Enrich for universities
Using social media to increase engagement, reduce cost, and save time

hubbub.net/enrich
WHAT IS ENRICH AND WHY DO YOU NEED IT?

Enrich is a social media analytics tool, built by hubbub. It provides social media profiles, intelligence and demographics on your network with the aim to help you develop deeper understanding and more meaningful engagement.

Enrich delivers social information on your audience that is derived from the information you have stored in your email database. Examples include the networks they use, where they work, what their interests are, how big their social networks are and how active they are. You can use this information to create one-to-one communications or to target a specific group for online campaigns.

Enrich collects user information from Facebook, Twitter, LinkedIn, Google+, Klout and more

WHAT WILL YOU RECEIVE FROM ENRICH?

Using Enrich provides your university with Excel and CSV files showing the set of social media accounts and profiles associated with the individual input email addresses.

This data can easily be imported into The Raiser’s Edge, Microsoft Dynamics, and most other CRM systems.
ENRICH: USE CASES

Here are the top ways our customers are using Enrich:

1. DIRECTLY INCREASE YOUR SOCIAL MEDIA REACH

Start interacting with your audience on the social media platforms they personally use. Follow or favourite them on Twitter, like or add them on Facebook. Engagement rates are very high - our customers report an average of 26% of Twitter users follow their university back.

Connecting with your audience on social media is a valuable long-term investment: it provides an additional point of contact. A broad group of followers on social media gives you increased reach for all the activities that you do. It also helps create trust through more regular, transparent interaction.
“I’m simply amazed with the results we’ve seen from Enrich: our Twitter followers have increased by over 50%! Working with Duncan and the team at hubbub has been a breeze. Their support, along with the excellent results we’ve had from Enrich, has really kick started the success of our social media presence. Enrich uncovered social media profiles for over 15% of our Alumni. It’s saved me countless hours of trawling the sites and produced far better results than I expected!”

ANNA SEMLER,
OLD STOIC SOCIETY DIRECTOR
2. REDUCE COST OF ADDRESS OR PHONE NUMBER CHANGES

People move home and change their email address and even phone numbers, but their Facebook or Twitter profiles never change. You can use Enrich data to:

- ask people by social media if mail or email is returned
- if you can’t reach someone during your telephone campaign, tweet them to arrange a phone call

“ENRICH IS IMMEDIATELY THE MOST USEFUL THING THAT WE COULD POSSIBLY DO - PEOPLE MOVE HOUSE BUT DON’T SWITCH FACEBOOK OR TWITTER ACCOUNTS”

ANDREW MONK
Deputy Director of Development & Head of Major Gifts at University of Bath

TOP TIP:

Don’t just Enrich alumni! Enrich current students and staff - this means you’ll always have a means of contact with them when they leave.
3. SEGMENT YOUR FUNDRAISING CAMPAIGNS

Enrich can identify demographic information about your users. This demographic information includes gender, age and location.

Demographic information is the basis of campaign segmentation. Simple segmentation includes sending different emails to users in different countries, to take into account different time zones or cultural factors, or targeting messaging by taking into account the social profile or interests of an individual.

GET THE PLATFORM RIGHT - USE SOCIAL MEDIA PLATFORM SEGMENTATION IN YOUR COMMUNICATION

If you knew someone was a prolific tweeter, how would that influence the way you approached them? Twitter, right?

“If someone is a prolific tweeter, don’t send them an email asking you to like them on Facebook - make the email tell them to Tweet about it, and follow you.”
SUMMARY OF BENEFITS:

✔️ LEARN MORE ABOUT YOUR MEMBERS

✔️ REDUCE COMMUNICATIONS TIME AND COST

✔️ INCREASE ENGAGEMENT

“I JUST WANTED TO LET YOU KNOW THAT I HAVE STARTED TO USE THE RESULTS TO FOLLOW PEOPLE ON TWITTER AND THEY HAVE STARTED TO FOLLOW ME BACK! I’VE BEEN VERY PLEASED WITH THE INFORMATION I RECEIVED.”

EMILY ROFFE-SILVESTER,
DEVELOPMENT OFFICER, BLUNDELL’S SCHOOL
OTHER THINGS OUR CUSTOMERS ARE DOING USING ENRICH...
YOU KNOW WHO’S POPULAR AND ACTIVE ONLINE - YOU CAN FIND THE INFLUENCERS IN YOUR DATA

Based on the data Enrich provides, it’s easy to identify the key influencers. For example; it’s likely that you have a number of journalists, celebrities, etc. in your alumni database.

In most cases, these people might not be the biggest donors but make wonderful campaigners. A good example of this is Stephen Fry. He rarely pledges to causes, but his endorsement is generally enough to make any campaign fly, due to his huge influence in the Twittersphere.

YOU KNOW HOW TO FIND SUBJECT EXPERTS

Based on the profiles we extract from social profiles we can often identify a person’s interests and work area. This is valuable information if you want to run a campaign for a specific project. It means that you can identify key people in your database who have a personal interest in theatre, art, science, music etc. So if you are running a campaign to get a theatre group to the Edinburgh Fringe you can send all the relevant people a targeted personalised message, based on their current interests and status.

YOU CAN CREATE LOCAL COMMUNITIES AROUND PROJECTS

If you discover that you have 1000 people on your mailing list with an interest in a particular topic - e.g. renewable energy, it might be time to create a LinkedIn group to discuss their interests and how you can support them and invite all of those people to it. Knowing location and social media preference also enables you to create real-world “groups” of users in your database and facilitate the running of local meetup groups or fundraising chapters.
INTERESTED? GET IN TOUCH!

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