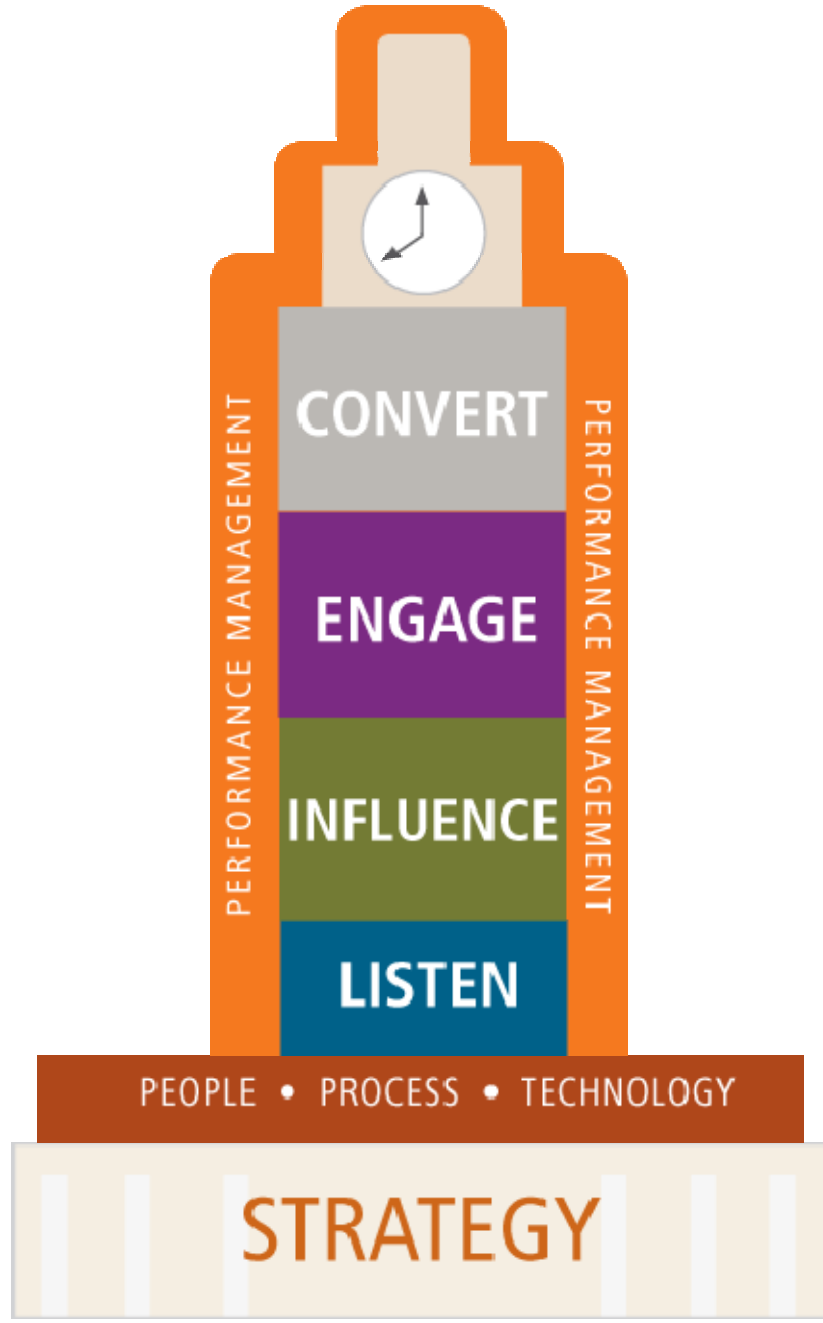


UT's Social Media Framework: A Strategic Approach

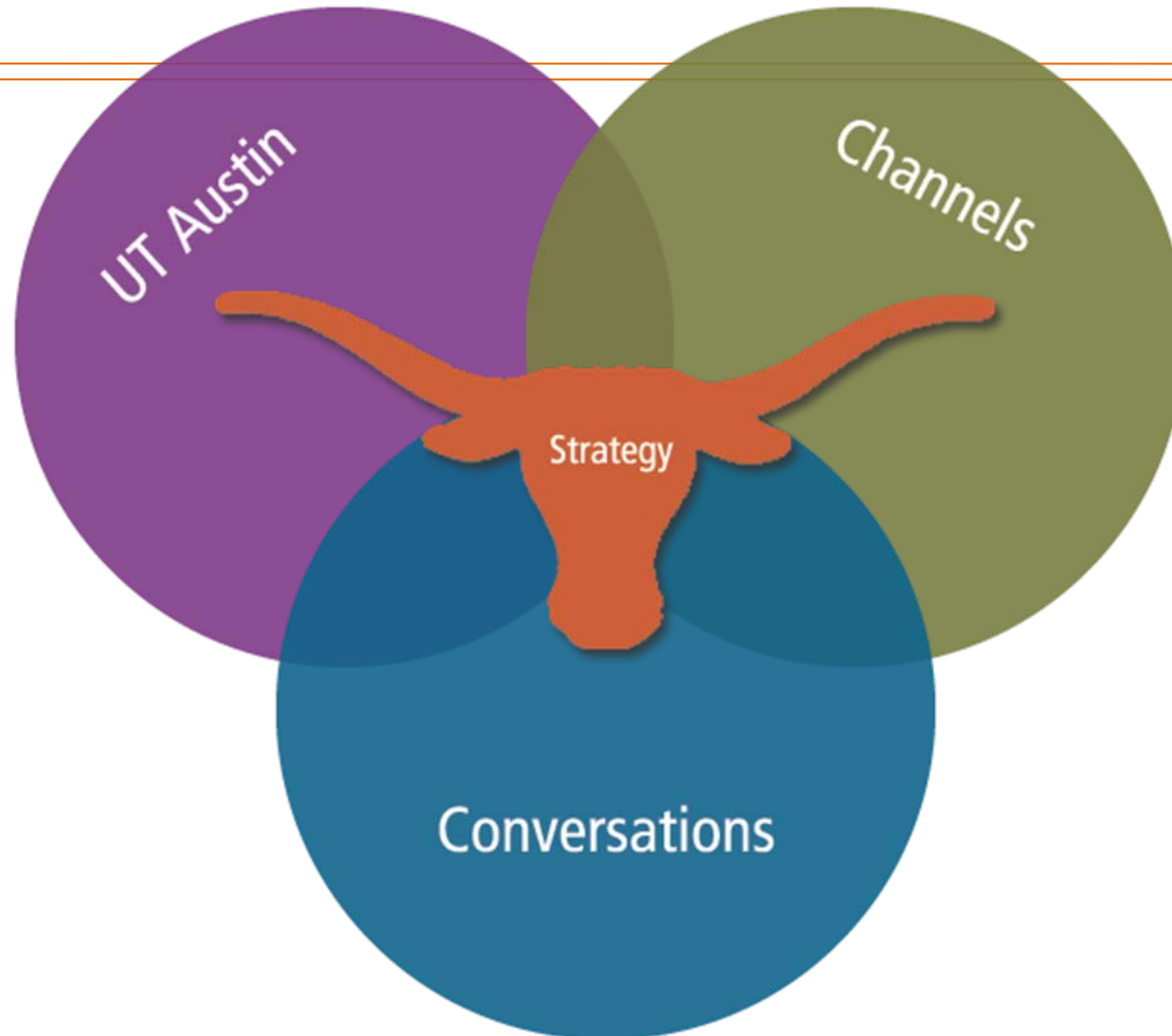
Paul Walker

Special Assistant to the President

@UT Social Media Framework



“Balance” is Key to Success



Social Media Strategy Project

1. Interview stakeholders on goals, objectives
2. Assess the online conversation, ID key influencers
3. Brainstorm with creative digital and social media pro's – listen, influence, engage, convert ideas
4. Define KPIs & Performance Mgt. approach
5. Package the program
6. Sell the program to stakeholders
7. Execute + Performance Management