

# Influencer Marketing:

## Seek out & build rapport with brand ambassadors

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#PRNews

# Where it started

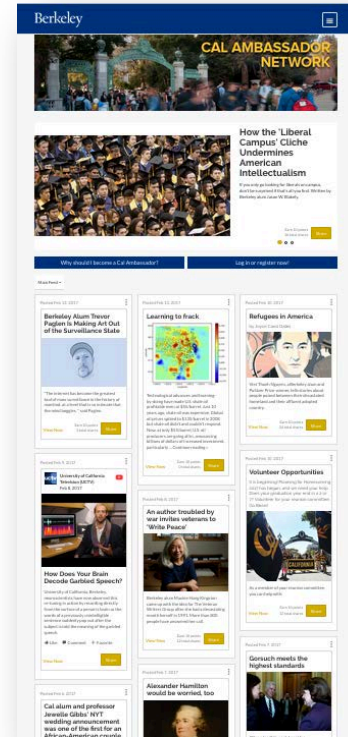


We support philanthropy at the University of California, Berkeley

- Wanted to formalize social media efforts
- Create new engagement and deepen existing engagement
- Support our philanthropic efforts

# Criteria for user experience

- Easy to register & use
- Mobile experience
- Strong user control
- Robust admin tools
- Monthly competition for prizes



# Preparing for launch

- Identify business objectives and map strategy
- Develop policies
- Tap into existing supporters & their networks
- Integrate into existing data systems
- Create project plan for launch
- Create project schedule for post-launch activities

# Planning for post-launch

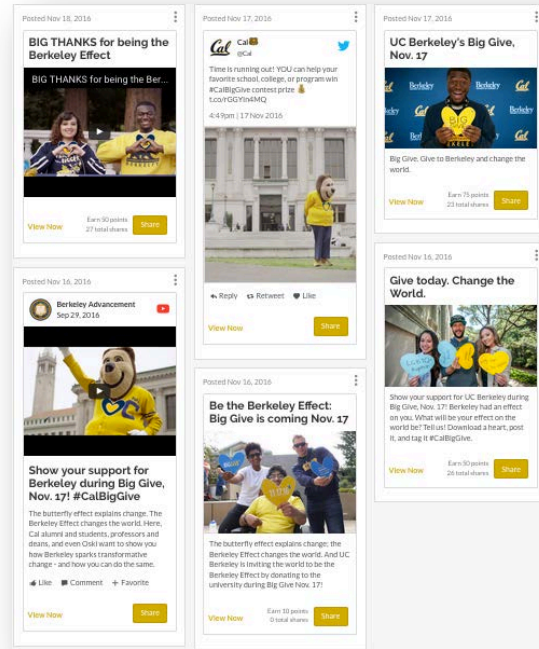
- Identify ambassadors & content
- Determine key performance indicators
- Establish long-term, two-way communication that lasts past a single campaign
- Track influencer communications over time to evaluate and build upon existing relationships

# Use Case: Big Give




# Cal Ambassador Network

- Social media friendly fundraising program
- Support publicity leading up to event, event, and thank you phases
- Big Give social media contests during event
- Engage with our supporters & ask them to amplify our reach




# Shares by ambassadors



**Laurie Ferris**  
Communications Strategist 2mth

Show your support for UC Berkeley during Big Give. Make a gift to International House and share the love! ❤️



Give today. Change the World.  
ambassador.berkeley.edu · Show your support for UC Berkeley during Big Give, Nov. 17! Berkeley had an effect on you. What will be your effect on the world be? Tell us! ...



**Tyler Hofinga**  
November 16, 2016 · VoiceStorm · 🌐

UC Berkeley Big Give, Nov 17, <https://biggive.berkeley.edu/> #CalBigGive



**UC Berkeley Big Give 2016**  
From the smallest gift to the biggest, your generosity to Berkeley holds truly transformative power in the lives of our students, faculty, and the world at large.

AMBASSADOR.BERKELEY.EDU



**Angel-Max**  
@Angel2daMax 🔒

Following ▾

Show your support for Berkeley today, Nov 17!  
[BigGive.berkeley.edu](https://biggive.berkeley.edu/) #CalBigGive



**The Berkeley Effect - YouTube**  
The butterfly effect explains change. The Berkeley Effect changes the world. Here, Cal alumni and students, professors and deans, and even Oski want to show ...

youtube.com



# Results

- Big Give 2016 content responsible for almost 1,000 clicks
- One post accounted for almost 30% of those clicks
- Engagement was higher in 2016 over 2015
  - 93% more clicks
  - 22% more reactions

# Tips

- Assess your objectives
  - What are your goals? Who is your audience?
  - Do you have executive buy-in?
  - Do you have resources?
- Develop strategy
  - What is your schedule?
  - How can you integrate with existing processes?
- Identify your key performance indicators
  - How can you measure them?
  - How can you share with your executives?
- Integrate relevant data with in-house systems



# Thank you

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