

UIUC Branding in China



UIUC Official Weibo

<http://weibo.com/uiuc2012>

伊利诺伊大学香槟分校UIUC
伊利诺伊大学香槟分校UIUC官方微博

+ 关注 私信

主页 相册

691 关注 13169 粉丝 1295 微博

微博认证 Lv22
伊利诺伊大学香槟分校UIUC官方微博

行业类别 高校-国外高校

简介: 美国伊利诺伊大学香槟分校(University of Illinois at Urbana-Champaign,简称UIUC)创建于1867年,是一所位...

友情链接 UIUC招生 UIUC招生 UIUC国际学生学会 UIUC国际事务部 UIUC校友俱乐部 Quad现场直播

更多 >

视频

最近
2015
2014
2013
2012
第一条微博

Promotion video

tweet

Following Followers Tweets

Bulletin Board

Links

UIUC's Magazine Featured Weibo and Glogou

ISSUE NO. 15 • FALL 2012

Illinois: A Global Destination

Alum Aims to 'Enable Abroad'

9/11 Didn't Obscure Alumni Achievement

2011 International Achievement Award Recipients

Promoting Scholarship in South Asia and Middle East

International Athletes Make Illini Nation Proud

Global Collections and Interdisciplinary Connections

2012 International Photo Contest Winners

Life in the Bahamas is Good for Aaron Shultz

Teamwork in Hong Kong

Encounters: The Arts of Africa

Future Exhibitions

Educators in a Transatlantic Dialogue

Illinois is now on Sina Weibo!

Sina Weibo, often referred to as “Chinese Twitter,” is a leading social networking site in China. The entire site is in Mandarin, and its popularity is staggering. Weibo, which means “micro-blogging” has approximately 300 million registered users, out of 500 million internet users throughout the country, and there are roughly 100 million posts a day. Launched in 2009, Sina Weibo is the fastest-growing social media tool in China, where Facebook, YouTube, and Twitter are inaccessible. It offers more in terms of content, structure and customization than its American counterparts, and is quickly becoming an essential tool in social media strategies.



On June 6, 2012, the University of Illinois established a Sina Weibo account to connect with its Chinese alumni and students. Between 1911 and 1920, Illinois was educating one third of all Chinese students in the U.S. Today, the Urbana campus receives more applications and SAT scores from China than any other university. Almost 20,000 Chinese alumni have graduated with an Illinois degree or completed a professional training program. As of October 2012, Illinois had nearly 2,000 followers on Sina Weibo. Illinois Alumni are reconnecting with the “Cornfield Ivy” as the school is known in China. They are exchanging memories of the campus, sharing photos of weddings, and fondly recalling the Alma Mater and Illini Union.

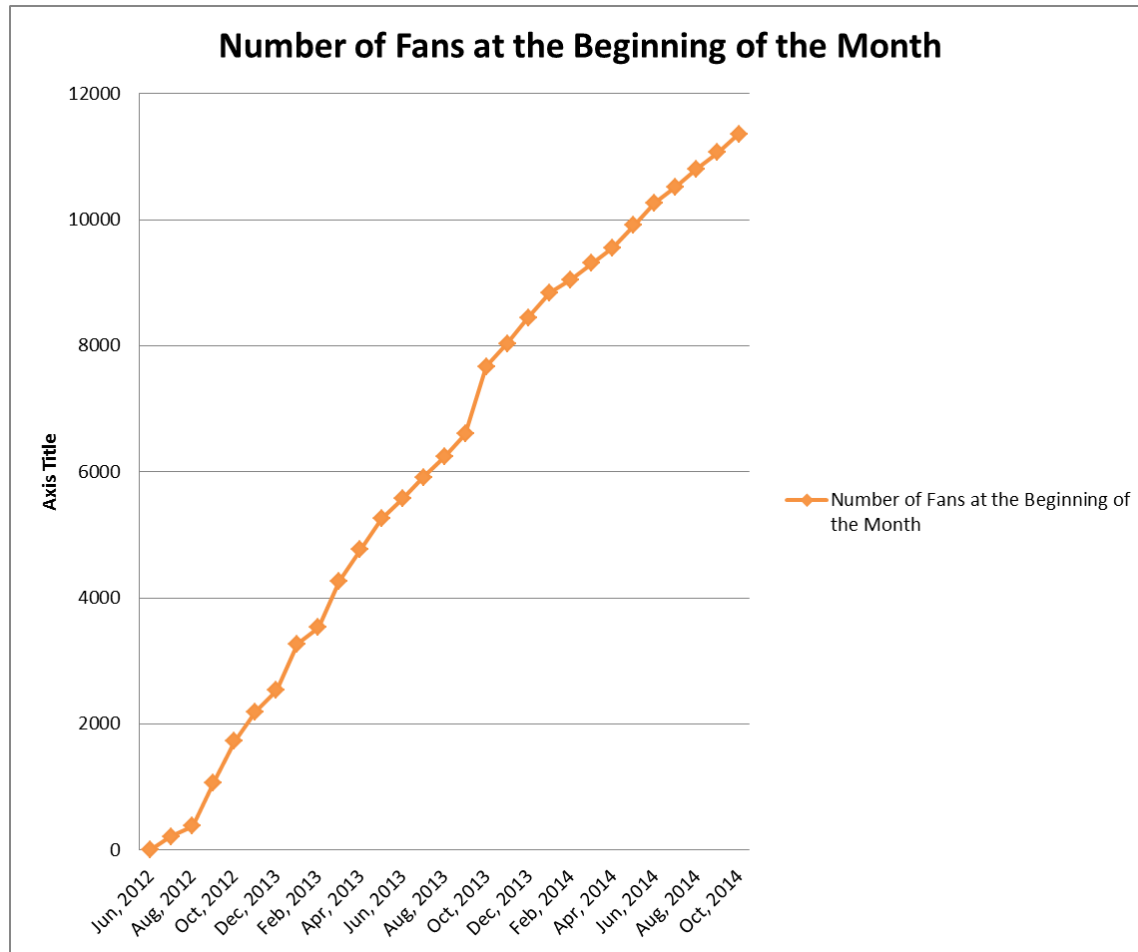
Iris Huang, a U of I alumna and social media expert and consultant, created and helps maintain the Illinois Weibo page. Iris is co-founder of Glogou Inc., a global digital marketing company headquartered in Santa Clara, California. She brings her expertise as well as her love for Illinois to this important outreach effort.

Visit the Illinois Weibo page at www.weibo.com/uiuc2012
You can find us on **Facebook** and **Twitter** too!

Weibo Blogs Impressions



Weibo Fan Growth



Weibo Master Thinking

Think Strategy

- Positioning
- Target Audience
- Content Targeting
- Tone
- Interface Coloring

Edit Principles

- Branding Consistency
- Be Positive
- Fans Engagement

Materials Collections

- Hot Topics
- Build personal relationships

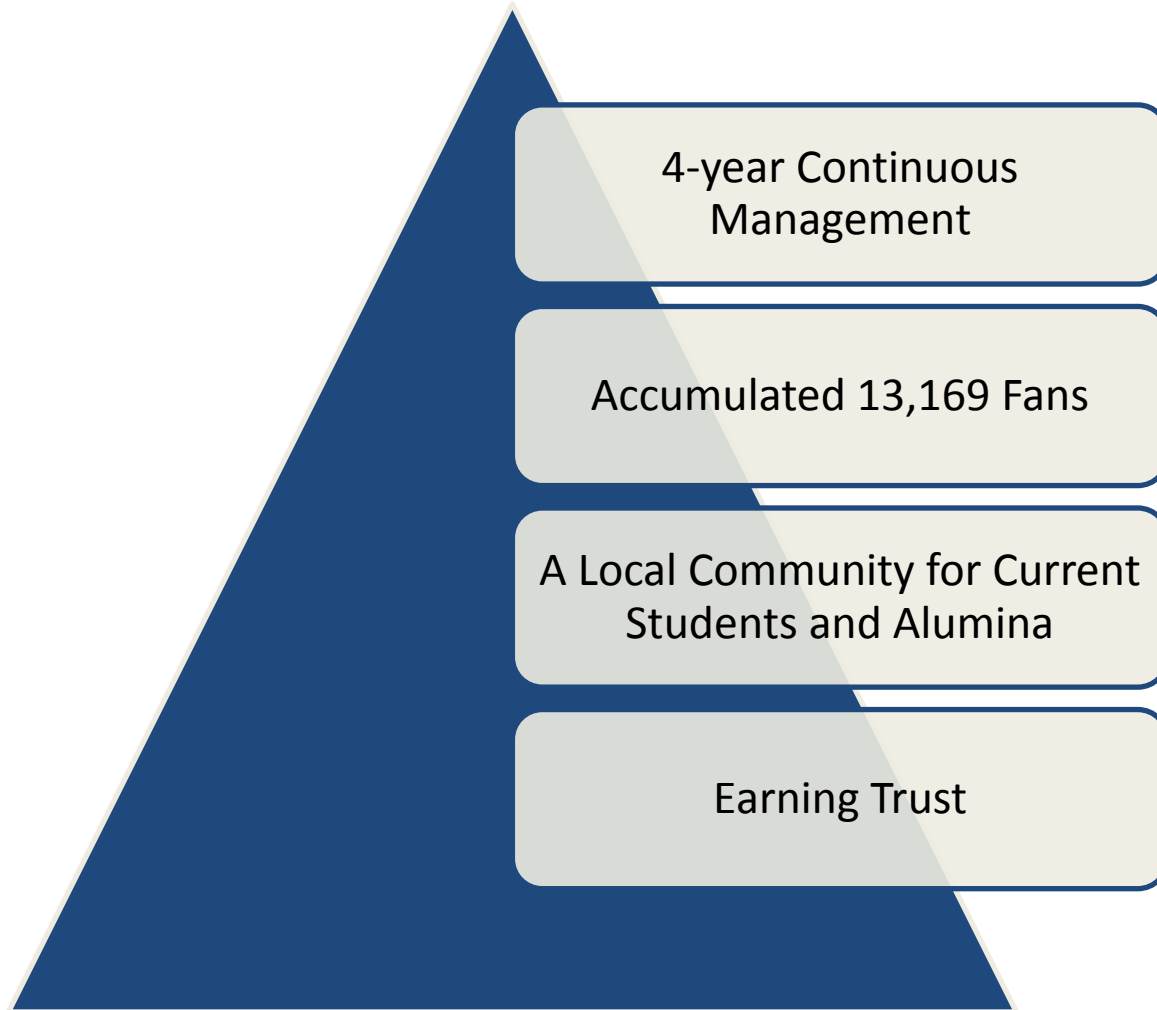
Fans Management

- Answers everyone's questions
- Reply all when it's common concerns
- Courtesy, Respect and Appreciation

Media Sentiment Monitoring

- Crisis Management
- Calmness and In-time

UIUC Weibo Summary



Contact Us

help@glogou.com

www.glogou.com

Phone:508-309-2110

2068 Walsh Ave, Suite C

Santa Clara, CA, 95050

Bring Global Customers to U!

MA, CA, China