

HARVARD  
UNIVERSITY



# **Out of the Ivy, Into the Mobile Future: A Master Class in Harvard's Digital Communications**

*Presented at PR News, Digital PR Summit*

Perry Hewitt

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# Communications have shifted

A screenshot of a Twitter post from @Harvard University. The tweet text reads: "Mini-lectures from Harvard faculty are available for download on Harvard's iTunes U channel [hvrld.me/ik8Ex3](http://hvrld.me/ik8Ex3)". It includes a retweet count of 28 and a list of users who retweeted. The background of the tweet is a photo of a red brick wall with the letters "HARVARD" carved into it.

twitter

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Updates on teaching, research, life & learning @Harvard in Cambridge and around the world

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**@Harvard**  
Harvard University

Mini-lectures from Harvard faculty are available for download on Harvard's iTunes U channel [hvrld.me/ik8Ex3](http://hvrld.me/ik8Ex3)

28 Sep via SocialFlow ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by [mtuzel](#) and 19 others

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For everyone, even in Harvard Yard





Where today, social looks a lot like this

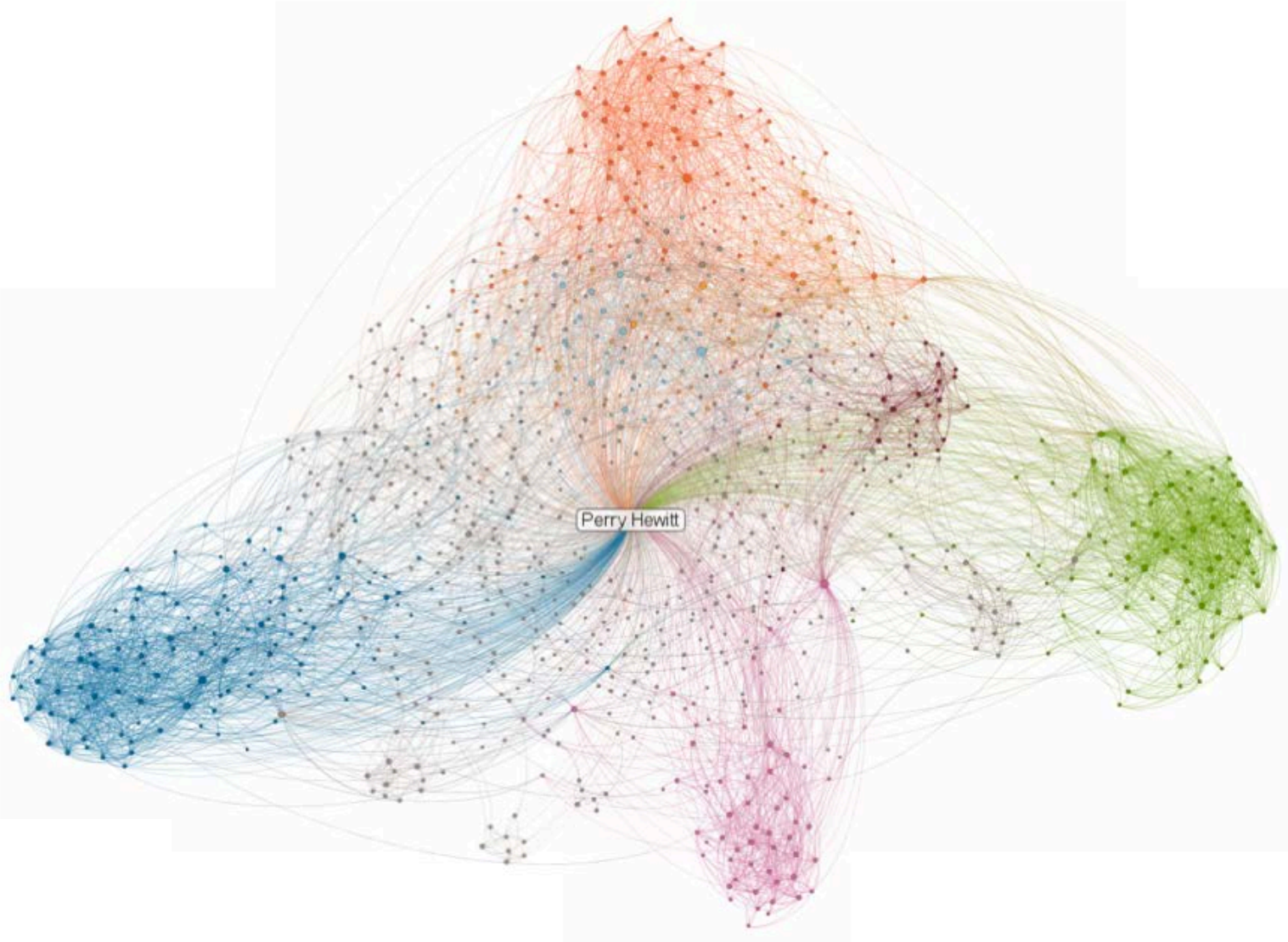


And also like this





# Information spreads through peer to peer networks



# As do news and tastes

Frequency of use for news & information	Social networks	Internet	Mobile
Daily	56%	33%	31%
Several times a week	20%	32%	19%
About once a week	7%	18%	11%
Less than once a week	6%	12%	13%
Never	10%	6%	27%

In 2007, only 8 percent of teens got news and information from device and 67 percent had never used a cell phone for news.



**Libby Morgan** Hey, you know all those rubber squirt toys your kids play with in the tub? Yeah? Well they're all filled with mold...



**Jesse Thomas** shared Dan Birdwhistell's photo.



**Hans Masing** Is *\*every\** Comcast 'account executive' a total moron?



**Robert Scoble** is listening to Jailbreak by Thin Lizzy on Spotify.

“Frank is watching “The Hangover,” Jane is listening to Jay-Z, Mark is running a race wearing Nike sneakers, and so forth. That in turn, Facebook and its dozens of partner companies hope, will influence what Frank and Jane and Mark’s friends consume.”

**In this new social environment, institutional messages resonate less**



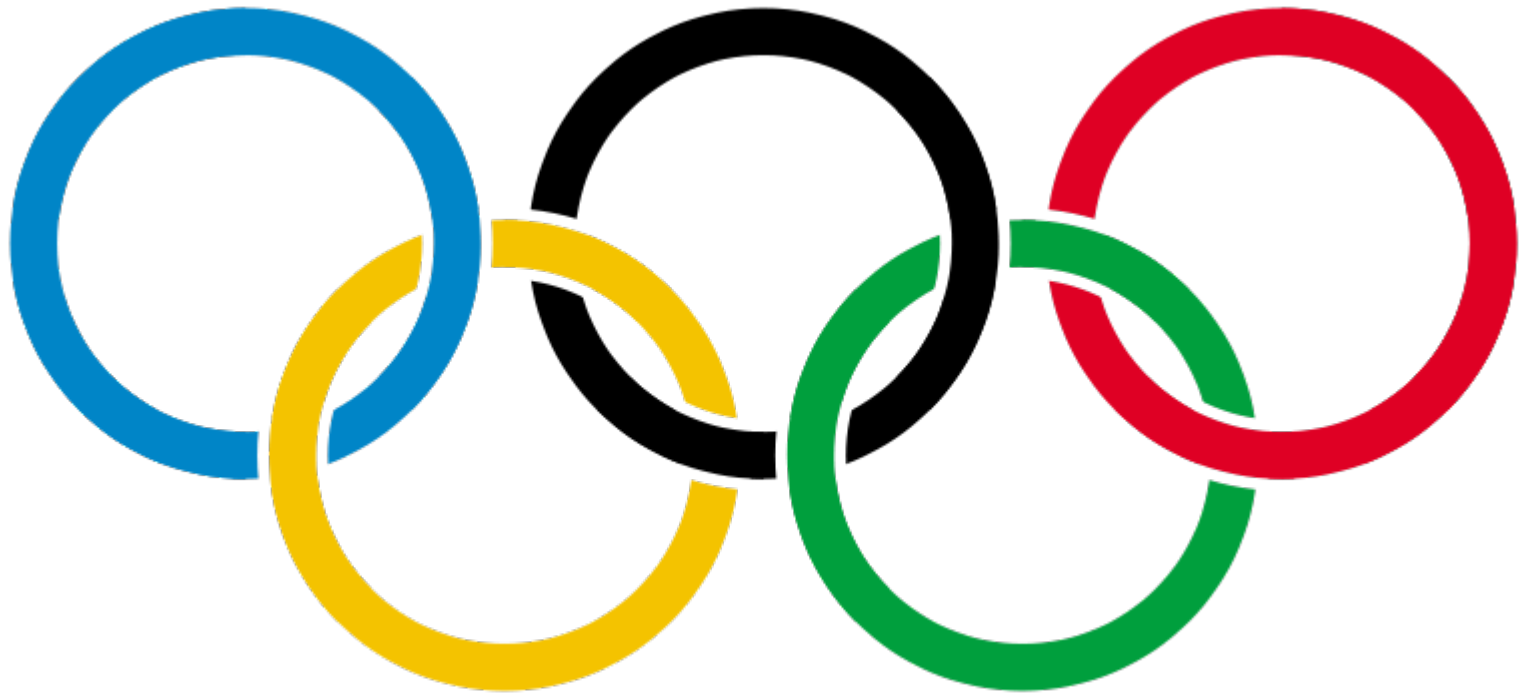
**than personal ones do**



Meet your new brand management colleagues

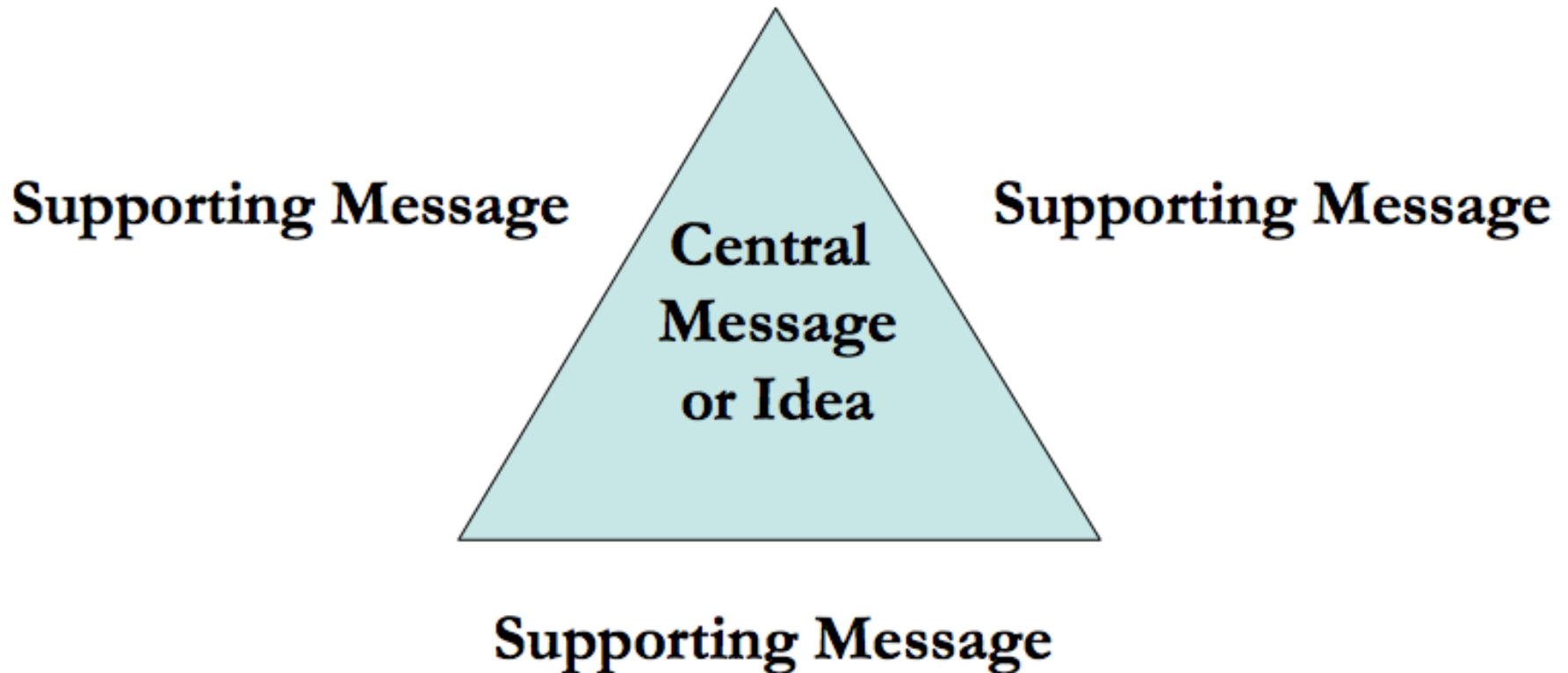


**Think of them as inter-related  
circles of everyone**



**(for us: faculty, students, alumni, staff, public)**

# Messaging is still a critical component

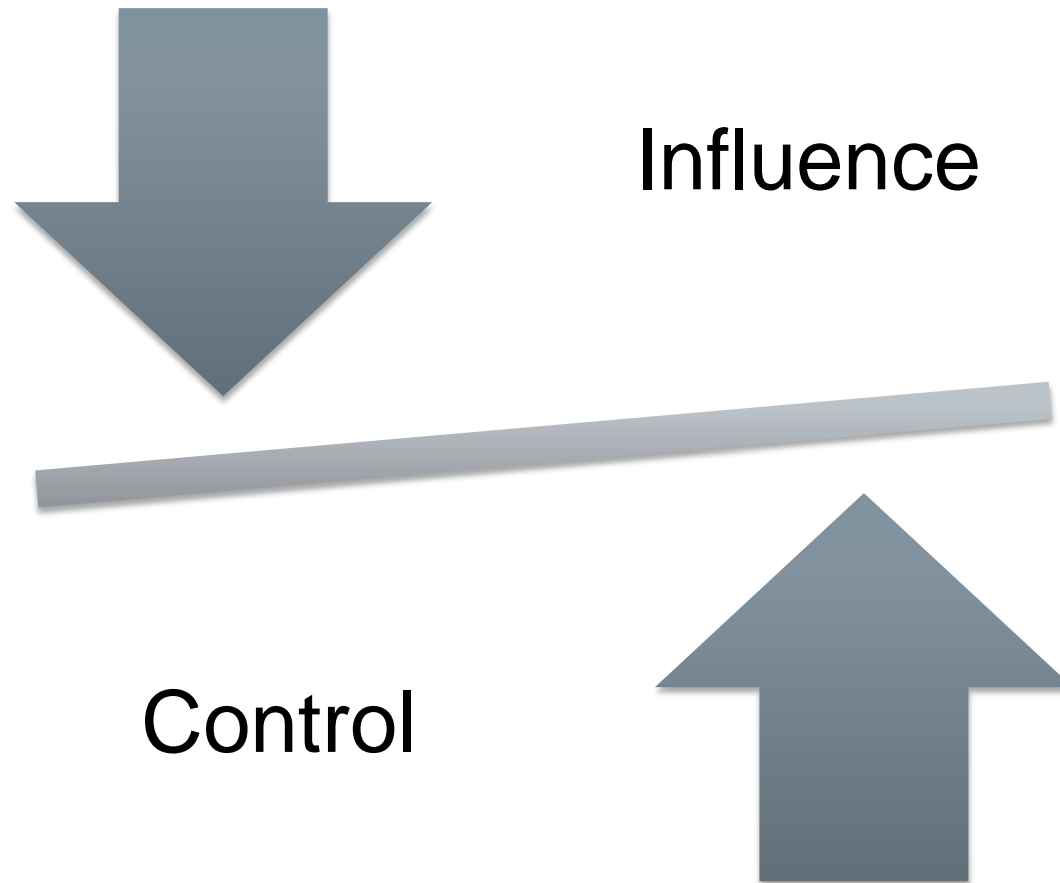


## Some would argue, more critical than ever

**Data smog** is not just the pile of unsolicited catalogs and spam arriving daily in our home and electronic mailboxes. It is also information that we pay handsomely for, that we crave--the seductive, mesmerizing quick-cut television ads and the twenty-four-hour up-to-the-minute news flashes. It is the faxes we request as well as the ones we don't; it is the misdialed numbers and drippy sales calls we get during dinnertime; but it is also the Web sites we eagerly visit before and after dinner, the pile of magazines we pore through every month, and the dozens of channels we flip through whenever we get a free moment.



# But there's a necessary rebalancing of communications strategy



# As well as for the tools of communication





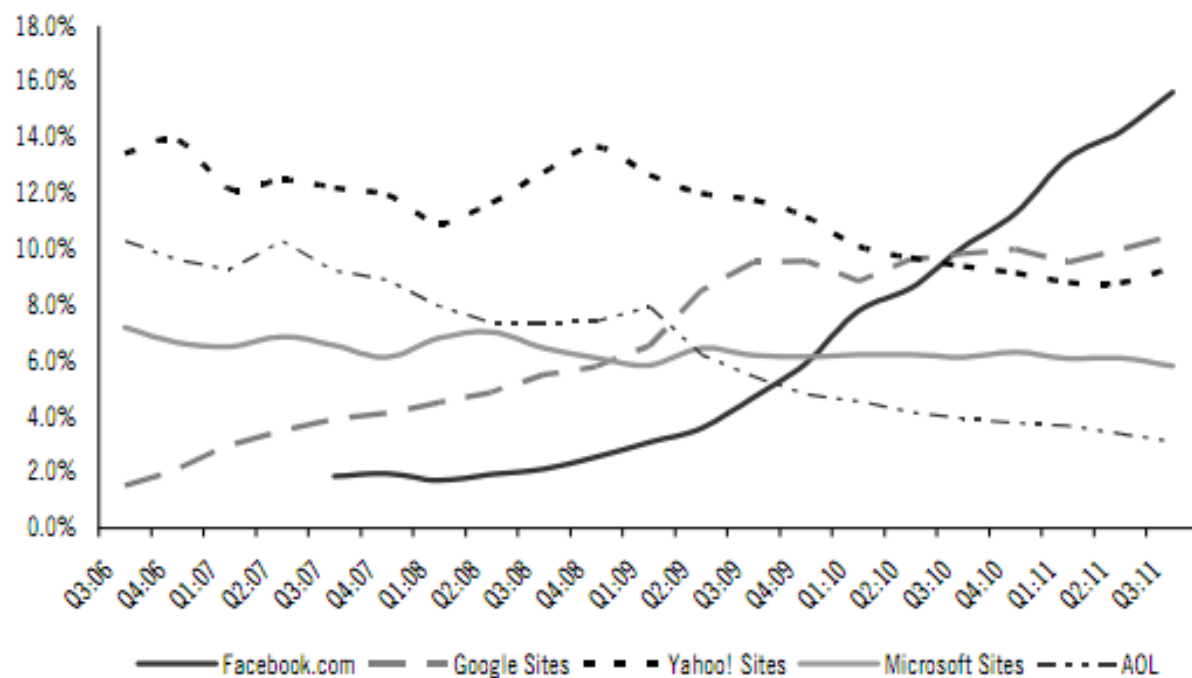
# Seven steps to advance

1. Get buy-in
2. Show, don't tell
3. Follow the users
4. Corral the content
5. Integrate, don't isolate
6. Get guidelines
7. Partner up

# 1. Get buy-in

Achieve buy-in for strategy from leadership based on data, not anecdote.

Figure 6. U.S. Share Of Time Spent Online



Source: Citi Investment Research and Analysis

# 2. Show, don't tell

**HARVARD UNIVERSITY**

Harvard University Harvard's Channel [Subscribe](#) [All](#) [Uploads](#) [Playlists](#) [Arrange Playlists](#)

**Science and Cooking**  
This public lecture series discusses concepts from the physical sciences that underpin both everyday cooking and haute cuisine. Each lecture features a world-class chef who visited and presented their remarkable culinary designs. Ferran Adrià p... [More info](#)

- Science and Cooking: A Dialogue | Lecture 1**  
Harvard - 7,803 views  
2:06:11
- Sous-vide Cooking: a State of Matter |**  
Harvard - 2,235 views  
1:55:53
- Brain Candy: How Desserts Slow the**  
Harvard - 3,134 views  
1:42:53
- Olive Oil and Viscosity | Lecture 4**  
Harvard  
1:16:47
- Heat, Temperature and Chocolate | Lecture 5**  
Harvard - 896 views  
1:38:03
- Reinventing Food Texture & Flavor |**  
Harvard - 1,932 views  
1:32:30

**Olive Oil and Viscosity | Lecture 4**  
From: Harvard | November 10, 2010 | 2,817 views  
Speaker: Carlos Tejedor (Via Veneto)  
Location: Science Center D  
[... \(more info\)](#)  
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## What's your story?

For 275 years, Harvard's story has been shaped by the people who live, learn, and look to within and beyond its walls. Harvard Stories is an effort to collect, share, and preserve the individual stories of those people whose stories are inextricably woven with that of the University. Did you have a professor whose advice you follow to this day? Did you meet a classmate or team member who remains an important part of your life? Were you inspired by a place, an idea, or the people you've met here? Did your experience open doors for you or change your expectations? [Share your story.](#)

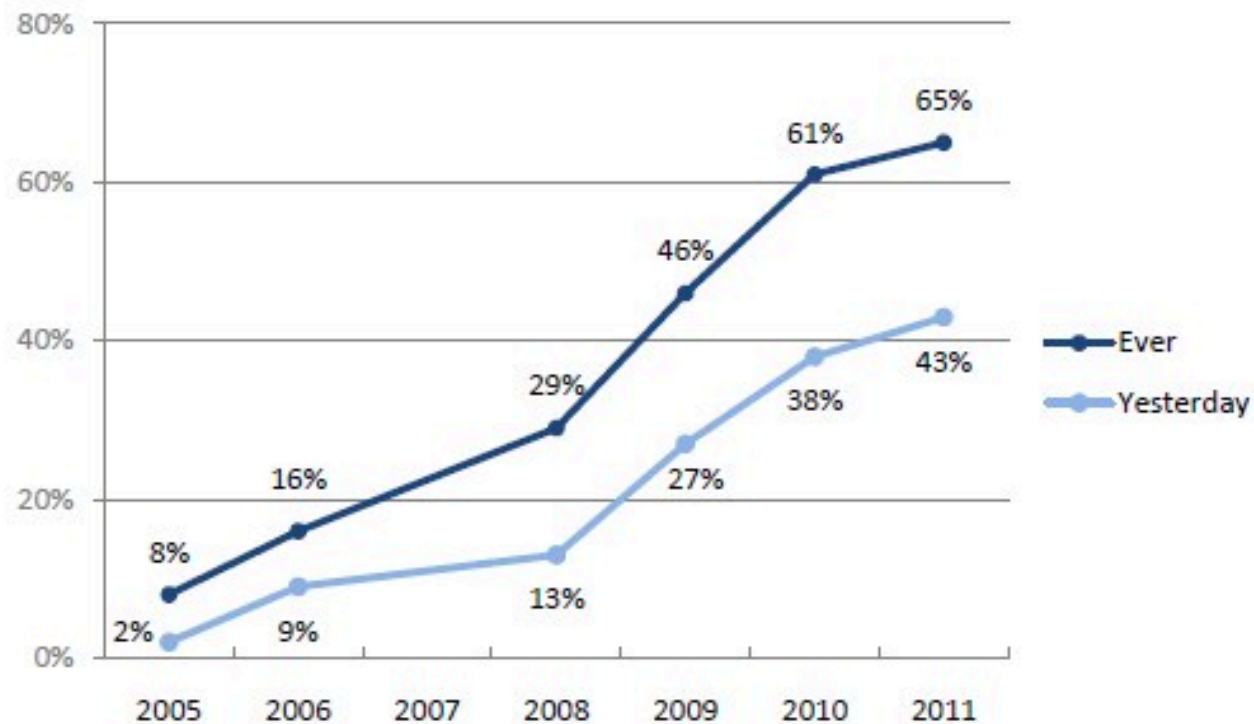
**HARVARD STORIES**  
Veritas Verbatim.



# 3. Follow the users

## Social networking site use by online adults, 2005-2011

The percentage of all adult internet users who use social networking sites since 2005



Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

# 4. Corral the content

aggregate  
+ syndicate

+ (sometimes) automate  
= amplify

The screenshot displays the Harvard University website's homepage. At the top, there is a navigation bar with links for 'Apply to Harvard', 'Faculty', 'Staff', 'Students', 'Alumni', 'Parents', 'Visitors', 'Media & Press', and a search bar. Below this is the Harvard University logo and a secondary navigation bar with links for 'About Harvard', 'Admissions & Aid', 'Schools', and 'Resources & Offices'. A main banner features a red background with the headline 'University Professors named' and a sub-headline 'HENDERSON, MELTON CITED FOR DEDICATION TO BROAD-BASED TEACHING'. Below the banner is a carousel of featured events, including 'Concert by the Silk Road Ensemble with Yo-Yo Ma', 'Harvard - Longwood Bike Fair', 'Africa in Roman Epic', and 'Six Decades of Korean Studies at Harvard'. The main content area is divided into several sections: 'PUBLIC SERVICE' with an article about 'HuffPost, the Web and the Campaign of 2012', 'Jazz at Harvard' featuring a video player and text about Andrew Kennard, and 'Madrick's 'Age of Greed' blames Wall St. 'in league' with Washington'. Below this are 'SOCIAL CHANNELS' with a tweet from @HARVARD about Observatory Night lectures, and 'UNPARALLELED STUDENT EXPERIENCE' with an article about Chambers committing to Harvard. A final section titled 'Sustainability at Harvard: We are a living lab' includes a video player and text about a video tour through five case studies.

# 5. Integrate, don't isolate

## Latest Activity



Jennifer Hodge shared Doggone that stresses last Thursday



Cesar Brea shared The battle for medicine soul. on Sunday



BD Colen shared Touchdown, Fitzpatrick. Friday



Marsalis in motion Tania DeLuzuriaga, BD Colen and 610 others

Recommend 655 Send

Tweet 9

+1 3

356

## All Harvard Social Media

Social sharing is everywhere, within and beyond Harvard. This dashboard provides a taste of some of the social activity in the Harvard community. Browse our latest tweets, posts, and videos, and find a social directory with a broader selection of Harvard-affiliated accounts.

### FEATURED UPDATE

RT @kennedy\_school: Join the HKS 75 Alumni Memories Facebook page & share your Harvard Kennedy School moments! #hks75 <http://ow.ly/6EXRF>

5 HOURS AGO



Follow @HarvardAlumni  
Harvard Alumni

### MORE UPDATES



@Harvard Harvard University  
Steiker In The New Republic: Death Penalty Opponents Are Closer to Goal Than They Realize [#law](http://hvr.me/rs4OYv)  
34 Minutes Ago via Twitter



@Harvard Harvard University  
Observatory Night lectures. Harvard-Smithsonian Center for Astrophysics Fall public events schedule online: <http://hvr.me/okL6La>  
1 Hour Ago via Twitter



@HarvardAlumni Harvard Alumni  
Experience #Harvard Stadium with narration by John Powers AB'70 <http://ow.ly/6GiYc> (video) via @harvardcrimson  
2 Hours Ago via Twitter



@Harvard Harvard University  
RT @peabodymuseum: WATCH great videos on #HarvardYard #archaeology excavation this summer. <http://hvr.me/oXvbUv>  
2 Hours Ago via Twitter



@Harvard Harvard University  
Constitution Day 2011: Feldman, Palfrey offer some reflections [#law](http://hvr.me/ogJgW)  
3 Hours Ago via Twitter



@GreenHarvard GreenHarvard  
Health/Climate Change: 7 Ways You Are Being Harmed from Paul Epstein, assoc dir @Harvard Center 4 Health & Global Enviro <http://ow.ly/6ETOL>  
4 Hours Ago via Twitter

## Don't Miss



Eliot House

SEPTEMBER 26, 2011

## Recent Videos



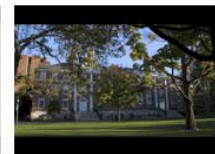
Eliot House



What do the Romans have to offer to the class of MMXV, and




Connected: The Surprising Power of Our Social Networks and



Harvard Remembers 9/11

SEE ALL

# 6. Get guidelines

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## Harvard Identity Guidelines

**SITE ADMIN** 

[Main](#)

[Signature & Elements](#)

[Web](#)

[Multimedia](#)

**Social Media**

[Getting Started](#)

[The 4 Ms of Social Media](#)

[Resources to Amplify Your Voice](#)

[Print](#)

[Design Manual](#)

[Help](#)

[375th Anniversary](#)

## Social Media

### Social Media Guidelines

**Social media** is a powerful vehicle that enables the University to disseminate relevant Harvard news to the world, listen to voices and perceptions about Harvard, and connect with our audiences online. However, navigating the world of social media can be confusing with constant changes in platforms, technologies, and communities.

These guidelines will serve as a reference for how we represent Harvard entities on the web in a consistent way. It is important to note that this will be a living document, which will reflect Harvard's current needs and adjust to future changes in social media.

Please note this section is not the University's social media policy, which is forthcoming from a University-wide committee led by Human Resources.

In this section you'll find:

- [Getting started](#)
- [The 4 Ms of social media](#)
- [Resources to amplify your voice](#)

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Holyoke Center, 1350 Massachusetts Avenue, Cambridge, MA 02138

# 7. Partner up

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- Trailers
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- Contests

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4 weeks ago  
49,226 views  
CambridgeUniversity

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JFK 50 12:19

Let the Wo...  
Many faces the 50th anniversary of John F. Kennedy's address.  
208 views

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JUSTICE WITH MICHAEL SANDEL HARVARD UNIVERSITY

SAPERE AUDE An Academic Study of World Religions  
EASTERN MICHIGAN UNIVERSITY

Entrepreneurial Thought Leaders

EDUCATORS CORNER Stanford Technology Ventures Program

Letteratura Italiana 3  
Università di Napoli Federico II

NOTEWORTHY See All >

1. Inten... SIT TV  
2. The a... Profet...  
3. Chapt... Lewis  
4. 1. In... Alan C...  
5. Begin... Great

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Science & Cooking HARVARD School of Engineering and Applied Sciences

CONNECTIONS

Shakespeare firstfolio UNIVERSITY OF OXFORD

OpenLearn



# Digital Rx: Seven steps to advance

1. Get buy-in
2. Show, don't tell
3. Follow the users
4. Corral the content
5. Integrate, don't isolate
6. Get guidelines
7. Partner up



**Thank you.**

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