

How to Build a UC IT Community Online

Yvonne Tevis, Alexa Rivetti, Karishma Morabia (UCOP)

Why the UC IT Community Matters

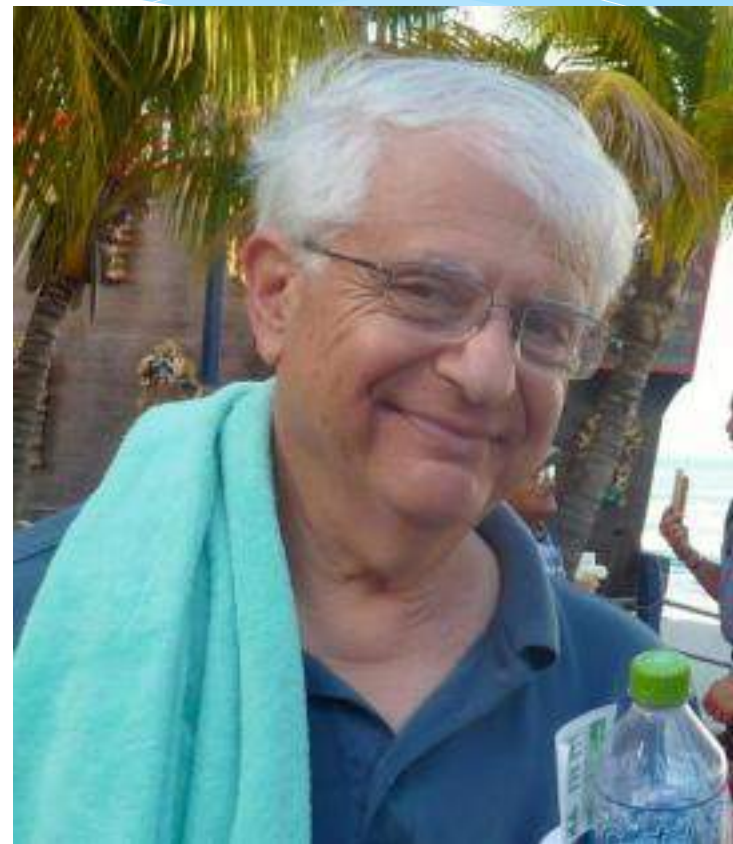


What We Cover

- * The science behind social media
- * Tools
- * How you can get involved

“The Strength of Weak Ties” (1973)

Dr. Mark Granovetter

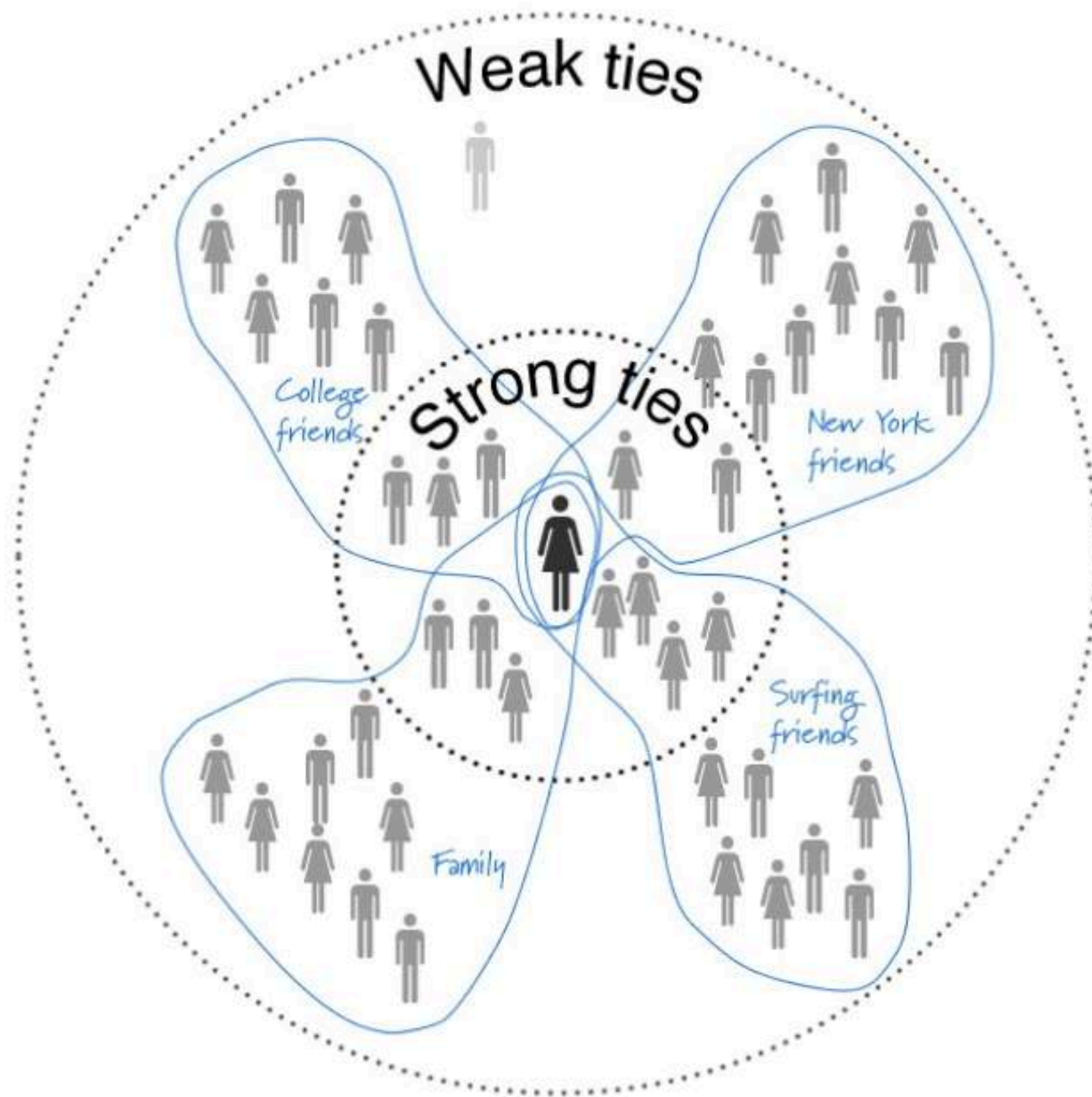


The Strength of Weak Ties

It is the people with whom we are least connected who offer us the most opportunity.

Defining Tie Strength

- * Strong Tie: Immediate family, spouse, best friend, closest co-workers.
- * Weak Tie: Facebook friend from high school, distant relative, colleague from different department or different campus
- * Latent Ties:



Weak Ties

- * Weak ties are more likely to provide access to unique information and resources than are strong ties. i.e., info on new job opportunities, as well as resources for collective action.
- * In diffusion processes, whatever is to be diffused can reach a larger number of people, and traverse greater social distance, when passed through weak ties than strong.

Source: Granovetter, Mark. (1973). The Strength of Weak Ties.

American Journal of Sociology 78(6): 1360-1380.

Tools

- * Twitter
- * YouTube
- * LinkedIn
- * UC IT Blog
- * Web Streamed Town Halls
- * Webinars
- * Growth Hacking Tools
- * Student Interns

The Twitter logo is displayed in a light blue, lowercase, sans-serif font. It is centered within a white rectangular area that is part of a larger blue graphic element at the top of the slide. The blue graphic has a wavy bottom edge on the left and a curved bottom edge on the right.

- * Twitter is great for networking at conferences! Don't forget to use #UCCSC2016
- * Average lifespan of tweet is only 18 mins
- * Used for both professional and personal accounts
- * Makes it easy to communicate with everyone from students to C-suite executives and celebrities



TWEETS **1,911** FOLLOWING **266** FOLLOWERS **440** LIKES **309** LISTS **1**



Following

Jenn Stringer

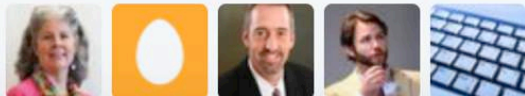
@jenn_stringer FOLLOWS YOU

Current Berkeleyan, former Stanfordite and NYUer, and always a beer wench. My opinions and tweets are my own.

Joined April 2008



56 Followers you know



Tweets Tweets & replies Media



Jenn Stringer @jenn_stringer · 2h

Nice overview! Cloud doesn't decrease costs, but improves stability. Amazon's Quiet Dominance of Higher-Ed LMS

THE CHRONICLE OF HIGHER EDUCATION



TWEETS 24K FOLLOWING 4,427 FOLLOWERS 3,991 LIKES 22.1K LISTS 80

Joe Sabado

@JoeSabado FOLLOWS YOU

Acting Exec. Director, Student Info Systems & Technology - #StudentAffairs #UCSB. Higher Ed Tech Leadership. Views posted are my own.

📍 Santa Barbara, California

🔗 joesabado.com

📅 Joined August 2010

Tweet to Message

👤 114 Followers you know



Tweets Tweets & replies Media

Joe Sabado Retweeted



UCSB VCSA @VCSAKlawunnUCSB - 2h

Integration of IT in Student Affairs at highest level thanks to SIS&T and Joe Sabado.





TWEETS 1,570 FOLLOWING 1,374 FOLLOWERS 2,568 LIKES 6,932

Tom Andriola

@Andriola_UC

CIO and Vice President at the University of California Office of the President ...
Top 100 Social CIO - Passionate about #HealthIT #HigherEd and of course #UC

San Francisco Bay area

cio.ucop.edu

Joined January 2011

155 Photos and videos



Tweets Tweets & replies Media

Pinned Tweet



Tom Andriola @Andriola_UC · Apr 25

Honored to be on @ValaAfshar's Top 100 Social #CIO list for the 1st time! It's been a great year huffingtonpost.com/vala-afshar/20 ...

Retweets 6 Likes 12



Tom Andriola @Andriola_UC · 2h

Visit to organic farm serves up life lessons for UC students link.ucop.edu/2016/04/18/vis ...

Retweets 1 Likes 3



Tom Andriola @Andriola_UC · 5h

Donna Yamasaki talks about UC's new #pension plan: Redwood, named



Alexa Rivetti
@LexiRivetti



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"They see me rollin',
They hatin'"

-@bhorowitz on how to overcome the haterz
and be a dope entrepreneur @CenteratCal



RETWEETS
3

LIKES
4





- * Increases awareness because people are likely to stay on your website longer when they are watching a video
- * It appeals to multiple senses
- * Best way to get a feel of an event or make a message more personal
- * Nowadays, videos are pretty cheap to make thanks to innovative technology



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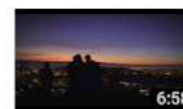
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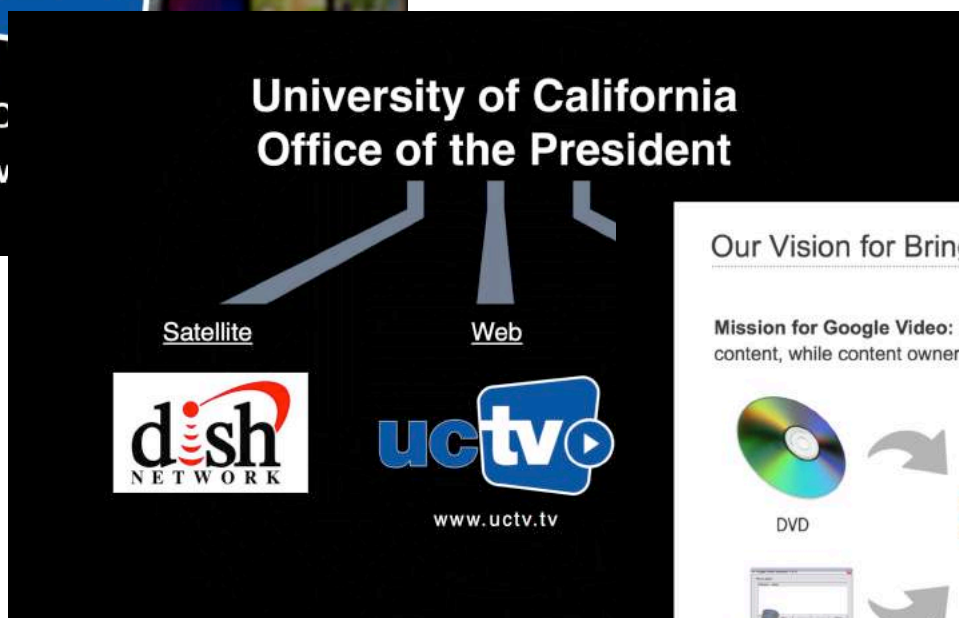


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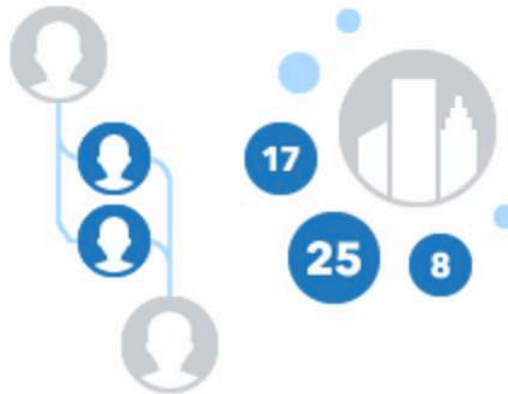
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https://www.youtube.com/watch?v=5D11e424M_Q



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Building a New Pension System for UC

Guest Blogger June 2, 2016 0



Posted by Donna Yamasaki, senior application manager, Information Technology Services, UCOP. The University of California Retirement Plan (UCRP) is a tax-qualified defined benefit plan with multiple tiers and membership classifications and approximately 250,000 total members. UCOP administers the program and...

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- * Interview for the UCCSC movie! It's fun 😊
- * Host a webinar
- * Post a conversation on the LinkedIn group. Don't be afraid to ask questions there.
- * Connect with everyone you meet at the conference on LinkedIn!
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Ellen DeGeneres ✓
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