Capstone Presentation

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In the beginning...

- We started out very excited and eager to get a ONA club up and running. We created a Twitter, Facebook and Wordpress right off the bat.
- A few days after that, we discovered we probably should have cooled our jets a little. Things we learned:
  - ONA Mizzou is a club not a chapter
  - All ONA logos must be given approval before they are used for social media purposes
  - All meetings and accounts should be communicated with ONA national
  - In order to request funding, ONA had to submit documents to ORG earlier in the year
First Meeting - Scott Woelfel

- Packed house including faculty
- Mr. Woelfel talked about the beginnings of CNN.com, future of news and where online news is going
The attendance for this event was low due to Spring Break the following week.

Jim Spencer and Alex Wharton spoke about how Newsy came to be.

They shared tips on how to start a business, what to look for and obstacles they faced down the road.

Students from all sequences.
Brown Bag - Social Media in Journalism

- Austin Kim (Broadcast) came up with the idea.
- Columbia Daily Tribune's Dave Matter, PowerMizzou.com's Gabe DeArmond, RJI Fellow Joy Mayer, and J-school faculty Amy Simons and Jen Lee Reeves were all members of the panelists.
- Around 73 people attended.
- The next day our video was in the top ten Google results for "Twitter and Journalism."
Changes in Social Media Strategy

- *Before*: Twitter, 1< time per day; Facebook, 1 post/day; Blog, twice/week
- We reached a point after spring break where we realized that this wasn't really working.
- Twitter was only successful method.
- Re-evaluated the purpose of each and devised a new social media plan.
Elections

- Elections were on Thursday, April 13th in Tucker Forum
- Each candidate told everyone a little about themselves and why they would be good for the position.
- After several voting cycles, the following admins were elected:

- For President, ONA Mizzou has elected Melanie Gibson (@MelroseGibson)
- For Vice President, ONA Mizzou has elected Ashley Crockett (@ACroquet)
- For Secretary, ONA Mizzou has elected Nicole Garner (@nl garner)
- For Finance, ONA Mizzou has elected Addison Walton (@addisonwalton)
- For Social Media, ONA Mizzou has elected Andrew Gibson (@AndrewGibson27)

(Pulled from our results blog post)
Social Media Strategy
Active Users by Days, Weeks and Months

Page View Activity

Total Tab Views:
- 932 Wall
- 24 Information
- 13 Photos
- 12 Discussion Boards
- 5 Wall | wall_admin

External Referrers:
- 12 google.com
- 9 twitter.com
- 6 onamizzou.wordpress.com
- 4 on.fb.me
- 3 bing.com
- 1 seismic.com
- 1 google.com.my
Aggregate Daily tweets

Aggregate Hourly tweets (CDT)

Your Tweet Timeline – 6.0 tweets per day (tpd) / 157 tweets this month

Total Tweets

Replies

Retweets
The Evolution of the Blog

- Wordpress is a landing page
- Brown Bag and Google
- Building "social authority"

Page Views by Month
Research

● Survey of other club leaders
● Best methods for running a club at Mizzou
● Results:
  ○ We have A LOT more social media than most other journalism organizations.
    ■ Facebook has only been used to send messages to group members instead of engaging an audience.
    ■ Twitter has only been used for meetings.
  ○ Election processes are very similar.