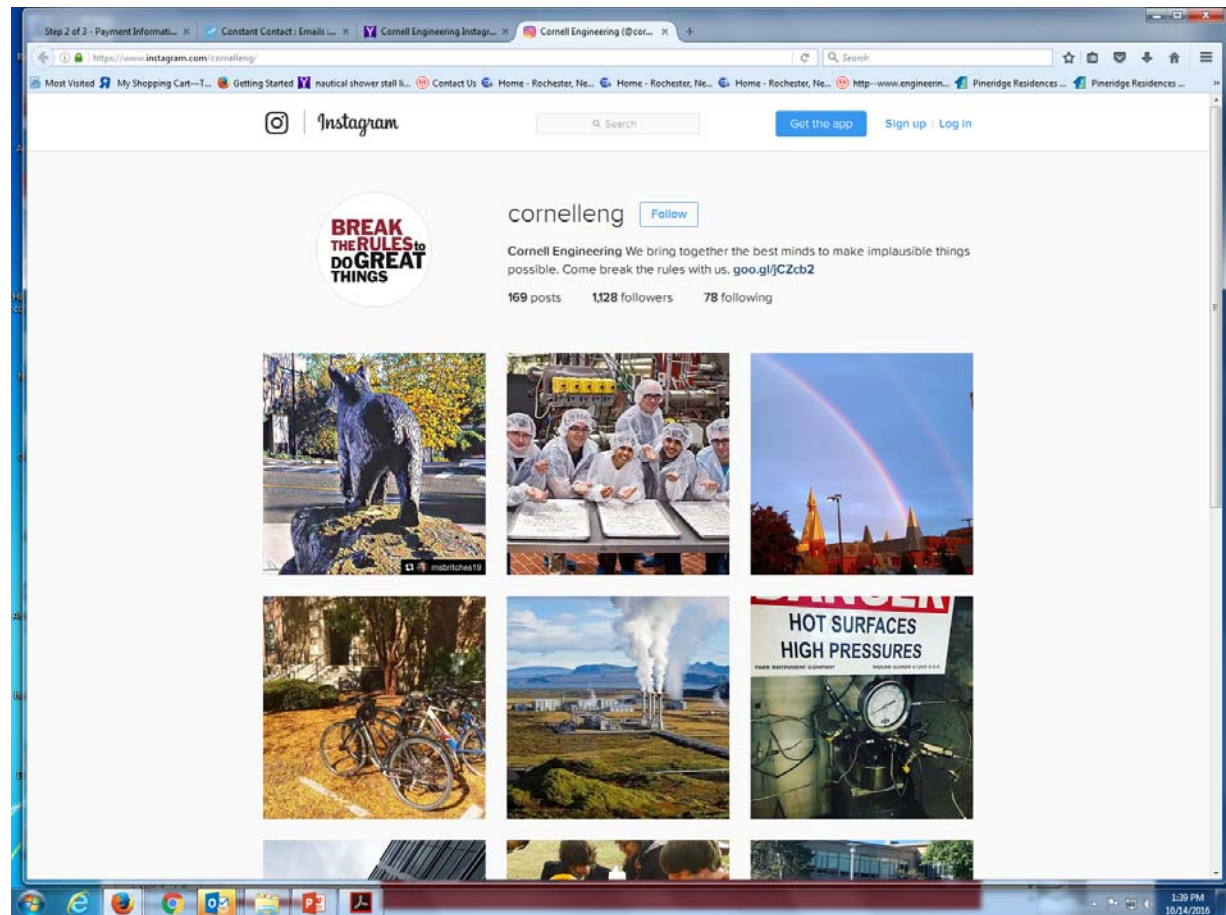


# Brand Update: October 2016

Dawn S. McWilliams  
Director for Marketing and  
Communications



# Social Media

**Social Media Plan** We have been creating new content, testing, monitoring, and measuring increased awareness through our implemented social media campaign, including monitoring on all platforms (Twitter, LinkedIn, Facebook, Instagram).

This has been for a little over a year.

# Social Media Overview

(July 2015 - June, 2016)

The following are the topline results of Cornell Engineering's social media presence during the period of July 2015 through June 7, 2016

These totals include organic and paid social media and represent your overall impact during the period.

## STATS:

- Total Followers: 22,573 (51.0% increase from 14,953 last year)
- Total New Followers: 7,620
- Total Impressions: 4,671,094
- Total Engagements: 92,589
- Average Engagement Rate: 2.2%\*

*\*An average engagement of 2.2% is really good in Social Media terms, you may see higher engagement rates, in some cases it depends on which social media platform you use.*

# Facebook

## TOTAL STATS:

Total Likes: 11,005 (80.6% increase from 6,094 last year)

New Likes: 4,911

Impressions: 2,259,056

Engagements: 73,120

Engagement Rate: 3.3%

# Top Post- Facebook

Most engaging post

## TOP POST:

Impressions: 138,345

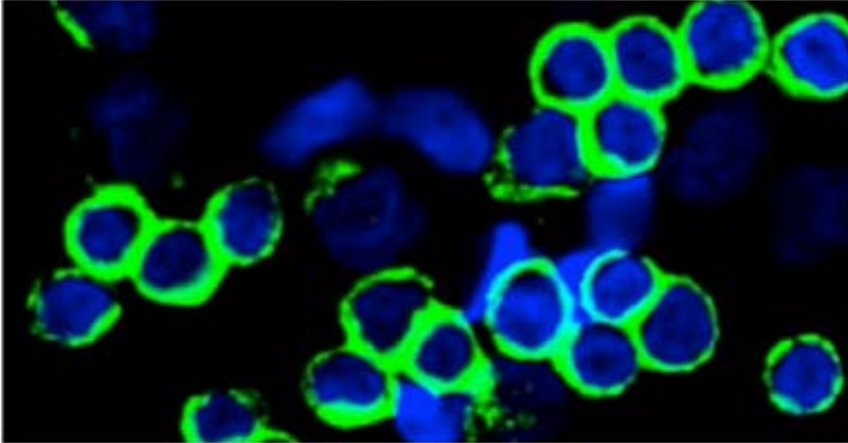
Engagements: 2,933

Engagement Rate: 15.9%

**BREAK**  
THE BOLD  
DO GREAT  
THINGS  
CornellEngineering

**Cornell University College of Engineering**  
Published by Sarah Johnson [?] · November 16, 2015 ·

Cornell biomedical engineers have developed specialized white blood cells that seek out cancer cells in lymph nodes with only one purpose: destroy them.



**'Super natural killer cells' destroy lymph node tumors**  
For tumor cells, the lymph nodes are a staging area and play a key role in advancing metastasis throughout the body. In the study, the biomedical engineers killed the cancerous tumor cells within days, by injecting liposomes armed with...

NEWS.CORNELL.EDU

# Twitter

## KEY STATS:

Total Followers: 9,577 (18.4% increase from 8,092 last year)

New Followers: 1,485

Impressions: 1,919,952

Engagements: 17,282

Engagement Rate: 0.9%

# Top Post- Twitter

Most engaging post

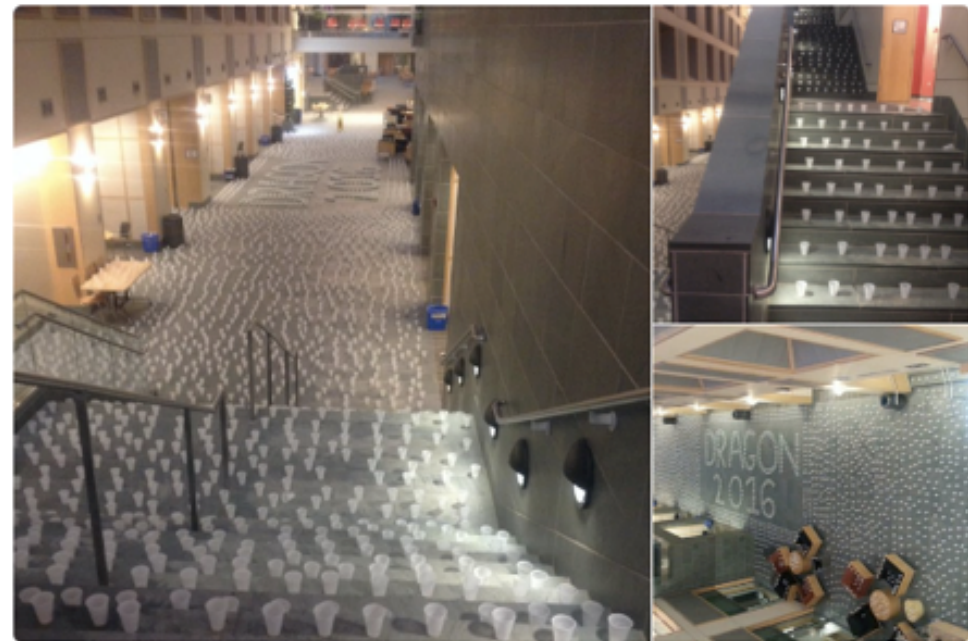
## TOP POST:

Impressions: 18,318

Engagements: 2,088

Engagement Rate: 11.3%

Look what we stumbled upon this morning...it's on! #DragonDay2016



RETWEETS  
32

LIKES  
71



# LinkedIn Company\*

## KEY STATS:

Total Followers: 499 (269.6% increase from 135 last year)

New Followers: 364

Impressions: 434,727

Engagement: 890

Engagement Rate: 0.2%

\* LinkedIn Company and LinkedIn University will be merging in the next month or so. We will continue to monitor the awareness ratings on the newly combined platform.



# LinkedIn University\*

## KEY STATS:

Total Followers: 989 (56.5% increase from 632 last year)

New Followers: 357

Impressions: 57,359

Engagements: 75

Engagement Rate: 0.13%

\* LinkedIn Company and LinkedIn University will be merging in the next month or so. We will continue to monitor the awareness ratings on the newly combined platform.

# Top Post- LinkedIn Pages

## Most engaging post

### TOP POST:

Impressions: 3,877

Engagements: 61

Engagement Rate: 1.57%

**Cornell University College of Engineering** "Being in a group with 51 other girls that share some of the same interests as me is absolutely amazing." Student perspectives from the CURIE Academy: <http://bit.ly/1LNfTBh>

Delete



### **CURIE Academy fuels girls' passion for engineering**

bit.ly · Jesse WhiteNoah Snavely, associate professor of computer science, works with high school students on their graphics programming project during the 2015 CURIE Academy.

# Instagram\*

(Launched in April 2016)

## KEY STATS:

Total Followers: 1,126

Impressions: 420,866

Engagements: 141,289

Engagement Rate: 23%

\*Populated by students pics and staff pics/videos




# Top Post- Instagram

## Most engaging post

TOP ORGANIC POST:  
Likes: 135



 **cornelleng**  
Cornell University [Follow](#)

135 likes 3w

**cornelleng** The most beautiful sight in all the land.  
(📷 @cdawson65)

Log in to like or comment. ⋮

# Total Impact Social Media

(July 2015- June 2016)

CornellEngineering Social Media (July 2015-June 2016)				
	Twitter	Facebook	LinkedIn*	Instagram
Impressions	1,919,952	2,259,056	492,086	420,886
Engagement	17,282	73,120	965	141,289
New Followers	1,485	4,911	721	1126
Total Followers	<b>9577</b>	<b>11,005</b>	<b>1488</b>	<b>1126</b>

\* 2 new Linked In Properties...a University page and Company page



# Public Relations Update

October 1, 2013-October 1, 2014  
7,331 media hits

October 1, 2014-October 1, 2015  
10,502 media hits

October 1, 2015-Oct 1, 2016  
**11,013 media hits**  
*Quality of media is reflected in highlights (next)*

# Public Relations Highlights

60 Minutes – Katie Keranen (EAS) discusses her research on Oklahoma’s earthquakes

<http://www.cbsnews.com/news/60-minutes-oklahoma-rise-in-quakes-linked-to-man-made-causes>

NPR's Here & Now – Lynden Archer (CBE) discusses building a better battery.

<http://www.wbur.org/hereandnow/2016/06/15/building-better-battery>

TechCrunch – David Erickson (MAE) and his FeverPhone are featured.

<https://techcrunch.com/2016/06/21/nih-grants-2-3m-to-development-of-feverphone-a-portable-disease-diagnosis-kit>

ESH-Discussions about our research in enhanced geothermal research.

<http://www.popularmechanics.com/science/energy/a22932/cornell-geothermal-energy>

<http://arstechnica.com/science/2016/09/cornell-has-a-plan-to-prove-that-the-east-coast-can-have-geothermal-heat>

# Public Relations Highlights

Bloomberg News – Steve Wicker (ECE) is quoted about digital privacy issues.

<https://www.bloomberg.com/view/articles/2016-02-26/why-apple-s-fight-with-the-fbi-is-so-hard-to-referee>

Popular Mechanics – Uli Wiesner (MSE) and his self-assembling superconductor are featured.

<http://www.popularmechanics.com/technology/news/a19177/the-superconductor-of-the-future-may-be-this-self-assembling-plastic>

Fast Company – Chris Schaffer and Nozomi Nishimura (BME) and their Alzheimer’s research are featured.

<https://www.fastcompany.com/3055277/how-the-global-hive-mind-is-teaming-up-to-find-a-cure-for-alzheimers>

Wall Street Journal – David Shmoys (ORIE) is quoted regarding his efforts to improve Citi Bike.

<http://www.wsj.com/articles/in-new-york-city-its-a-crush-to-find-a-citi-bike-during-rush-1473988014>



# Public Relations Highlights

New York Times – Emin Gun Sirer (CS) is quoted regarding his research on virtual currency.

<http://www.nytimes.com/2016/06/18/business/dealbook/hacker-may-have-removed-more-than-50-million-from-experimental-cybercurrency-project.html>

Engineering.com – David Muller and Craig Fennie (AEP) and their work with multiferroic materials is featured.

<http://www.engineering.com/DesignerEdge/DesignerEdgeArticles/ArticleID/13189/Atomic-Spray-Painting-Enables-Room-Temperature-Multiferroic-Materials.aspx>

WSYR-TV – Tom O'Rourke (CEE) and his work to test hazard-resilient pipelines for Los Angeles is featured.

<http://www.localsyr.com/news/local-news/cornell-shakes-up-lab-to-test-earthquake-resilient-pipelines>

Lansing Star – David Schneider (Systems) and his outreach to local high schoolers is featured.

<http://www.lansingstar.com/around-town-archive/12780-an-afternoon-of-robots>

# CollabSpace Update

CollabSpace was an idea generated by RDW Group, a marketing firm that Cornell Engineering has been partnering with, along with Marketing team at Cornell Engineering.

- Brainstormed idea to engage kids earlier in their educations.
- Way to increase awareness of Cornell Engineering in middle school to early high school years, late high school is too late!
- Tied it to the Maker Movement, which Cornell Engineering has been part of already.  
*(Part of President's Council on Making)*
- Makers are really engineers in the making.
- This is the best way to engage women and URMs, according to our research.

Four main attributes of CollabSpace beta site:

- Place to post projects and get feedback
- A place to sign up to have a mentor
- A place to meet others who are interested in Engineering and Making
- A place to post discussions and get feedback from advisors.

# Survey Results of Users

The following is a compilation of survey results from the recent SurveyMonkey.com survey issued to current beta-test CollabSpace members. The response rate is roughly 14% of the community (which is total membership of 158, less mentors/advisors/staff/RDW).

## Overall Rating of site (1-5, 1 as Excellent)

1 – no ratings

2 – 78.57% (good)

3 – 21.43% (just okay)

4 – no ratings

5 – no ratings

## Would the site be useful or enjoyable to you?

Yes – 92.86%

No – 7.14%

# Survey Results of Users

**Would the site be useful or enjoyable to you?**

Yes – 92.86%

No – 7.14%

**How does this beta site compare to other similar sites you visit? (1-5, 1 much better, 5 much worse)**

1 – no ratings

2 – 62% (better)

3 – 38% (about the same)

4 – no ratings

5 – no ratings

# Survey Results of Users

**How often would you like to be notified of site discussions, new happenings and updates?**

Once a week – 71.43%

Once a day – 28.57%

Every update – 0%

**Are you aware of the mentorship opportunity with a Cornell professor?**

Yes – 77.28

No – 22.22

# Next Steps for CollabSpace

## Three key needs to go to the next step:

1. Updated User Interface: We have a running list of requests that the beta can't manage. Beta was tested for 12 months.

New features to be added\*:

- Project Updates easily managed
- Mentorship function explained and built better
- Award system for current users when they help someone or answer questions/give advice.
- Multiple affiliations to a project.
- Adding more than a “comment button,” but more of a Like, Other emoticons to share sentiment.
- Skills videos

*\*The build would be done by iFactory, Boston, who knows the site in depth and built the Beta for us.*

# Next Steps for CollabSpace

## 2. Will hire a few more students as employees to:

Engage with the users. See if there are ways to get more people to Volunteer, or tie to Engaged Cornell for Grant money, or to share interesting stories about how our students are engaged with these other potential students, high school and beyond.

Encourage the mentorship relationships. Build out the matching functionality better for this. Clarify this relationship, potentially a how to video with a mentor?

Build the “how to” section that people have requested for a while, and something that our competitors have already.

## 3. Promotion of the site more generally. Will use current Social Media spend to accomplish this as well as our alumni CEAA and ECC members.

# Beta CollabSpace Site

The screenshot shows a web browser window displaying the Cornell Engineering CollabSpace website. The browser's address bar shows 'ceifactorytest.ning.com'. The website header features the 'CornellEngineering | CollabSpace' logo and a search bar. A navigation menu includes links for HOME, PROJECTS, DISCUSSIONS, MEMBERS, MENTORING, and MY PROFILE. The main content area is set against a background image of a busy engineering lab. A central text block welcomes users and describes the site's purpose. Below this is a red button labeled 'Download instruction guide'. A 'Featured Projects' section highlights 'Robots Playing Rock Band' with a small image and post details. On the right, a 'Current Activity' sidebar lists recent user actions, such as profile updates and new members joining the site. The Windows taskbar at the bottom shows various application icons and the system clock indicating 3:47 PM on 10/26/2015.

CornellEngineering | CollabSpace

HOME PROJECTS DISCUSSIONS MEMBERS MENTORING MY PROFILE

Welcome to CollabSpace! This is a place for people who like to make things. Here you can **interact**, learn about different engineering disciplines, share **projects**, receive **mentoring** from Cornell professors and alumni, and become part of a community of people who share your strong interest in creating. You can follow your curiosity, share your strengths, and improve your skills.

The world is facing many challenges and, in many cases, engineers will be the ones who push the limits of imagination and challenge the way things have always been done. In CollabSpace, future engineers learn the skills that will help them engineer the future.

Download instruction guide

**Featured Projects**

**Robots Playing Rock Band**  
Posted by Dawn S. McWilliams on September 21, 2015 at 11:48am in Robotics

**Current Activity**

- Kyler Ruvane updated their profile photo  
Sep 27
- Kyler Ruvane and Andrea Ippolito joined Cornell Engineering | CollabSpace  
Sep 26
- Candy Lin is now a member of Cornell Engineering | CollabSpace  
Welcome Them!  
Sep 24
- Charles Zhang and Yuchen Dong joined Cornell Engineering | CollabSpace  
Sep 22
- Leandro Ochoa updated their profile  
Sep 22
- Leandro Ochoa and Andrei Talaba joined Cornell Engineering | CollabSpace

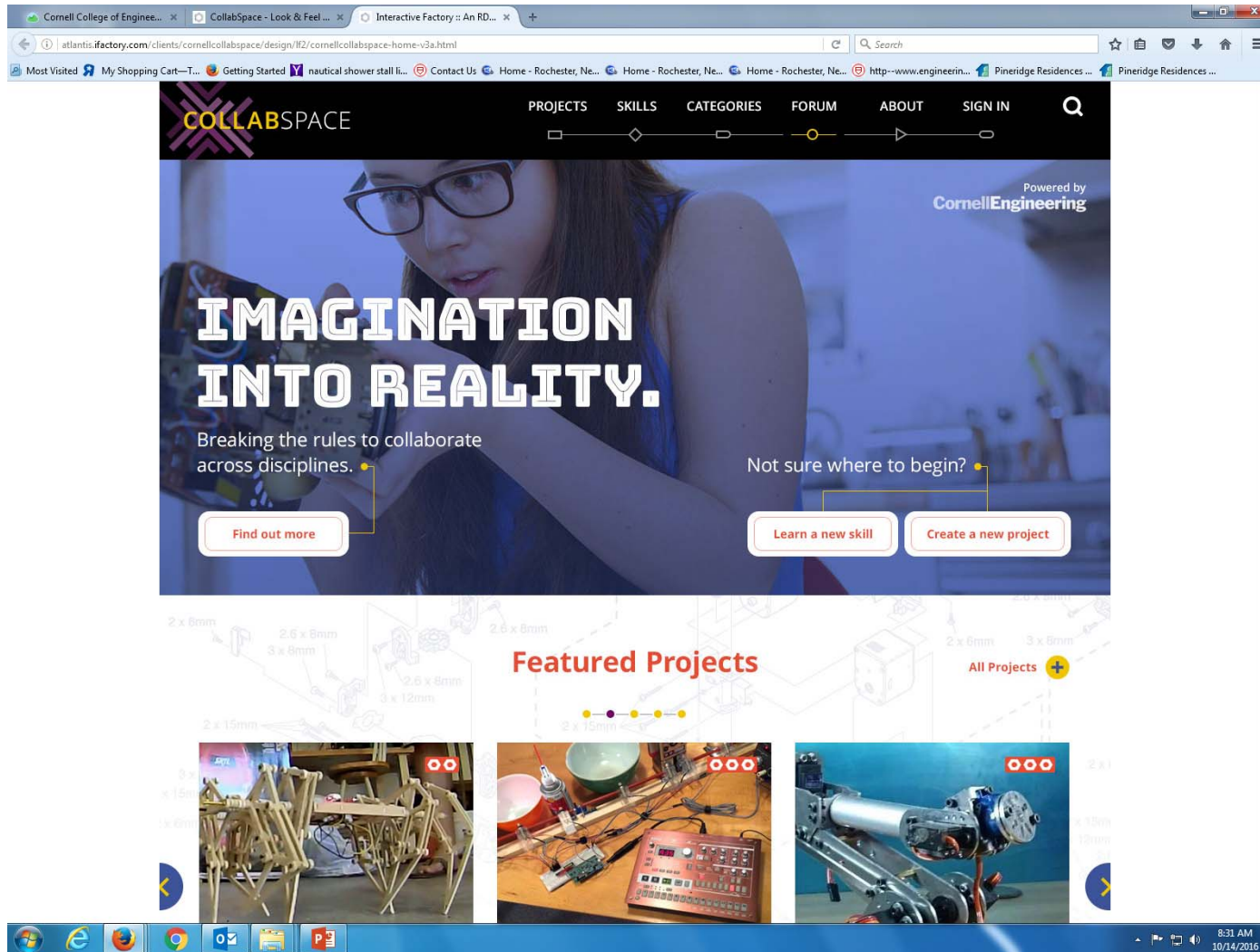
3:47 PM 10/26/2015



# Generous Donation

CollabSpace support is now generously provided by the:  
**Charles S. and Millicent P. Brown Family Foundation**

# New Designs and Functionality




Cornell College of Engine... x CollabSpace - Look & Feel... x Interactive Factory :: An RD... x +

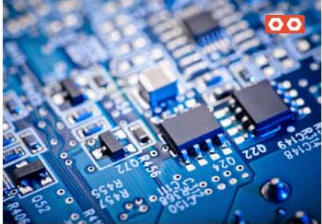
atlantis:ifactory.com/clients/cornellcollabspace/design/ff2/cornellcollabspace-home-v3a.html

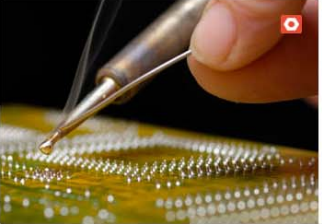
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All Skills +



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- 


Soldering Basics
- 


How to Seal Electric Paint


## Popular Categories


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- 

Bioengineering
- 

Robotics
- 

Circuit Boards
- 

Sustainability

Community




8:32 AM  
10/14/2016

Cornell College of Engine... x CollabSpace - Look & Feel ... x Interactive Factory :: An RD... x +

atlantis.ifactory.com/clients/cornellcollabspace/design/ff2/cornellcollabspace-home-v2a.html




Community Our Community +

**MAKER PROFILES**

-  **Chas Frick**  
Chadds Ford, PA
-  **Jason Fung**  
Los Angeles, CA
-  **Sarah Johnson**  
Toledo, OH


and 11,356 others →

**CORNELL EXPERTS**

-  **Vaidehi Garg**  
Ithaca, NY
-  **Eric Dooley**  
New York, NY
-  **John Alexander**  
Ithaca, NY

and 45 others →

**CONTESTS**



**The Cornell Makers Cup**  
Win the opportunity to take your innovative ideas to the next step.

CollabSpace Cornell Experts are here to help mentor you with your projects and answer questions about the world of engineering. [Connect with an Expert](#)

**Recent Activity** More +

8:32 AM 10/14/2016

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CollabSpace Cornell Experts are here to help mentor you with your projects and answer questions about the world of engineering.


[Connect with an Expert](#)


### Recent Activity More +


 **Tony Simone** is now a member of Cornell Engineering | CollabSpace  
**Welcome Them!** OCT 15

 **Vaidehi Garg** commented on **Matthew St Jean's** project **Liquid Fuel Rocket Engine**  
"Hi Matthew,  
Are you still working on this project? How is it coming along?" OCT 4

 **Vaidehi Garg** commented on **Annie Lane's** project **TED: The Translating Educational Device**  
"This sounds like a great project! I am currently helping Cornell's Language Resource Center develop interactive materials for..." SEP 9

 **Wockl\_8** commented on **Annie Lane's** project **TED: The Translating Educational Device** OCT 8

 **Chris Dawson** liked **John Marcao's** project **E-FIRE: Electric Field Instrument Using Radiated Electrons** SEP 23



8:33 AM  
10/14/2016



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SEP 23

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"This sounds like a great project! I am currently helping Cornell's Language Resource Center develop interactive materials for..."  
SEP 9



**READY TO START MAKING?**

[Join Us](#)

**COLLABSPACE** REPORT AN ISSUE TERMS OF SERVICE LEGAL

Powered by **CornellEngineering**

Support generously provided by the Charles S. and Millicent P. Brown Family Foundation

8:33 AM 10/14/2016

# Moving Forward

- Cornell Engineering to consult with and secure approval of Cornell University attorneys on CollabSpace community and integrate further recommended language into Site Terms & Conditions.
- Crystallize design, functionality needs by December 2016
- Content curation team to start meeting to source content and how to videos.
- Build site for soft launch by CALC –February 4, 2017

# Brand Update:

## Questions?

### Social Media

Are you engaged on Social Media?

Are you following us?

What do you like?

What do you think we should add?

### Public Relations

Have you noticed the increased in media relations?

What other media would you like to see Cornell Engineering featured?



# Brand Update:

## Questions?

### On CollabSpace

Are you interested a being a mentor/advisor?

Do you have additional suggestions for the online site?

Do you have Makers/children/grandchildren who might want to be on the test site?