introducing a obligatory social media driving license), (b) providing a clear process architecture explaining how to pursue and evolve opportunities in the institutional environment, and (c) monitor usage and allow for community of practice discussions**
- **One mandatory measure for overall effective risk management and web engagement in general is to develop a policy which deals with the risks and opportunities immanent in new technology applications**
- **Next to a policy that allows users and providers to understand what is acceptable and what not from an institutional legal and technological perspective it is also recommended to promote the use of a (possibly individualized) code of conduct for information providers**

# **RISK – TO MANAGE OR NOT TO MANAGE: IMPLICATIONS FOR RECRUITING AND MARKETING**

- **There is less critical risk than often presumed, but there is more non-critical and strategic risk than generally understood**
- **There is no way to eliminate risk. The lawyers need to come to grips with this fact of life on the web**
- **There are many risk areas which can be effectively mitigated if you have an integrated risk management strategy**
- **A key pillar of such a strategy is to use network-centric and community-based self-policing and controlling tools**
- **Many recruiting targets are quite sensitive to risk management measures**
- **Lastly, risk can be managed through positive credibility (by association)**

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## Strategic implications & discussion

# CALTECH ON LINKEDIN

**LinkedIn**  
People | Jobs | Answers | Companies | Search People | Search

**Groups** | My Groups | Groups Directory | Create a Group | FAQ

## Caltech Alumni Association

**CALTECH ALUMNI** The Caltech Alumni Association is the worldwide network of graduates of the California Institute of Technology, Pasadena, California.

[Join Group](#) [Flag group as...](#)

**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**

- 1st [Andrew Shaindlin](#), Executive Director at Caltech Alumni Association  
Greater Los Angeles Area
- 2nd [Ralph Weeks](#), Wealth quarterback to good hearted philanthropic families; MyLink500.com TopLinked.com LION  
ralph.weeks@alumni.usc.edu  
Greater San Diego Area
- 2nd [Adam Rifkin](#), Undercaffeinated. Overconnected. And All Man.  
San Francisco Bay Area
- 2nd [Richard Hsu](#), Partner at Townsend and Townsend and Crew LLP  
San Francisco Bay Area
- 2nd [Steve Rabin CPA CVA](#), Controller  
San Francisco Bay Area
- 2nd [Michael Nelson](#), Visiting Professor, Internet Studies, Georgetown University  
Washington D.C. Metro Area
- 2nd [Tal Schwartz](#), Co-Founder and CEO of ClickTale  
Israel
- 2nd [Milan Kovacevic](#), Internet Entrepreneur  
San Francisco Bay Area
- 2nd [Venky Ganesan](#), Managing Director at Globespan Capital  
San Francisco Bay Area
- 2nd [Mark Robins](#), Co-founder/CEO, Grouply  
San Francisco Bay Area

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



Create a Group

**Profile**

- Edit My Profile
- View My Profile

**Contacts**

- Connections
- Imported Contacts
- Network Statistics

**Inbox**

Add Connections

## Search Results

We found 225 users in your network matching your criteria.

Keywords: caltech alumni • Sorted by: keyword relevance

---

Your Network (225)
LinkedIn Network (53)

What do these icons mean?

**Andrew Shaindin** FEATURED

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:**

3 282

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**William Hicks** FEATURED

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:** [... see](#)

[more](#)

1 500+

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**Karen Carlson**

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

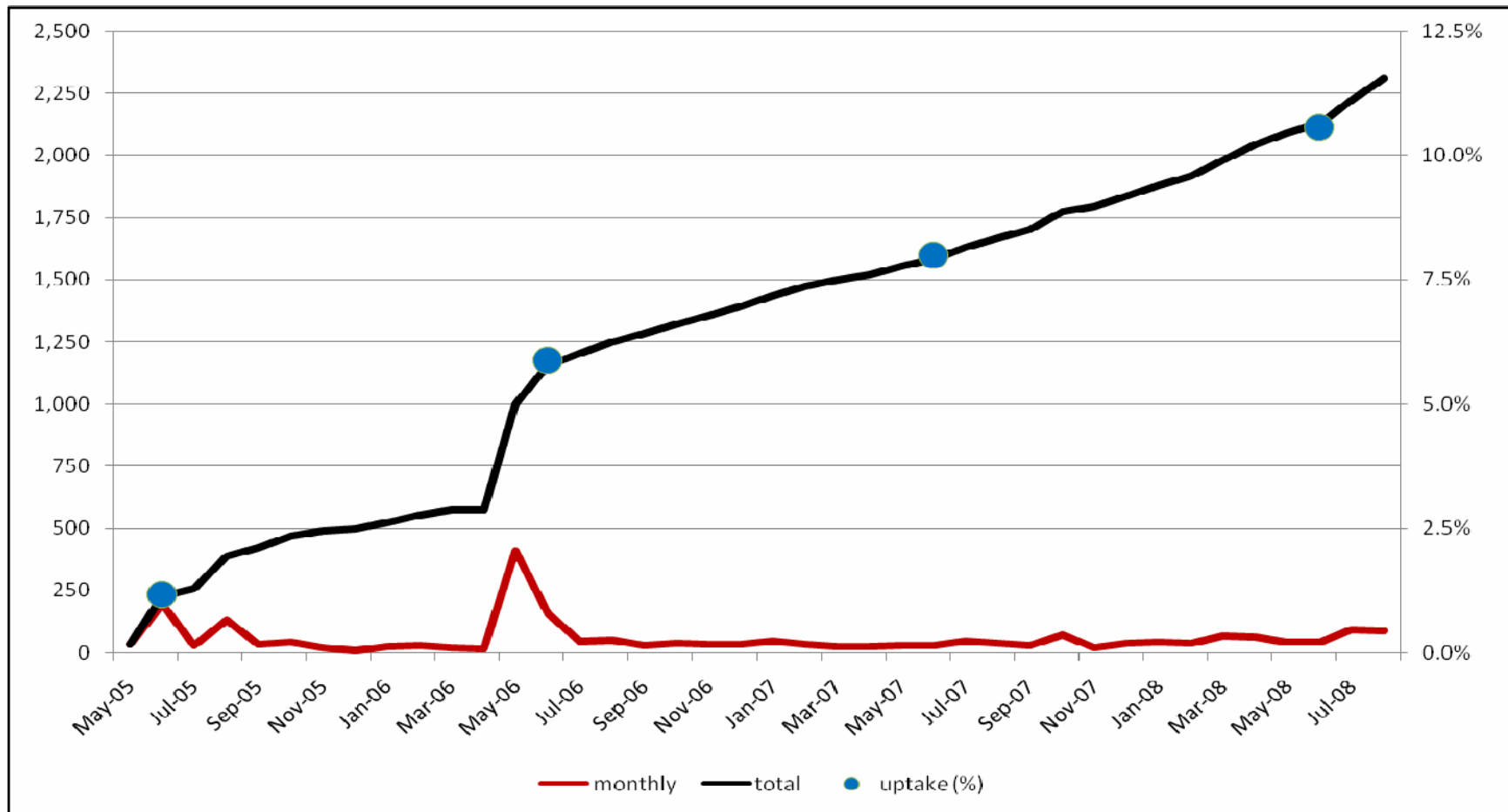
**Keywords:** **alumni** admissions, **alumni** and student career programs, student/**alumni** relations **Caltech Summer Undergraduate Research Fellowship** ... Associate Director at **Caltech Alumni Association**. Current roles include **alumni** career services, student/**alumni** programs, and ...

**Groups:**

2 350

Source: LinkedIn, July 2008.

# CALTECH ALUMNI GROUP ON LINKEDIN: GROWTH RATES



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

Source: Caltech Alumni Association, September 2008.

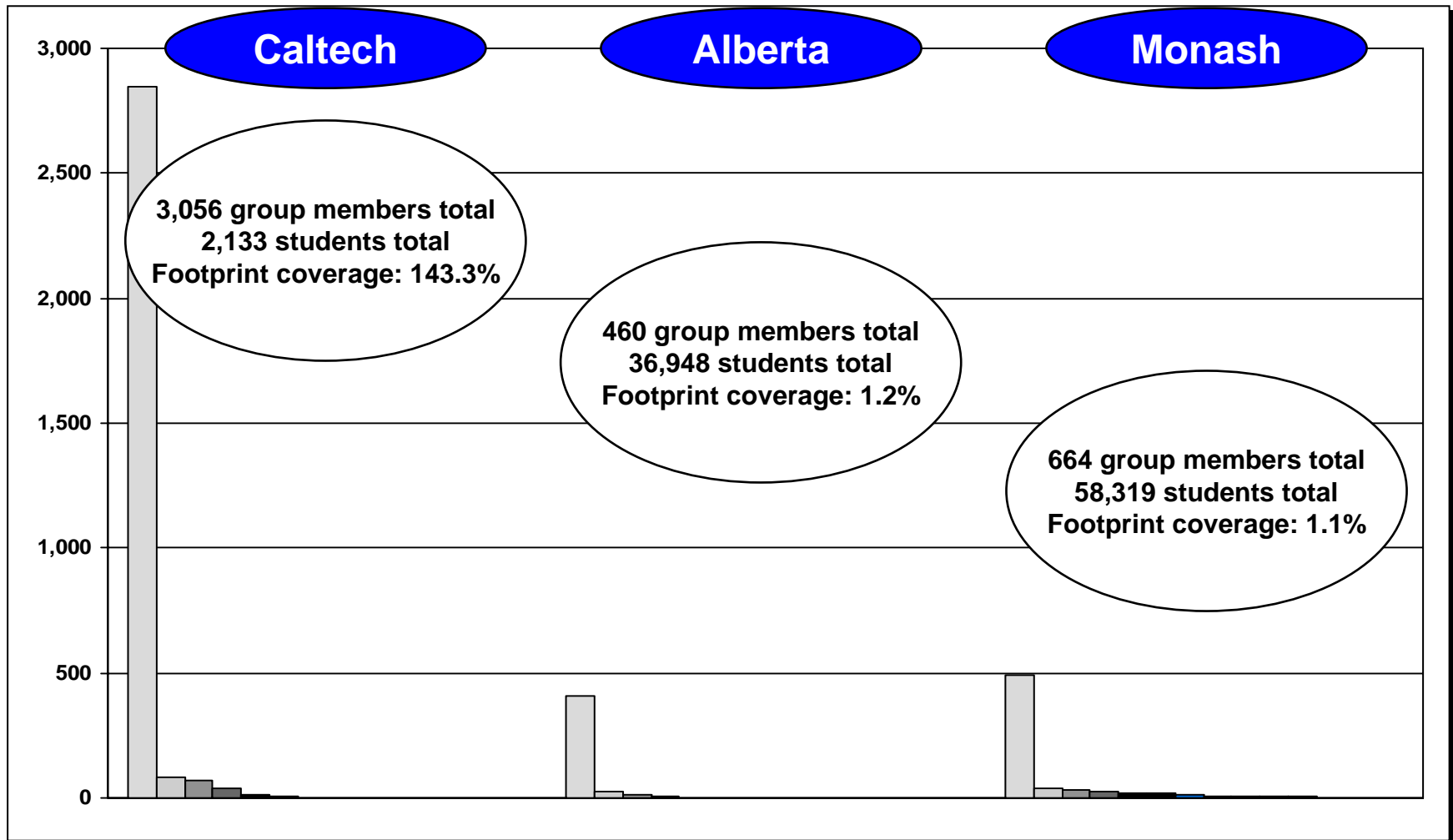
- **The University of Alberta has an exceedingly small footprint on LinkedIn with a total of a mere 460 members**
- **Only “10” University of Alberta-affiliated groups exist:**
  - **University of Alberta Alumni – 409 members**
  - **Schulich School of Engineering – 25 members**
  - **Alberta MBA – 15 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: Data are from November 2008. 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: Caltech, University of Alberta, Monash University, LinkedIn, November 2008.

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## Strategic implications & discussion

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

The screenshot shows the UC Berkeley YouTube channel page. At the top, the YouTube logo and navigation links are visible. The main header features the 'Berkeley University of California' logo and a menu with 'Courses', 'Events', 'Campus Life', and 'Cal Athletics'. Below this, a video player displays the 'Cal Athletics in Beijing - Part 3' video, which shows the 'Cal' logo and 'Beijing 2008' text. To the left of the video player is the channel's profile information, including the channel name 'ucberkeley', join date 'May 02, 2006', last sign-in '16 hours ago', subscribers '15,976', and channel views '1,903,024'. The profile also includes a bio, name 'UC Berkeley', age '140', city 'Berkeley, CA', hometown 'Berkeley, CA', country 'United States', and interests 'Teaching, Research, and Public Service'. At the bottom, there is a section titled 'Looking for more from UC Berkeley?' with links to all 4 of UC Berkeley's YouTube Channels and a list of courses and events.

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

**ucberkeley**  
Joined: May 02, 2006  
Last Sign In: 16 hours ago  
Subscribers: 15,976  
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". The video player shows a man drawing on a whiteboard. The video has 2,395,924 views and a rating of 5 stars from 5,377 ratings. The page includes navigation links (Home, Videos, Channels, Community), a search bar, and a list of related videos such as "Invisible Water Effect", "How to Draw Eyes", and "M.I.T. Walter Lewin- Complete Breakdown of Intuition - Part 1". The page also features a "Commentary" section with video responses and text comments.

**MIT sketching**

Rate: ★★★★★ 5,377 ratings Views: 2,395,924

Share Favorite Playlists Flag

MySpace Facebook Digg more share options

**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: average (5 or better) Help

**More From: albbu**

Related Videos

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

**Promoted Videos**

- Alberto the Musicbox fr... 03:35 c4mc4st
- Theoreti cal Girl - The ... 03:26 arenagrande
- Behind The Scenes on Na... 01:50 juasomann
- Russian Romance - Live ... 04:01 chubovskiy

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

Source: <http://www.youtube.com/watch?v=NZNTggIPbUA>



# YOUTUBE: TORONTO UNIVERSITY RECRUITING CENTER EMERGENCY ROOM

The screenshot shows a YouTube video player interface. At the top, the YouTube logo and navigation links (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 lab coat holding a clipboard. To the right of the video player, there is a sidebar with a "Subscribe" button, a "More From: awarenessmuscle" section, and a "Related Videos" section. The video has 59 views and 1 rating. Below the video player, there are links for "Share", "Favorite", "Playlists", and "Flag". At the bottom, there are links for "Commentary" and "Statistics & Data".

YouTube  
Broadcast Yourself™

Worldwide | English

Sign Up | QuickList (0) | Help | Sign In

Home Videos Channels Community

Videos Search advanced Upload

Toronto University / Recruiting center Emergency Room

From: awarenessmuscle  
Added: March 08, 2008  
(more info)

2007 <http://www.emergencyrooms.org>

URL: <http://www.youtube.com/watch?v=lu2Z7Gxtjfs>

Embed: `<object width="425" height="344"><param name="mov`

► More From: awarenessmuscle

▼ Related Videos

- Toronto University / TV rapport wellness center  
02:04 From: awarenessmuscle  
Views: 151
- Crazy Uoff Engineering Class  
03:33 From: leungwaiyuk  
Views: 2,596
- Matisyahu - King without a crown  
03:44 From: Markit  
Views: 3,733,070
- Emergency Room PS1 on Reuters international  
01:41 From: awarenessmuscle  
Views: 139
- Shepherd University Infomercial  
01:09 From: MJTheis  
Views: 1,174

Rate: ★★★★★ 1 ratings Views: 59

Share Favorite Playlists Flag

MySpace Facebook Digg more share options

Commentary Statistics & Data

Promoted Videos

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

## Introduction and Housekeeping

A brief survey of experience levels



## Analytical framework

- The Web 2.0 and online community landscape
- User behavior and segmentation
- Web 2.0 Tools
- Connecting internal and external communities
- Community brand footprint
- Managing risk

## Marketing, recruiting, and networking case studies

- LinkedIn: Caltech & Monash & Alberta
- YouTube: Berkeley & MIT & Toronto
- **Blogging: Do you want to get Lucky?**
- MySpace: Top 5 US universities & York
- Yahoogroups+: How do deal with branding abuse


## Strategic implications & discussion

<ul style="list-style-type: none"> <li>➤ <a href="#">About UF</a></li> <li>➤ <a href="#">Academics</a></li> <li>➤ <a href="#">Admissions</a></li> <li>➤ <a href="#">Campus Life</a></li> <li>➤ <a href="#">Research</a></li> <li>➤ <a href="#">Services</a></li> </ul>	<p><i>RELATED SITES:</i></p> <ul style="list-style-type: none"> <li>➤ <a href="#">Undergraduate</a> Application, Status, Honors, Catalog</li> <li>➤ <a href="#">Graduate</a> Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog</li> <li>➤ <a href="#">Transfer</a> Florida A.A. Degree, Freshman/Soph., Junior/Senior</li> <li>➤ <a href="#">International</a> International Admissions, International Center</li> <li>➤ <a href="#">Costs &amp; Financial Aid</a> Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines &amp; Critical Dates</li> </ul>	 <h2>Admissions</h2>	
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<p> <a href="#">News</a>   <a href="#">Calendar</a>   <a href="#">Directory</a>   <a href="#">MyUF</a>   <a href="#">ISIS</a>   <a href="#">Web Site Listing</a>   <a href="#">Campus Map</a>   <a href="#">WebMail</a>   <a href="#">Ask UF</a>              © University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.  <a href="#">About This Site</a>   <a href="#">Disability Services</a>   <a href="#">Privacy Policy</a>   <a href="#">Search</a>              This page uses Google Analytics (Google Privacy Policy)         </p>			

Let's remember this gentleman

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

## 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](#).

#### 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**

Source: <http://boardingarea.com/blogs/onemileatatime>.

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

FlyerTalk Forums > View Profile  
lucky9876coins

MyFlyerTalkFAQCalendarsNew PostsSearchQuick LinksLog Out

View Profile: lucky9876coins

lucky9876coins  
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

Add lucky9876coins to Your Buddy ListAdd 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

Join Date: Dec 8, 04

Posts

Total Posts: 21,197 (15.89 posts per day)  
Find all posts by lucky9876coins  
Find all threads started by lucky9876coins

Referrals: 1

Contact Info

Home Page:  
<http://boardingarea.com/blogs/onemileatatime/>  
Email:  
Send a message via email to lucky9876coins  
Private Message:  
Send a private message to lucky9876coins

Additional Information

Date of Birth:  
April 20  
Location:  
Tampa/Gainesville  
Program Affiliations:  
United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex: Plat  
Interests:  
Travel, Photography, Aviation

Group Memberships

lucky9876coins is not a member of any public groups


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

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

Source: "Lucky's" profile on [www.flyertalk.com](http://www.flyertalk.com).

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



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

Source: <http://boardingarea.com/blogs/onemileatime>.

# REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

University of Florida

UF Web 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, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). [To apply online](#), complete the [application for undergraduate admission](#).

### Graduate Admissions

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### Already Applied?

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

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[News](#) | [Calendar](#) | [Directory](#) | [MyUFL](#) | [ISIS](#) | [Web Site Listing](#) | [Campus Map](#) | [WebMail](#) | [Ask UF](#)  
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UNIVERSITY of FLORIDA  
The Foundation for The Gator Nation

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

# INTERNATIONAL STUDENT RECRUITING AT UF

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 **UF**

Check Your Status at **UF**



## 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 organization. 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.

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

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

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



# JUST A SUGGESTION...

University of Florida

UF Web with Google Search

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- Academics
- Admissions
- Campus Life
- Research
- Services

RELATED SITES:

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



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UNIVERSITY of FLORIDA  
The Foundation for The Gator Nation

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

## Introduction and Housekeeping

A brief survey of experience levels

## Analytical framework

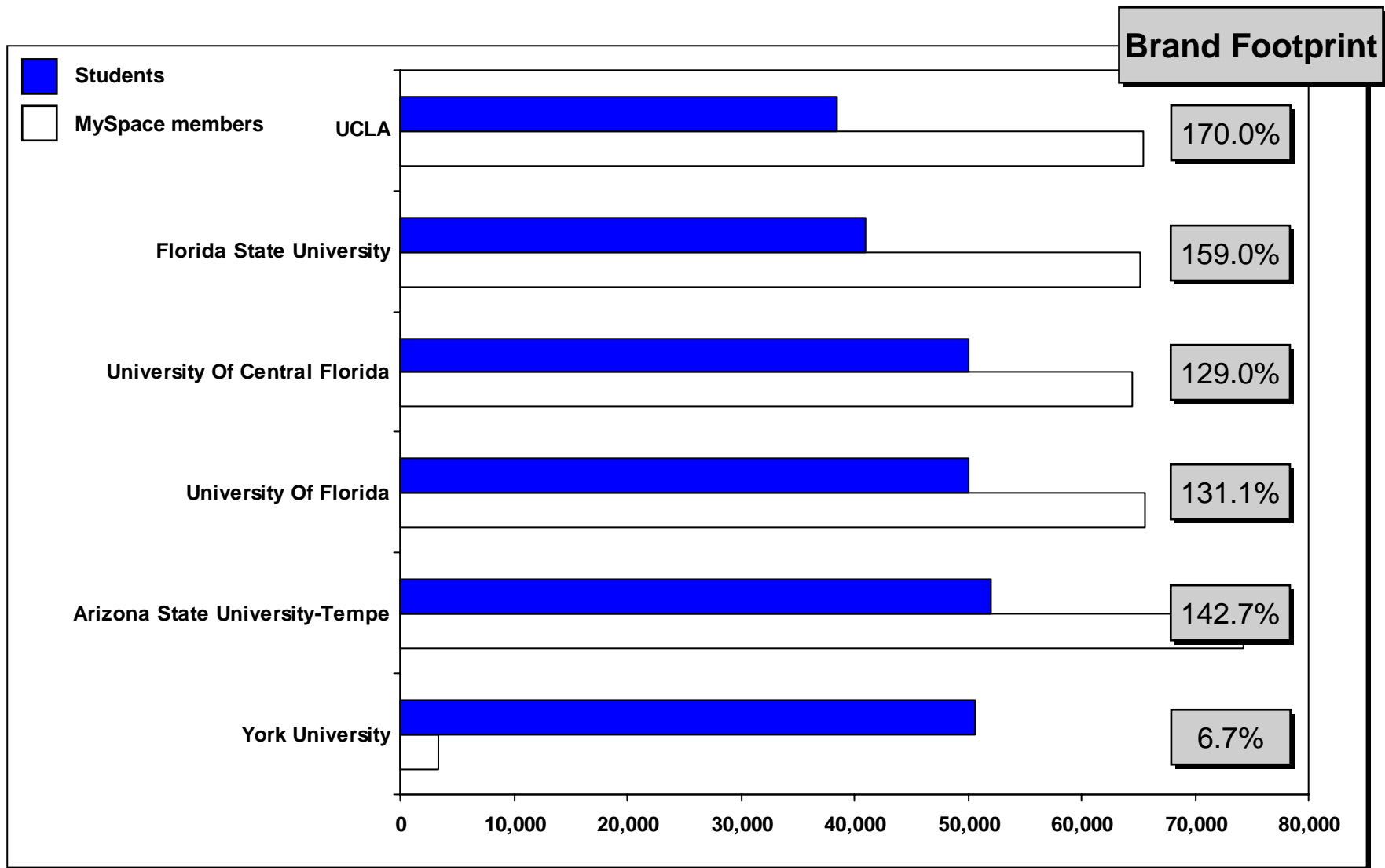
- The Web 2.0 and online community landscape
- User behavior and segmentation
- Web 2.0 Tools
- Connecting internal and external communities
- Community brand footprint
- Managing risk

## Marketing, recruiting, and networking case studies

- LinkedIn: Caltech & Monash & Alberta
- YouTube: Berkeley & MIT & Toronto
- Blogging: Do you want to get Lucky?
- MySpace: Top 5 US universities & York
- Yahoogroups+: How do deal with branding abuse

## Strategic implications & discussion

# TOP FIVE US UNIVERSITIES AND YORK ON MYSPACE



Notes: MySpace list for Top 5 US universities (undercount as per browse function). York University data per browse function. Brand footprint is calculated based on MySpace users in respective groups relative to currently enrolled students.

Source: MySpace, November 2008.

# MYSPACE: YORK UNIVERSITY GROUP

## Via Groups Menu

The screenshot shows the MySpace interface for the 'York University' group. At the top, the MySpace logo and navigation menu are visible. The group's URL is 'http://groups.myspace.com/york'. The group is categorized as 'Schools & Alumni' and is a 'Public Membership' group. It was founded on June 21, 2004, and has 880 members. The group leader is 'EARS Online (East Asian Radio Station Online)'. Below the group information, there is a section for 'York University (880 Members)' with a grid of member profiles. The profiles shown are 'Ian', 'young bleek', 'Canadian Homestay Agency', and 'krishna'. The 'Canadian Homestay Agency' and 'krishna' profiles have 'NO PHOTO' placeholders.

myspace.com a place for friends. Status: (none) Mood: (none) (Update) Web Search POWERED BY Google

Home Mail Profile Friends Music Video More My Account Sign Out

Group URL: <http://groups.myspace.com/york> « Back to Groups Directory

### York University

**YORK U** redefine the POSSIBLE.

» View Group Photos

Category: Schools & Alumni

Join Group  
Post Topic

Type: Public Membership  
[help][Report Abuse]  
Founded: Jun 21, 2004  
Location: Toronto, Ontario - CA  
Members: 880

**EARS ONLINE**  
EARSonline.com

Group Leader:  
EARS Online (East Asian Radio Station Online)

For all students or alumni @ York University in Toronto, Ontario, Canada

#### York University (880 Members)

Ian	young bleek	Canadian Homestay Agency	krishna

**Less than 900 dedicated users affiliate with York**

# MYSPACE: YORK UNIVERSITY MEMBERS

## Browse Function

The screenshot shows the MySpace interface for York University. The top navigation bar includes links for Home, Mail, Profile, Friends, Music, Video, and More. A search bar is located on the right, and a 'Sign Out' button is visible. The main content area is divided into several sections:

- Schools >>**: A section for York University with a button to 'Add this School to your Profile'.
- Grade your professor**: A section with a button to 'Start grading now!!'.
- Moderator**: A section featuring a profile for Sarah.
- Just Added**: A section showing profiles for CEODON and Rudi\_C.
- Members (3421)**: A section with tabs for 'Current Students (2097)' and 'Alumni (1324)'. It displays a grid of member profiles, including Lizzy Dodge, HAX!, ariella, Anita, Ian, Felodese, @ n G 3 L, red, kid icarus, Kozmellah, Daniel, and little bitch. A 'view all >' link is at the bottom.
- Browse School's Members**: A section with filters for 'Browse For' (Female), 'between ages' (18 and 68), and 'Browse by' (Alumni). It includes buttons for 'Browse Users' and 'Advanced Browse'.
- Forum (2 Topics)**: A section with a table of forum topics.

Topics	Posts	Last Post	Topic Starter

**3,421 overall affiliated users: York's brand footprint runs at around 6.7%**

## Introduction and Housekeeping

A brief survey of experience levels

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- MySpace: Top 5 US universities & York
- Yahoogroups+: How do deal with branding abuse

## Strategic implications & discussion

# THE HARVARD-BAY-AREA YAHOO GROUPS HOMEPAGE

The screenshot shows the Yahoo Groups homepage for the 'harvard-bay-area' group. The page layout includes a top navigation bar with 'YAHOO! GROUPS', 'Sign In', and 'New User? Sign Up'. A search bar is located on the right. The main content area is divided into a left sidebar and a central main area. The sidebar contains links for 'Home', 'Members Only', 'Post', 'Polls', 'Promote', 'Info', and 'Settings'. The 'Info' section is circled in black and contains 'Group Information' with details: 'Members: 1613', 'Category: Alumni', 'Founded: Oct 19, 2004', and 'Language: Other'. The main area features a 'Home' section with a 'Join This Group!' button. Below this, a 'Description' section is circled in black and contains text about the group's purpose and contact information for Perry Gregg, CEO of ushow2, Inc. A map of the Oakland-Berkeley area is shown on the right. The page also includes a 'Yahoo! Groups Tips' section and a 'Best of Y! Groups' section.

**YAHOO! GROUPS** Sign In  
New User? Sign Up

Groups Home - Blog - Help

harvard-bay-area · Harvard Bay Area Discussion Group

Search for other groups... Search

Home

Members Only  
Post  
Polls  
Promote

Info Settings

**Group Information**  
Members: 1613  
Category: Alumni  
Founded: Oct 19, 2004  
Language: Other

Already a member? Sign in to Yahoo!

**Yahoo! Groups Tips**  
Did you know...  
Message search is now enhanced, find messages faster. Take it for a spin.

**Best of Y! Groups**  
Check them out and nominate your group.

Stay up to speed on the latest Groups news and updates, visit the [Groups blog](#) today!

**Home**

Activity within 7 days: (No Activity)

**Description**  
Open list for all graduates of Harvard living in or around or interested in the Bay Area, California. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around the Bay Area. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free to graduates sign up at [www.haa.harvard.edu](http://www.haa.harvard.edu)]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome. The discussion list has a blog <http://harvard-sf.blogspot.com>. Any list member interested in publishing there can do so. Reply to a message defaults to sender. This Yahoo discussion group about Harvard is not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.

Perry Gregg  
CEO, ushow2, Inc.  
[pg@harvardsf.org](mailto:pg@harvardsf.org)  
[harvard-bay-area-owner@yahoogroups.com](mailto:harvard-bay-area-owner@yahoogroups.com)  
<http://harvardsf.org>

[See also the [harvtechforum.org](http://harvtechforum.org), [harvard-china](http://harvard-china), [harvard-cambridge-boston](http://harvard-cambridge-boston), [harvard-middleeast](http://harvard-middleeast) and [harvard-europe](http://harvard-europe) networks created, <http://groups.yahoo.com/group/harvard-china> & <http://groups.yahoo.com/group/harvard-europe>.]

**Oakland-Berkeley City Map**  
Oakland and Berkeley Cal.

Wait. There's more.

# THE HARVARD-CHINA YAHOO GROUPS HOMEPAGE

The screenshot shows the Yahoo Groups homepage for the 'harvard-china' group. Annotations include circles around the 'Group Information' sidebar, the 'Activity within 7 days' section, the contact information for Perry Gregg, and the 'ushow2' logo.

**Group Information:**

- Members: 238
- Category: Alumni
- Founded: Nov 3, 2005
- Language: Other

**Activity within 7 days:** (No Activity)

**Description:**

Open list for all graduates of Harvard living in or interested in China. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around China. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free to graduates sign up at [www.haa.harvard.edu](http://www.haa.harvard.edu)]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome.

Archives for the list are open to members. Reply to a message defaults to sender. This Yahoo discussion group about Harvard is not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.

**Contact Information:**

Perry Gregg  
CEO, ushow2  
[pg@harvardsf.org](mailto:pg@harvardsf.org)  
[harvard-china-owner@yahoogroups.com](mailto:harvard-china-owner@yahoogroups.com)  
<http://harvardsf.org>

<http://groups.yahoo.com/group/harvard-china/files/hclistspanish.txt>  
[http://groups.yahoo.com/group/harvard-china/files/harvard\\_china.pdf](http://groups.yahoo.com/group/harvard-china/files/harvard_china.pdf)

**Message History:**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008	5	1			4	4	1					
2007	2	3	6	3	3	2	5	4	8	1	7	9
2006		6	6	7	7	9	4	4	5	2	3	2
2005										12	7	

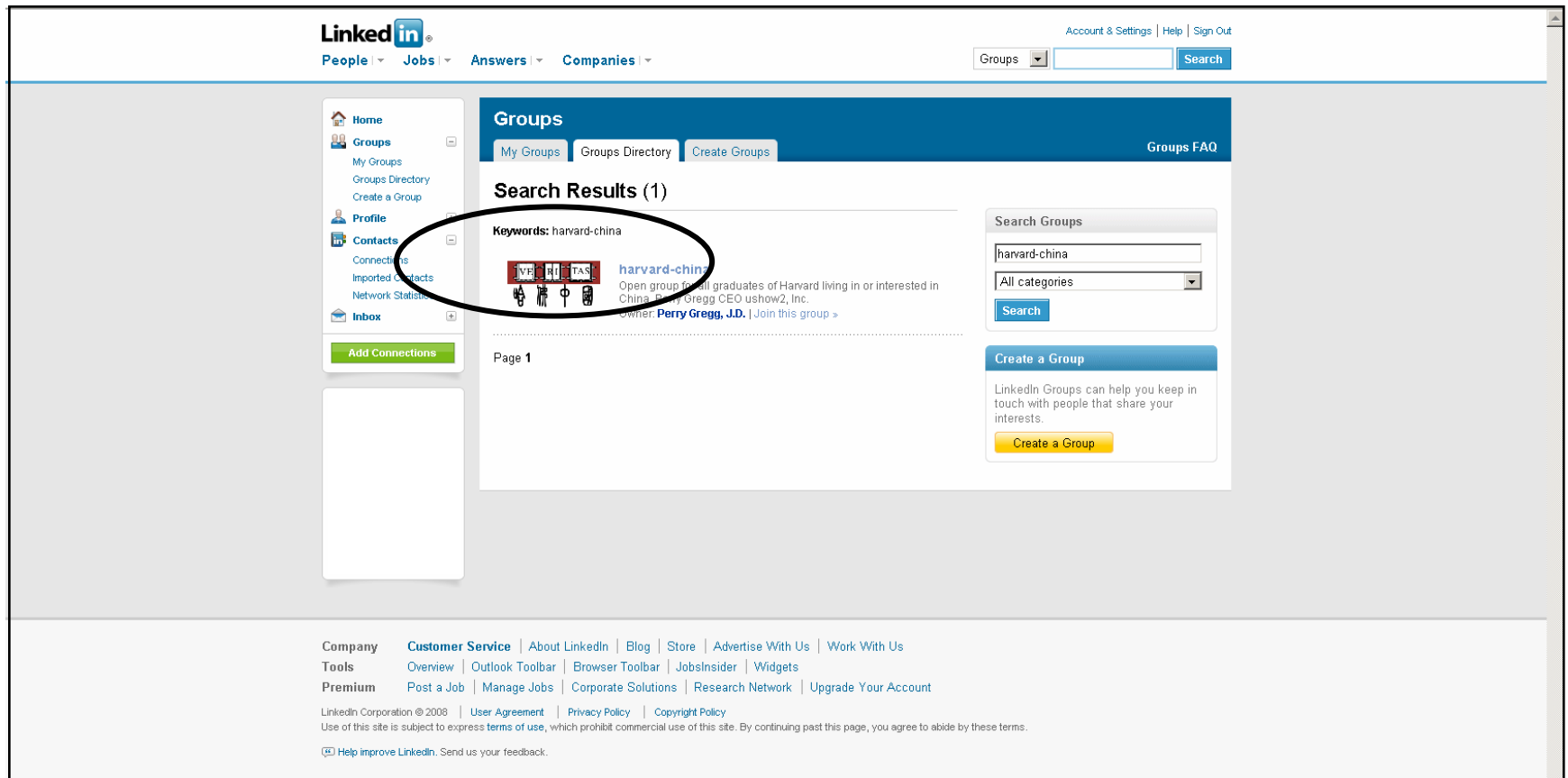
**Group Email Addresses**

**A high social capital alumni community in 5 minutes: Copy, paste, done**

Source: Yahoo Groups webpage as of 12 July 2008.



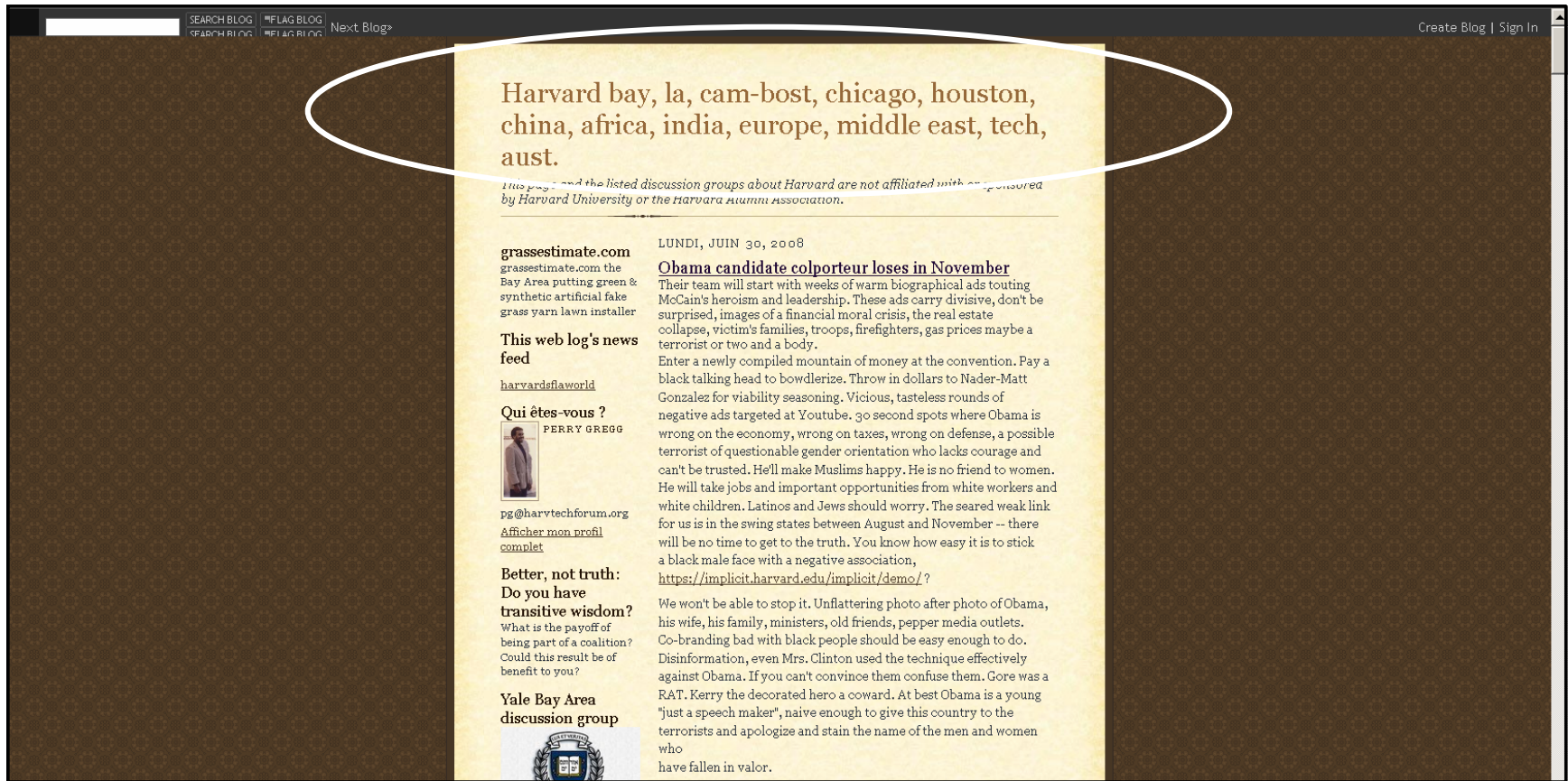
# THE HARVARD-CHINA LINKEDIN HOMEPAGE



**Yet another copy-paste high social capital alumni community**

Source: LinkedIn, July 2008.

# THERE ARE MORE THAN A DOZEN INTERLINKED SUPPOSED HARVARD ALUMNI GROUPS/BLOGS/WEBSITES



SEARCH BLOG | FLAG BLOG | Next Blog » Create Blog | Sign In

Harvard bay, la, cam-bost, chicago, houston, china, africa, india, europe, middle east, tech, aust.

*This page and the listed discussion groups about Harvard are not affiliated with or endorsed by Harvard University or the Harvard Alumni Association.*

grassestimate.com  
grassestimate.com the Bay Area putting green & synthetic artificial fake grass yarn lawn installer

This web log's news feed

[harvardflaworld](#)

Qui êtes-vous ?  
PERRY GREGG

  
pg@harvtechforum.org  
[Afficher mon profil complet](#)

Better, not truth:  
Do you have transitive wisdom?  
What is the payoff of being part of a coalition?  
Could this result be of benefit to you?

Yale Bay Area discussion group



LUNDI, JUIN 30, 2008

**Obama candidate colporteur loses in November**  
Their team will start with weeks of warm biographical ads touting McCain's heroism and leadership. These ads carry divisive, don't be surprised, images of a financial moral crisis, the real estate collapse, victim's families, troops, firefighters, gas prices maybe a terrorist or two and a body. Enter a newly compiled mountain of money at the convention. Pay a black talking head to bowdlerize. Throw in dollars to Nader-Matt Gonzalez for viability seasoning. Vicious, tasteless rounds of negative ads targeted at Youtube. 30 second spots where Obama is wrong on the economy, wrong on taxes, wrong on defense, a possible terrorist of questionable gender orientation who lacks courage and can't be trusted. He'll make Muslims happy. He is no friend to women. He will take jobs and important opportunities from white workers and white children. Latinos and Jews should worry. The seared weak link for us is in the swing states between August and November -- there will be no time to get to the truth. You know how easy it is to stick a black male face with a negative association, <https://implicit.harvard.edu/implicit/demo/>

We won't be able to stop it. Unflattering photo after photo of Obama, his wife, his family, ministers, old friends, pepper media outlets. Co-branding bad with black people should be easy enough to do. Disinformation, even Mrs. Clinton used the technique effectively against Obama. If you can't convince them confuse them. Gore was a RAT. Kerry the decorated hero a coward. At best Obama is a young "just a speech maker", naive enough to give this country to the terrorists and apologize and stain the name of the men and women who have fallen in valor.

Oh what a tangled web you weave...

Source: <http://harvard-sf.blogspot.com>; <http://harvardsf.org>.

- **Blog**

- harvardsf.org

- **Yahoogroups**

- harvard-sf
- harvard-la
- harvard-dc
- harvard-houston
- harvard-austin
- harvard-chicago
- harvard-nyc
- harvard-bay-area
- harvard-sf-la-collegesinvitelist
- harvard-cambridge-boston
- harvard-china
- harvard-australia
- harvard-india
- harvard-africa
- harvard-europe
- harvard-middleeast
- harvard-alameda-educators
- harvtechforum.org

## Focus

## Member Count

### Cities

2  
433  
108  
19  
25  
59

### Metro Areas

1,637  
1,613

### Countries

139  
203

### Continents/Regions

238  
22

### Special Interest

51  
37

216  
54

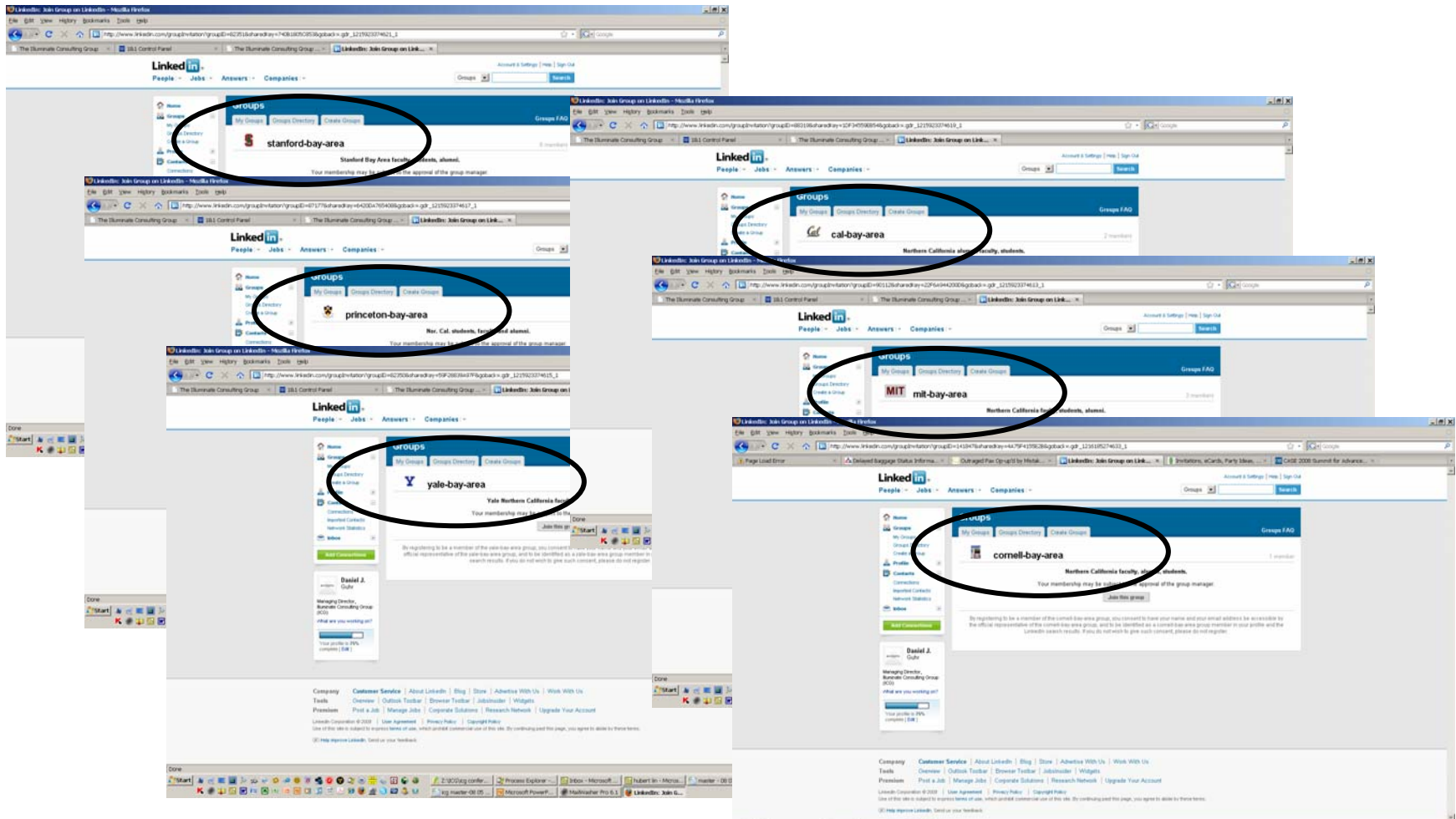
43  
244

5,143<sup>(1)</sup>

**This is just harvard- Yahoo Groups. Not LinkedIn, ushow2.org, others**

(1) Membership counts are not verified. The alumni status of signed up group members is not verified and at least partially highly questionable.  
Source: Various websites/webpages as of 12 July 2008.

# IT IS NOT JUST HARVARD...



...but also Stanford, Princeton, Yale, Cal, MIT, and Cornell

# WHAT THIS IS REALLY ABOUT – A JOB...

## “Could You Use a Perry?”

From: harvard-bay-area-bounces@ushow2.org on behalf of perry.gregg@post.harvard.edu <harvard-bay-area-bounces@ushow2.org>  
To: harvard-bay-area@ushow2.org  
Cc: [harvard-bay-area] Fwd: Could you use a Perry?  
Subject: [harvard-bay-area] Fwd: Could you use a Perry?  
Sent: Sat 2/16/2008 8:06 PM

Imagine days from now when I report landing in a senior mgmt. position you helped me secure. No one gets anywhere without the good will of others.

Thank you so much for the whirlwind of opportunities that have come my way in the past 15 days since the post below! Keep 'em coming. Want to see what happens when I get to unleash my 'chops' with the right team? Best,

Perry

----- Forwarded message -----  
From: Perry Gregg <perry.gregg@sbcglobal.net>  
Date: Thu, 31 Jan 2008 09:02:12 -0800 (PST)  
Subject: Could you use a Perry?  
To: undisclosed-recipients-from <perry.gregg@post.harvard.edu>

My talents are on the senior tech management side, internet development, commercial software all forms, portals, hardware, IT, et al. I've managed engineers, engagements and project teams in China, Canada, Israel, Australia, Europe, India, Pakistan, South America, the US and former Soviet block countries. It needs to be OK with the hiring company that I pursue ushow2, Inc. as a side hobby.

Have a current full-time gig, looking to make a change for the right opportunity. If you act now, you get a Perry bonus of a few contacts around the world, sales, Board and public speaking chops. Would it be useful to you to have me join your team? I've spent the past 5 years in a downsizing environment. I'd like to join a story with an upside. Travel is fine. Would you care to see how far I can carry the ball with a chance with the right team? Best,

Perry Gregg  
cell: (510) 684-4152  
email: perry.gregg@post.harvard.edu

P.S. Bio at <http://ushow2.com> 'more about us', and <http://perrygregg.name> for non-profit activities.  
\* \* \*

Recommend this list to students, faculty and grads interested in the Bay Area, California.

harvard-bay-area is on LinkedIn. Select,  
<https://www.linkedin.com/e/gis/976/709FE96DA9A5/>  
to join.

## Entrepreneurial? Or Deceptive?

Source: E-mail from harvard-bay-area listserv, February 2008.



## Harvard Bay Area discussion group



ushow 2.org

## Harvard Los Angeles discussion group



ushow 2.org

## Sign up on lists

All Schools, Multi-ling  
Grads Subscribe to l

Enter e-mail address

Perry Gregg, CEO, ush  
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## London & Bay Area California going gaga for artificial lawns - by grassestimate.com California's synthetic grass leader

British turf wars take a turn for the faux - by grassestimate.com  
California's synthetic grass leader  
Installers say artificial lawns, like this one outside a residence in Victoria, B.C., can be an economical choice.

In a land that's always been gaga for gardens, frankly fake grass is making inroads

London - For the English, gardening is more than just a weekend pastime or a chance to get some fresh air. In some quarters, gardening ranks higher than soccer players or Royal Family shenanigans when it comes to national obsessions.

The Chelsea Flower Show, held in one of London's toniest neighbourhoods each May, draws royalty, rock stars and the nation's leading fashion and literary figures.

The BBC provides four straight days of wall-to-wall live coverage of Chelsea, not out of a sense of service from a public broadcaster, but because the prime-time ratings are there to justify the attention.

Britons are tuned in and turned on to their gardens like few others.

How then, to explain the sudden surge in demand for fake grass?

At the esteemed Royal Horticultural Society, which runs Chelsea along with other major gardening shows, there are neither gasps of shock nor sharp intakes of breath at the notion of fake grass.

Helen Bostock, a horticultural adviser who answers queries from the society's thousands of members, says the horticultural society has recently used artificial grass in one of its demonstration gardens at Wisley Gardens in Surrey.

"We don't get that many inquiries about it, but I do think that is because people somehow feel guilty for even thinking about it," Bostock says of the trend.

"It's as though they feel we'll think they are cheating."

But, she notes, the horticultural society's information leaflets include details of four suppliers and she sees demand growing for a

## All Harvard alumni apparently care about is Astroturf...

# ... AND MAKING MONEY OF HARVARD, YALE, CAL, ETC. ALUMNI



**Pay \$ 20 “to be approved” as an alum**

Source: E-mail from harvard-bay-area listserv, March 2008.

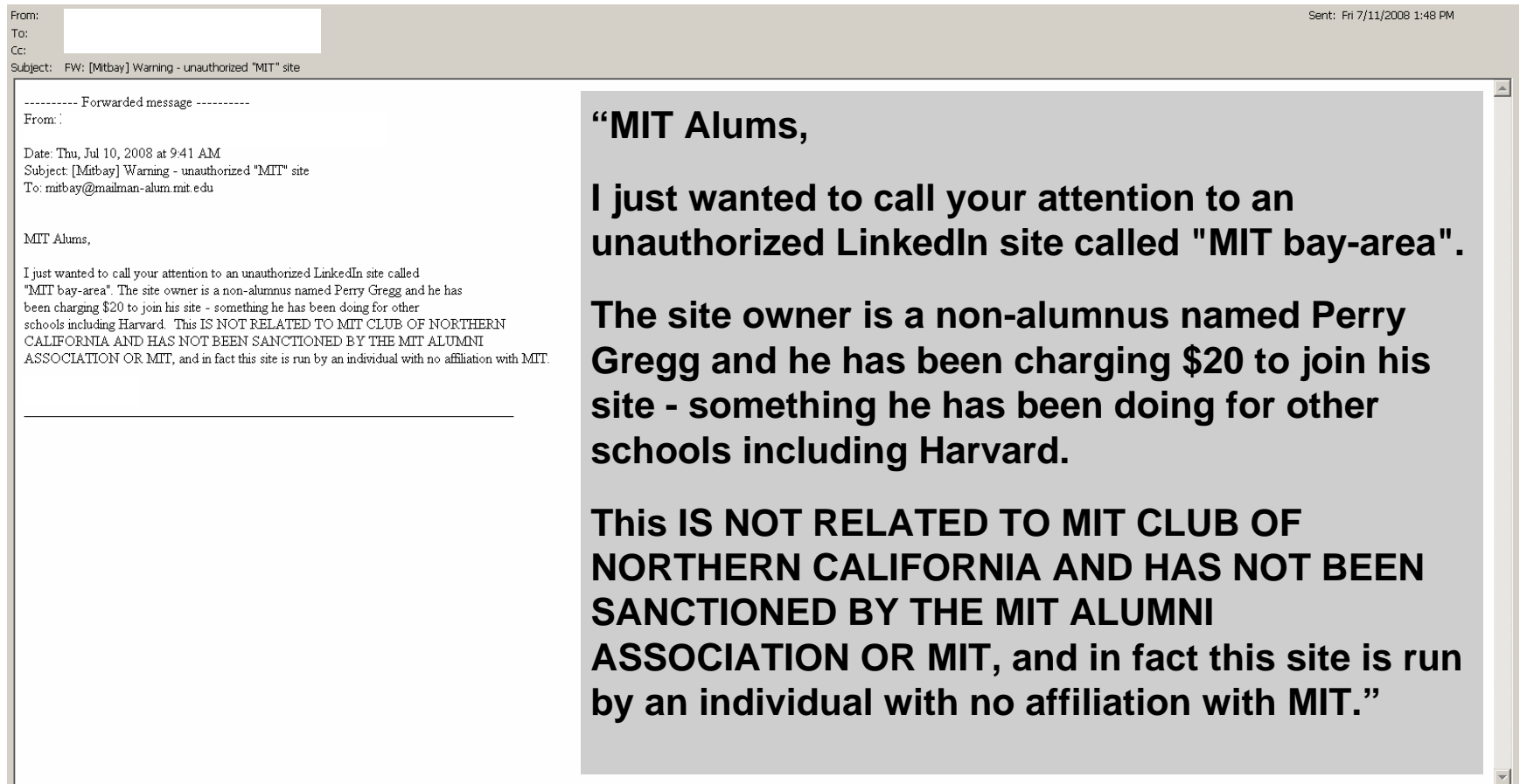
# **WHY IS THIS MISAPPROPRIATION OF BRANDS AND NETWORKS SO ABUSIVE AND DAMAGING?**

- **Nothing Mr. Gregg does serves Harvard, or any other institution he is “covering”**
- **Mr. Gregg uses institutional brands and networks for his own gains**
  - **To find himself a job**
  - **By attempting to charge \$ 20 to list members for the “approval” of their alumni status**
  - **To propagate ideas and concepts which are at times solely used to create controversy**
  - **To create mailing lists he can further monetize**
- **Alumni are bound to be disappointed – with their alma mater not protecting them from such an obvious misappropriation of their brand**
- **By not counteracting Mr. Gregg’s endeavors properly, Harvard created grounds for an (ever) expanding empire of brand/network properties**

**This is arguably the most far reaching case of alumni network abuse**



# HOW TO RESPOND



**MIT alumni took the lead**

Source: E-mail from MIT Alumni Association Bay Area Club, July 2008.

- **Institutions' General Counsels got involved**
- **LinkedIn shut down all of Mr. Gregg's groups**
- **As a result, he lost the main membership traffic driver and any potential professional value for list members**
- **Mr. Gregg subsequently ported the -bayarea groups onto Facebook**
- **This move has been an abject failure. Months later, some groups have membership levels in the single digits**
- **Why did the move to Facebook not work? Because the group identity shifted from institutional brand to Mr. Gregg's circle of friends**
- **Yet in the absence of pro-active community strategies, there is no barrier to this situation being repeated**

**This is arguably the most far reaching case of institutional network abuse**

## **Introduction and Housekeeping**

**A brief survey of experience levels**

## **Analytical framework**

- **The Web 2.0 and online community landscape**
- **User behavior and segmentation**
- **Web 2.0 Tools**
- **Connecting internal and external communities**
- **Community brand footprint**
- **Managing risk**

## **Marketing, recruiting, and networking case studies**

- **LinkedIn: Caltech & Monash & Alberta**
- **YouTube: Berkeley & MIT & Toronto**
- **Blogging: Do you want to get Lucky?**
- **MySpace: Top 5 US universities & York**
- **Yahoogroups+: How do deal with branding abuse**

## **Strategic implications & discussion**

# 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**

- **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**

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**This presentation was presented on 25 November 2008 at the CEC Annual Conference in Montreal.**

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