

# IEEE Communications Society

*COMMUNITY. CONNECT. COMMUNICATIONS.*  
*Member Engagement Highlights*

Presenters:

Elena Neira, *IEEE ComSoc Director of Online Content*

Ting Qian & Max Loskutnikov, *IEEE ComSoc Staff*

IEEE GLOBECOM 2014, Austin, Texas



*Community.  
Connect.  
Communications.*

*Advancing  
**Communications**  
Technology for Humanity*



# Community

A hand in a dark blue suit with a light blue tie is pointing towards a glowing blue world map. The map is overlaid with a network of white lines and glowing nodes, representing global connectivity. The background is a dark, textured brown.

Advancing  
**Communications**  
*Technology for Humanity*

# Community.

A Global Community with Communications Professionals



IEEE ComSoc is a connected global community with a technical interest in communications

- 169 Countries
- 30 Sister Societies
- 213 Local Chapters
- 105 Conferences
- 35 Publications
- 23 Technical Committees
- 19,000 members or 43% from North America
- 12,000 from Asia Pacific
- 10,000 from Europe, Middle-East, Africa
- 2,000 from Latin America
- Reaching over 1.5 Million monthly audience from social networks



# Connect



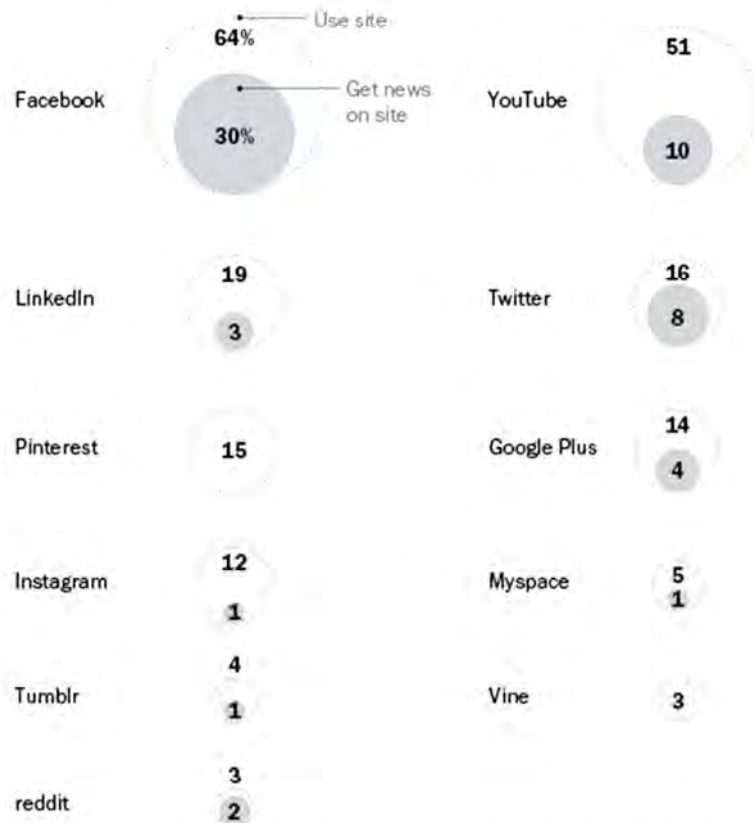
Advancing  
**Communications**  
Technology for Humanity

# Connect.

## Social Media Era

### Social Media as a Pathway to News: Facebook Leads the Way

Percent of U.S. adults who use each social networking site & percent of U.S. adults who get news from each social networking site



Note: The percent of U.S. adults who get news on Pinterest and Vine each amount to less than one percent.

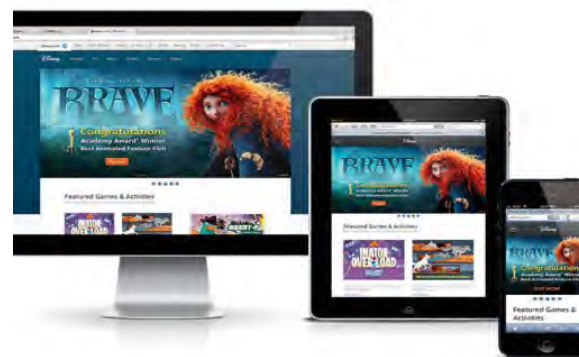
Aug. 21-Sept. 2, 2013

PEW RESEARCH CENTER

On average, smartphone owners check their device every 6.5 minutes and check their phone over 150 times each day.



90% of people use multiple screens sequentially.



#SMSsummit

### The New Multi-Screen World

Understanding Cross-Platform Consumer Behavior

Majority of media consumption is screen-based



Consumers move between multiple devices to accomplish their goals



Television no longer commands our full attention



Online shopping is a multi-screen activity



@teedubya



# Connect.

Taking Advantage of Technology In the New Era - Social Networks



**Total Likes:**  
**933,000**

ComSoc Main Page  
November 2014



**Total**  
**Followers:**  
**21,855**

ComSoc main page  
November 2014



**Total**  
**Members:**  
**11,000**

ComSoc Group  
November 2014

**51 locations;**  
**217,000 connectors**

# Connect.

Taking Advantage of Technology In the New Era

## How Social Media work?

### How Social Media work for us?

#### ComSoc Blog - A Key Ingredient

##### Attraction

- Frequently brings interesting news update on ComSoc Happenings

##### Connection

- A bridge to connect Social Media with ComSoc web. Drive traffic to ComSoc website

##### Live blogging platform

- Bring events to the world while it's happening



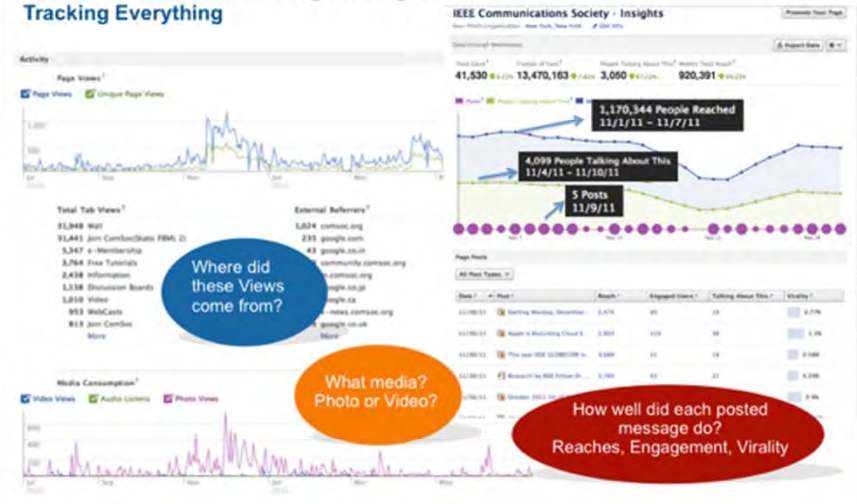
- 51% of internet users read a blog at least monthly and over 60% by 2014 (Technorati)
- Companies that have a business blog attract 55% more website visitors than non-blogging companies (HubSpot)
- More than 43% of U.S. companies will market via a blog by 2012, up from 34% in 2010 (eMarketer)

### Blog in the ComSoc Social Media Wheel



### ComSoc Social Media Overview

#### ComSoc Facebook Page Insight Tracking Everything



### ComSoc Social Media Overview

#### ComSoc Facebook Page Insight - Demographics

##### Gender:

- Female 21%
- Male 76%

##### Top Age Groups:

- 18-24
- 25-34

##### Top Countries:

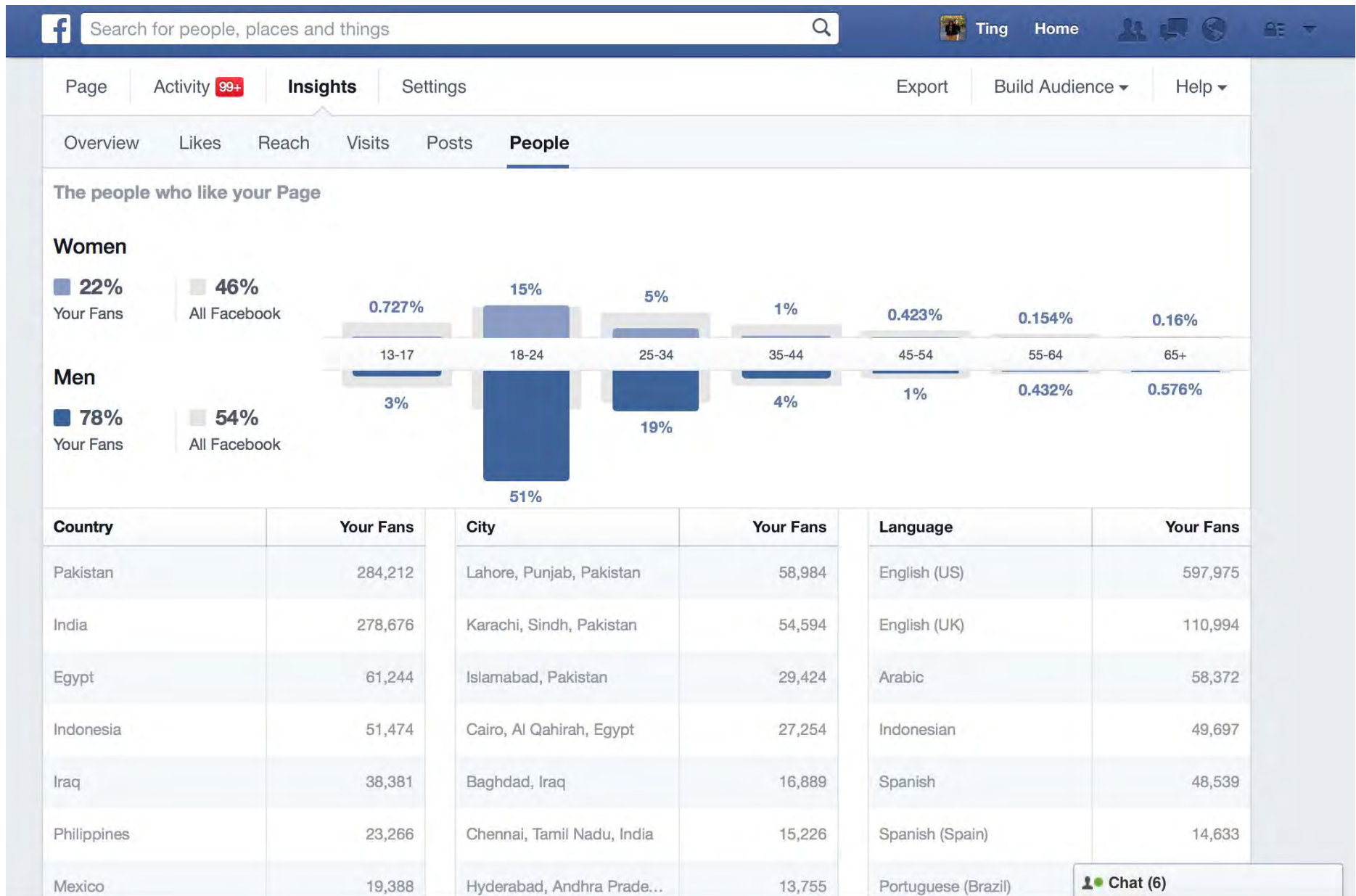
- Egypt
- India
- Indonesia
- Turkey
- Philippines
- USA
- Pakistan





# Connect.

## Taking Advantage of Technology In the New Era



# Connect.

Taking Advantage of Technology In the New Era - Mobile

*IEEE ComSoc App*  
*IEEE WCET App*  
*IEEE ComMag App*



IEEE COMSOC MOBILE APPS  
for iPhone, iPad and Android

Community. Connect. Communications.

**IEEE COMMUNICATIONS SOCIETY**  
the Global Community of Communications Professionals

Available on the App Store | Available on Google play

This advertisement features a collage of various mobile devices (iPhone, iPad, Android) displaying the IEEE ComSoc mobile apps. The devices show different app interfaces, including a calendar, a news feed, and a social network. The background is a grid of many small, colorful icons representing different users or data points. The text 'IEEE COMSOC MOBILE APPS for iPhone, iPad and Android' is prominently displayed at the top. Below the devices, the tagline 'Community. Connect. Communications.' is followed by the IEEE Communications Society logo and name. At the bottom, it states 'the Global Community of Communications Professionals'. Logos for the App Store and Google Play are also present.



# Connect.

Taking Advantage of Technology In the New Era – Create Real Time Experience

## Real time experience

Count downs  
Blogging  
Capture the moment  
Instant Photo uploads  
Livestreams  
Meet Superfans  
Networking bonfire  
After Conference Survey



### During Conference Livestreams



### During Conference Photo Albums for Special Events



### During Conference Meet "Super fans"



### During Conference Capture the Moment



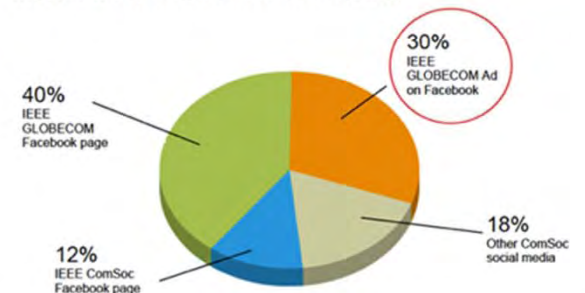
with IEEE ComSoc Branding



### After Conference

Social media survey integrated into Overall IEEE GLOBECOM Evaluation (Total Evaluation respondents 414)

2) Did you see something about IEEE GLOBECOM via social media? If so, which ones? (156 responses)





# Communications

The background features a stylized blue globe with white circuitry patterns. The globe is set against a dark blue background with light rays and stars. The word "Communications" is written in large white letters at the top.

Advancing  
**Communications**  
Technology for Humanity



# Communications. Nurturing Technical Interests.

## Experience the value in the community

**Products & Services, new content delivered quickly:**

**IEEE ComSoc Technology News (CTN)**  
**Free sponsored tutorials, webinars**  
**Tech Insights by industry partners**  
**Publications Content Digest**  
**Best Readings**  
**Free Article of the Month**  
**ComSoc e-News**  
**ComSoc Blog Highlights**  
**Wireless Communications**  
**Professionals (WCP)**  
**Conferences, new publications,**  
**Call for Papers, Awards Nominations**







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Communications.*

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Technology for Humanity*



# Community. Connect. Communications.

## Engage - IEEE ComSoc Global Network



**IEEE ComSoc Global Network -**  
A global professional community connecting members all over the world.

IEEE ComSoc site (220K FANS)  
IEEE Site  
IEEE ComSoc Chapters  
(20 out of 200 have FB pages)  
IEEE ComSoc Training  
IEEE WCET  
IEEE Communications Magazine  
ComSoc Global Newsletter  
IEEE Conferences  
IEEE ComSoc GOLD  
IEEE ComSoc WICE  
Student Branches (to come)

[www.comsoc.org/globalnetwork](http://www.comsoc.org/globalnetwork)



# Community. Connect. Communications.

## Engage - Chapters



1. Toronto Chapter
2. Ecuador Chapter
3. Indonesia Chapter
4. Karachi Chapter
5. Vancouver Chapter
6. North Jersey Chapter
7. Azerbaijan Chapter
8. San Diego Chapter
9. ComSoc R9 (Latinamerica)
10. Chile Chapter
11. Thailand Chapter
12. Newfoundland-Labrador Chapter
13. Santa Clara Valley Chapter
14. Centro-Norte Brasil Chapter
15. Sendai Chapter
16. Macedonia Chapter
17. Hyderabad Section
18. Benelux Chapter
19. Jordan Chapter
20. Colombia Chapter
21. Austin Texas Chapter
22. Italy Chapter
23. Worcester County Chapter
24. Oregon Chapter
25. Orlando Chapter
26. Monterey Chapter
27. Lahore Chapter in Pakistan



# Community. Connect. Communications.

## Engage – Local Chapters, Interest Groups

### *Demonstrate the Vitality of Society*

**Bring Chapters to Spotlight**



**Promote Chapter Events**

- Event Creation • Promotion
- Live coverage
- Blog highlights



**IEEE ComSoc Women in Communications Engineering (WICE)**

**IEEE ComSoc Young Professionals**



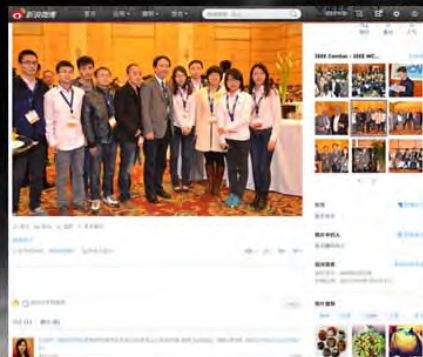


# Community. Connect. Communications.

## Engage - Globally, with China



*First time posting on  
China's largest social media  
Sina Weibo*



**120,613 clicks on posts**  
**718 Album Likes**  
**95 Album shares on Facebook**



# Community. Connect. Communications.

Engage - Globally, with China



1,200 Album Likes on IEEE ComSoc  
Facebook page



# Community. Connect. Communications.

Engage – Live debate, ComSoc Stories

## ComSoc's 1st Live Presidential Debate via ComSoc Blog



Voting turnout  
increased by 2%

## 60th Anniversary Video Contest - #ComSocStory Reached 10 Million Facebook Users



"ComSoc sees a leader in me.."  
[www.comsoc.org/60th-anniversary-video-contest](http://www.comsoc.org/60th-anniversary-video-contest)



# Community. Connect. Communications

Real people, activities

*Student Competition:  
“Communications  
Technology Changing  
the World”*

**IEEE ComSoc Student Competitions: Communications Technology Changing the World**

Like 318 Tweet 18 +1 12 Share 4



**IEEE ComSoc Student COMPETITIONS**

**1st Prize**  
US \$2000  
+ plaque

**2nd Prize**  
US \$1000  
+ plaque

**“Communications Technology Changing the World”**  
Enter by 30 August 2013

Show how you can change the world by developing a unique solution to a real-world problem using engineering, technology, science, computing, and leadership skills to benefit the community or the world. Explain how you have made a positive impact for humanity, and you can win.

**Eligibility:** Student member or Graduate Student Member of IEEE Communications Society. Or team with either Student members or non-members, but led by Student Member. Age 18+.

**Submission deadline - August 30 2013**  
Submit entry: <http://www.comsoc.org/form/communications-technology-changing-world>

**WWW.COMSOC.ORG/BLOG**

*New Service:  
Regional Webinars go  
global*

**IEEE ComSoc Regional Webinars - A New Service to Inspire Members Worldwide**

Like 59 Tweet 8 +1 0 Share



**IEEE ComSoc Regional WEBINARS**

To propel the advancement of communications technologies, we need inspirations from the power of ideas. The new program “IEEE ComSoc Regional Webinars” is a valuable service to encourage new ideas for research and innovations.

**Organized Regional. Broadcast Global.**

IEEE ComSoc Regional Webinars are originally organized by IEEE ComSoc local Chapters, and delivered to members of ComSoc regions. Speakers are usually well known ComSoc members from the region, or ComSoc Distinguished Lecturers on the tours in the regions.



# Community. Connect. Communications.

Real people, Real activities

## IEEE ComSoc Blog A vibrant community

10, 20, 25 year member milestone recognitions  
ComSoc Student Competitions  
ComSoc Distinguished Lectures tours  
Congratulate ComSoc IEEE Fellows  
Awards Nominations and Recognitions  
EiC nominations  
Elections/LIVE DEBATES  
Flagship conferences  
Training /WCET Wireless Certifications  
Chapter events and LIVE COVERAGE

[WWW.COMSOC.ORG/BLOG](http://WWW.COMSOC.ORG/BLOG)





# Community. Connect. Communications.

## Engage – IEEE ComSoc Blog Highlights

### Blog. Content. Member Experience.

"The Blog is the social media rug that ties the room together." Blog is in the center of our social media ecosystem.

The new marketing landscape is the era of the customer. Brand is aligned using content strategy to inspire, delight and engage the audience.

92% of companies view customer experience as one of their top priorities.








"Good brands tell stories. Great brands find others to tell stories for them."



# Community. Connect. Communications.

## Engage – IEEE ComSoc posts

Facebook interface showing the 'Insights' tab for the IEEE ComSoc page. The 'Posts' sub-tab is selected, displaying a table of recent posts with their performance metrics.

Published	Post	Type	Targeting	Reach	Engagement
12/05/2014 9:58 pm	 Thank you for being part of the community! It's time to renew your IEEE and ComSoc membership	Image	Global	5.9K	59 124
12/05/2014 12:25 pm	 Free article of the month! <a href="http://bit.ly/UY8KF9">http://bit.ly/UY8KF9</a> #IEEEComSoc	Image	Global	10.8K	168 171
12/05/2014 10:19 am	#IEEE #GLOBECOM starts on Monday! See you all in Texas!	Text	Global	35.4K	11 5.2K
12/03/2014 1:41 pm	 Will you be in Mumbai this January? Attend #INTELECT15 conference on Smart Electricity >>	Image	Global	11.6K	621 64
12/03/2014 12:33 pm	 IEEE Communications Society's cover photo	Image	Global	1.9K	15 0
12/03/2014 12:32 pm	 Congratulations to Kalyani Government Engineering College for inaugurating an IEEE	Image	Global	4.1K	19 136
12/03/2014 11:10 am	 #IEEEComSoc Quote of the Day	Image	Global	13.2K	104 308
12/02/2014 4:35 pm	 Just a few days left until #IEEE #GLOBECOM in Austin, TX. Watch this video invitation from Ted	Image	Global	4.4K	32 75



# Community. Connect. Communications.

## Engage – ComSoc Community Store



### IEEE ComSoc Community Store -

A new service to meet the increasing demand from friends of ComSoc for the IEEE ComSoc's brand products and collections.

A convenient self-service stop for quick easy ordering of IEEE ComSoc branded products for global and local events.

A cool place for expressing oneself for being a proud IEEE ComSoc member

Unique merchandise with ComSoc art and design on t-shirts, sweatshirts, hoodies, mugs, stickers, and more.

All profits from this store support IEEE Communications Society's Community/Membership Programs and Services.

# Community. Connect. Communications.

Engage – Become a member. Be Part of the Community.



**IEEE Communications Society**

Posted by Hootsuite [?]

Liked · November 4 ·

Thank you for being part of the community! It's time to renew your IEEE and ComSoc membership for 2015 (<http://bit.ly/1zuDvGS>) or join new - (<http://bit.ly/eQltao>)

Tag Photo

Add Location

Edit

Unlike · Comment · Share



IEEE Communications Society, Ilir Top Comments  
Progri, Gayle Weisman, John Paserba and 372 others like this.



14 shares



Write a comment...



Friend Requests

See All



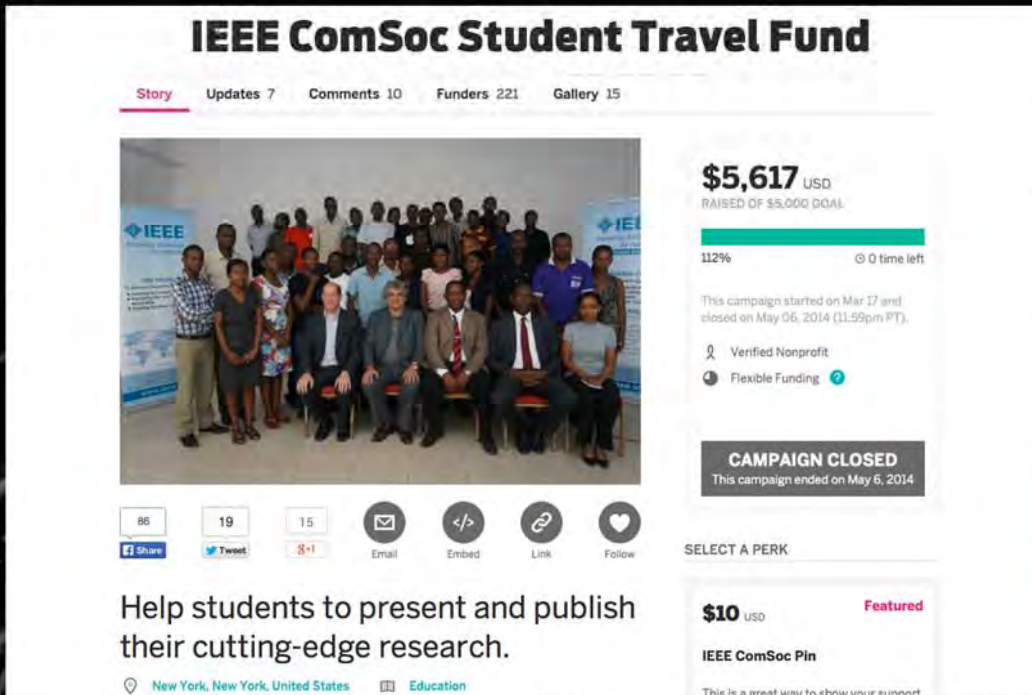
# Community. Connect. Communications.

## Engage - Help Students

### IEEE ComSoc Student Travel Fund Indiegogo Campaign

**Raised \$5,617**  
Help students to present and  
publish their cutting-edge  
research.

**Engage entire community**



**IEEE ComSoc Student Travel Fund**

Story Updates 7 Comments 10 Funders 221 Gallery 15

**\$5,617 USD**  
RAISED OF \$5,000 GOAL

112% 0 time left

This campaign started on Mar 17 and closed on May 06, 2014 (11:59pm PT).

Verified Nonprofit  
Flexible Funding

**CAMPAIGN CLOSED**  
This campaign ended on May 6, 2014

SELECT A PERK

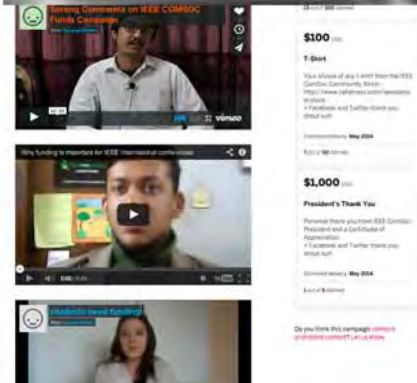
**\$10 USD** **Featured**

**IEEE ComSoc Pin**

This is a great way to show your support

Help students to present and publish their cutting-edge research.

New York, New York, United States Education



Spring Comments on IEEE ComSoc  
Tech Community

**\$100 USD**

**T-Shirt**

You'll receive all day a t-shirt from the IEEE ComSoc Community Store. (http://www.comsocstore.org) available in Facebook and Twitter share you about us!

Contributions: May 2014  
\$100 or 100 shares

**\$1,000 USD**

**President's Thank You**

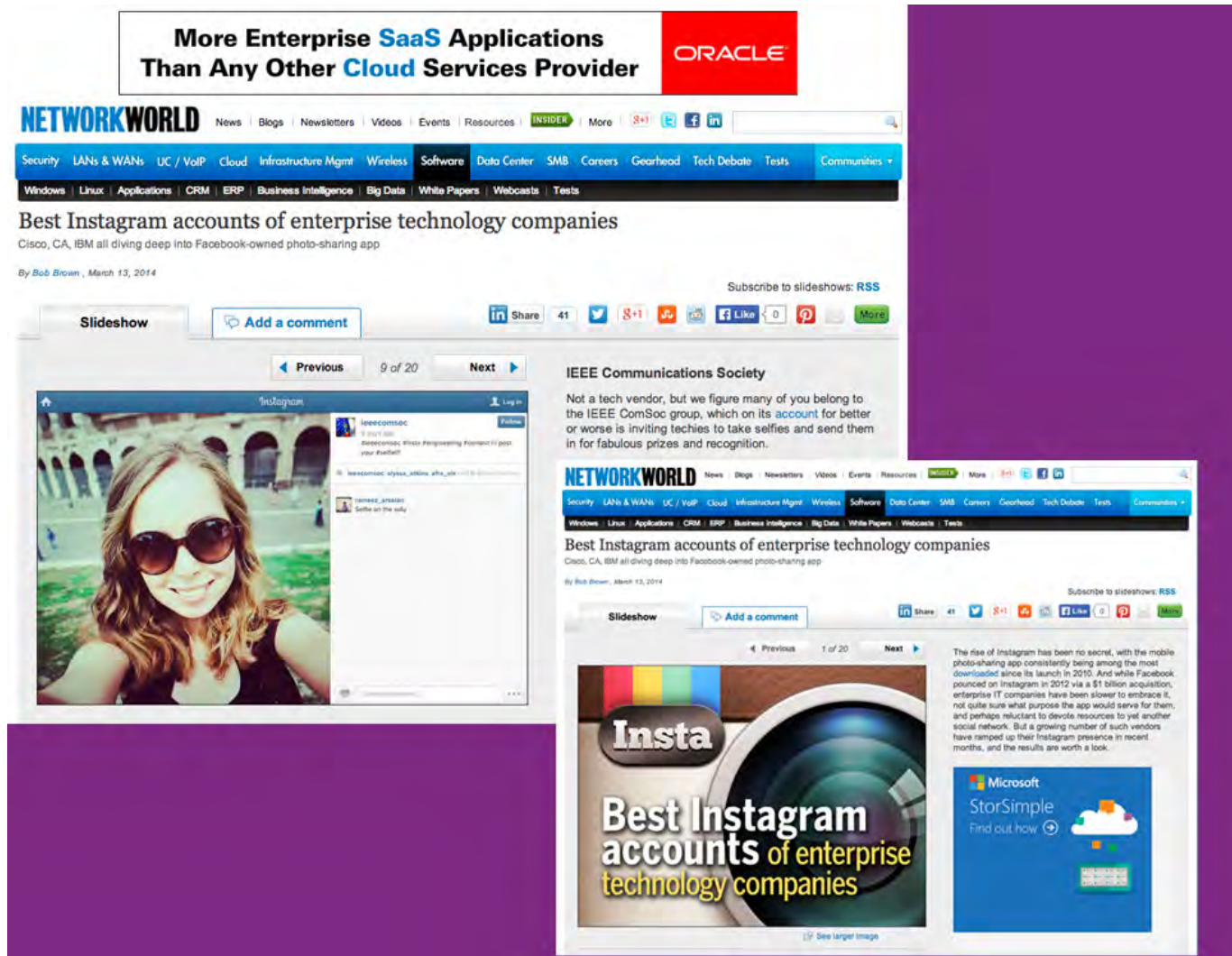
Forward their student IEEE ComSoc President and a Certificate of Appreciation. A Facebook and Twitter share you about us!

Contributions: May 2014  
\$1,000 or 1,000 shares

Do you think this campaign **comsoc** is a good idea?

# Community. Connect. Communications.

## Engage – ComSoc Engineering Selfie InstaContest



- IEEE Communications Society's Engineering Selfie InstaContest recognized by the **NetworkWorld** as one of the **Best Instagram Accounts of Enterprise Technology Companies**

The acknowledgment ranked IEEE with Intel, Cisco, CA and IBM.

Links:

Network World -  
<http://bit.ly/1k2FWYh>

IEEE ComSoc  
Instacontest site:  
<http://www.comsoc.org/instacontest>

IEEE ComSoc blog site:  
<http://www.comsoc.org/blog/join-ieee-comsoc-engineering-selfie-contest>



# Community. Connect. Communications.

## Engage – ComSoc Engineering Selfie InstaContest



### Purpose:

- Boost visual image of IEEE ComSoc as a vibrant global community of engineering professionals
- Engage members with a fun activity to enhance their self esteems and confidence.
- To show real faces of engineers.

### Method:

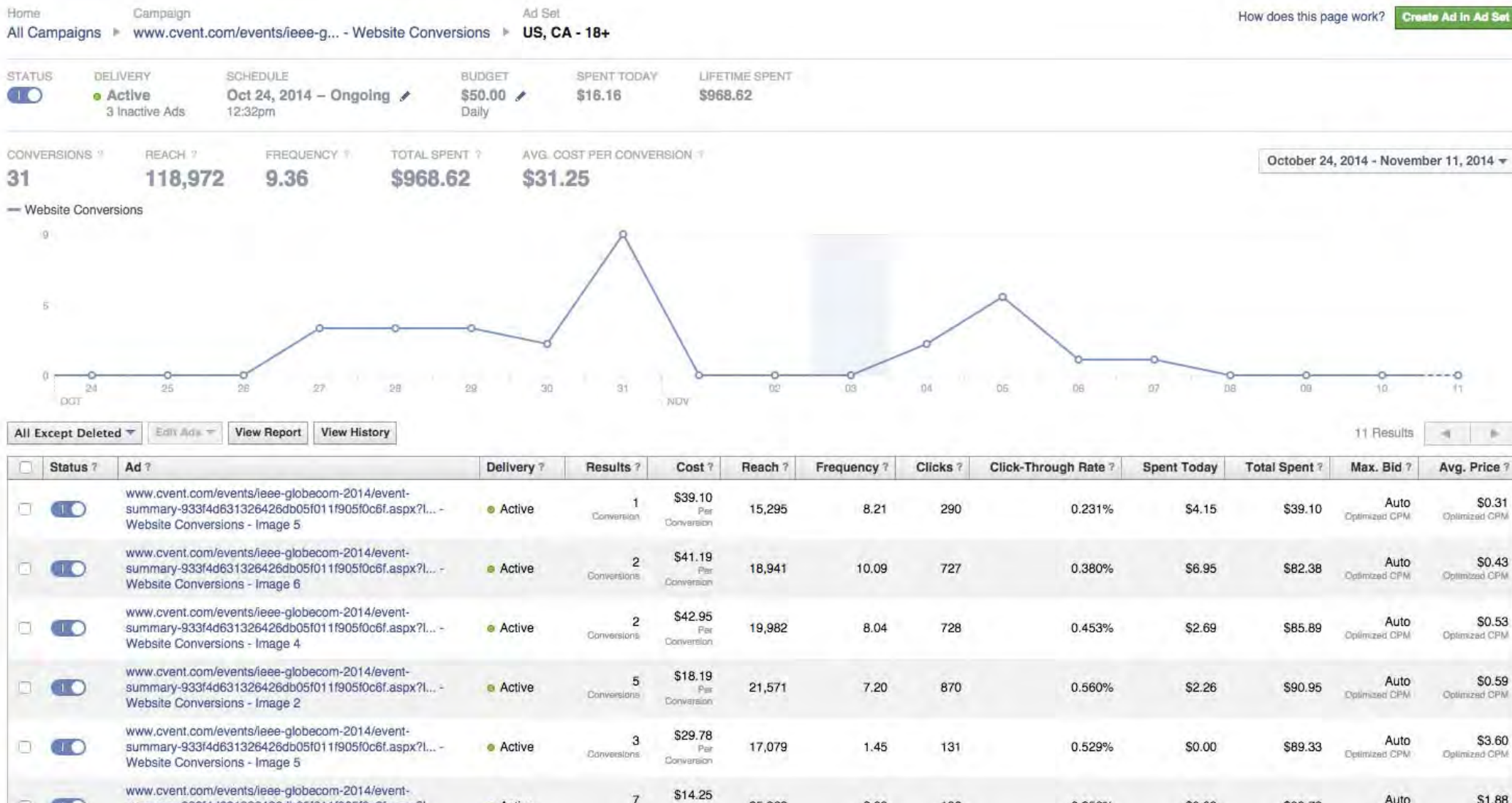
- Participants post a selfie with #IEEEComSoc .
- First 10 submissions of the day selected are winners to receive ComSoc logo pins from ComSoc Community Store.

### Results:

- 138 selfie images posted and shared on social networks as of 15 May 2014. 100 logo pins currently on the way to winners.

# Community. Connect. Communications.

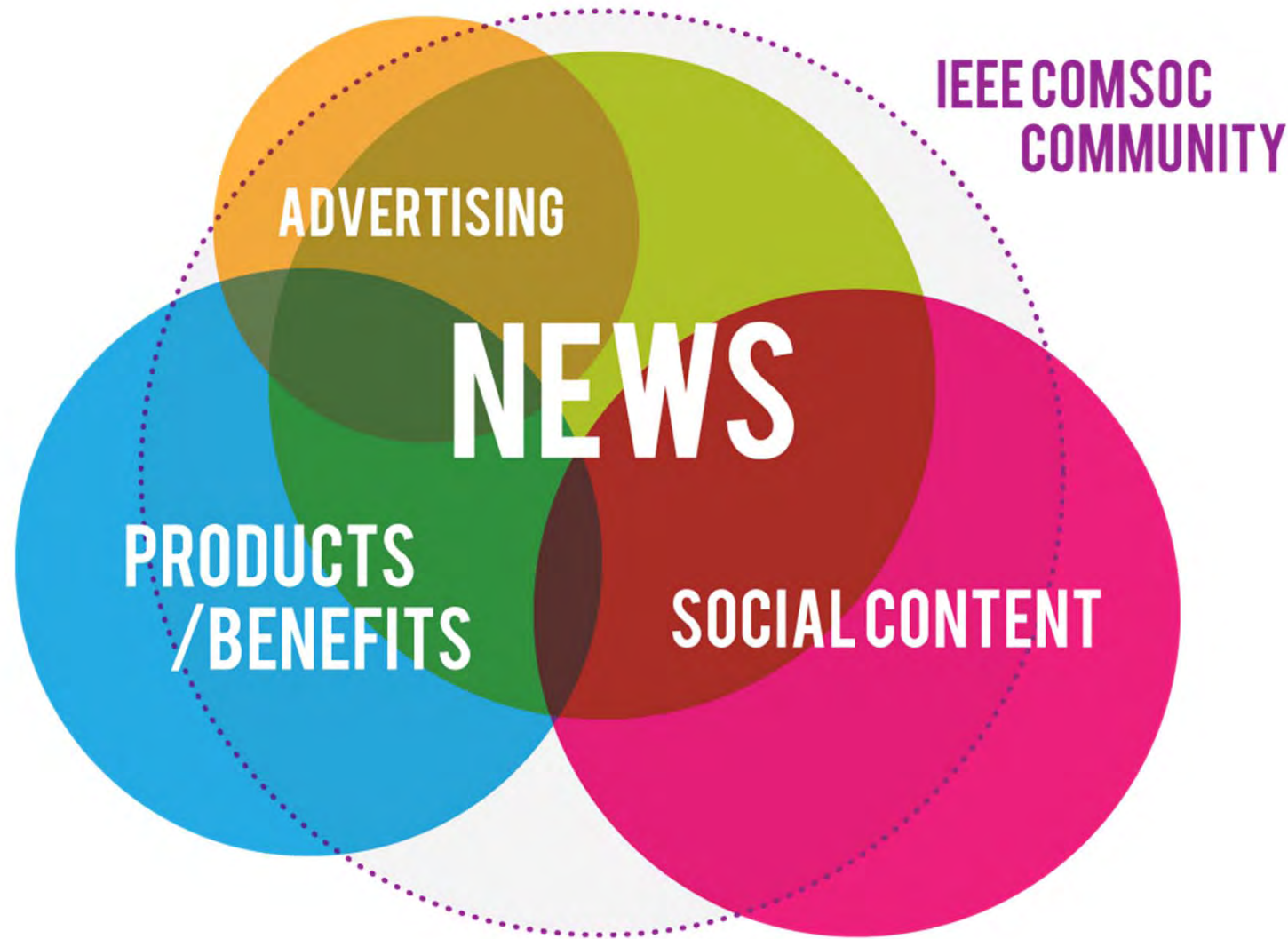
## Engage – via Facebook ads





# Community. Connect. Communications.

Engage – through all the communication channels possible







# Community. Connect. Communications.

Engage – through all the communication channels possible



Search Twitter



Have an account? Log in

#IEEEComSoc  
*Run ahead of the curve™*



**IEEE ComSoc**

@ComSoc

IEEE....Fostering technological innovation and excellence for the benefit of humanity. Check out the ComSoc Communities site at [community.comsoc.org](http://community.comsoc.org)

📍 New York, NY, USA

🌐 [comsoc.org](http://comsoc.org)

🕒 Joined March 2009

TWEETS  
4,540

FOLLOWING  
652

FOLLOWERS  
21.9K

FAVORITES  
105

Follow

Tweets

Tweets & replies

Photos & videos



**IEEE ComSoc** @ComSoc · 5h

Free article of the month! [bit.ly/UY8KF9](http://bit.ly/UY8KF9) #IEEEComSoc  
[fb.me/75ZpH0q3W](http://fb.me/75ZpH0q3W)



**IEEE ComSoc** @ComSoc · 7h

#IEEE #GLOBECOM starts on Monday! See

# Community. Connect. Communications.

Engage – through all the communication channels possible



#IEEEComSoc



The IEEE Communications Society is a community comprised of a diverse group of industry professionals with a common interest in advancing all communications technologies. To that end, the Society... [see more](#)

## Recent Updates

**IEEE Communications Society** A Roundtable for the Startup Minds



### A Roundtable for the Startup Minds

**comsoc.org** • Thinking of starting up a company? Join us for a roundtable about the nuts and bolts of startups during IEEE GLOBECOM 2014 on December 11, 2014 12:15-1:45 pm in theTech Theater, Austin Hilton, Austin, Texas.

**Organic** ?

Targeted to: All Followers

1,851

impressions

7

clicks

10

interactions

0.92%

engagement

Sponsor update

## How You're Connected



**46** first-degree connections

**59** second-degree connections

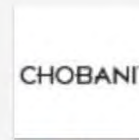
**156** Employees on LinkedIn

[See all](#)

## Grow Your Career By Following Chobani



You



Chobani

**Ting**, get the latest on Chobani Jobs, News & more!

[+ Follow](#)

## People Also Viewed





# Community. Connect. Communications.

Engage – through all the communication channels possible

The screenshot displays the IEEE ComSoc website with a blue header. The header includes the IEEE Communications Society logo, the hashtag #IEEEComSoc, and a navigation menu with links: ABOUT COMSOC, CONFERENCES, PUBLICATIONS, MEMBERSHIP, CAREER, DIGITAL LIBRARY, COMMUNITY, and STANDARDS. A search icon is also present. On the left side of the page, there is a vertical social media sharing bar with icons for Facebook, Twitter, Email, Print, and a plus sign for more options.

The main content area features several articles and promotional banners:

- Telecommunication Recognized as Distinct Engineering Education Discipline**: An article dated October 25, 2013, reporting on the ABET Board's approval of new accreditation criteria for Electrical, Computer, Communications, and Similarly Named Engineering Programs. It mentions that these new criteria replace existing ones and are currently in the Public Comments Period. A link to "Read more on comsoc.org" is provided.
- JOIN COMSOC >> RENEW IEEE MEMBERSHIP >>**: A prominent orange banner encouraging users to join or renew their membership.
- CONNECT WITH COMSOC'S NEW YORK CHAPTER >>**: A blue banner featuring a world map and a location pin for New York, NY, USA, with a link to connect with the local chapter.
- #IEEEComSoc Calendar**: An orange banner listing upcoming events for June 11, 2014, in Sydney, including the "Introduction to Professional Wireless Communications Online Training Course", the "IEEE ICC Paper Submission Deadline", and the "IEEE CloudNet Conference".
- 2014 IEEE Communications Society AWARDS**: A blue banner announcing the IEEE ICC // SYDNEY // AUSTRALIA awards, with links for "I AM GOING" and "PLAY VIDEO".
- IEEE GLOBECOM 2014 CALL FOR DEMOS DEADLINE: 01 JULY 2014**: A white banner with orange text urging users to submit demos by July 1, 2014, with a link to the IEEE Globecom website.
- Wondering how to get involved with 2014 Earth Day?**: A white banner featuring a photo of a woman and a link to the IEEE Online GreenComm event.
- We are a truly global community**: A white banner with a world map and statistics, stating that IEEE ComSoc is IEEE's second largest society with over 50,000 members worldwide, and includes a link to learn more about members.
- Ribbon-Cutting Ceremony**: A white banner at the bottom left featuring a photo of a group of people at a ceremony.

The footer of the website includes the IEEE logo and the tagline "Advancing Technology for Humanity".



# Community. Connect. Communications.



IEEE Communications Society

Unfollow



IEEE Communications So...



Unfollow

5G Networks



Unfollow

IEEE ComSoc Merchandise



Unfollow

IEEE ComSoc Beats // Vid...

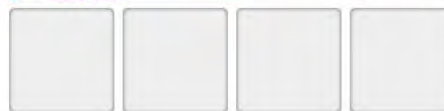


Unfollow

Our Publications



IEEE WICE



IEEE CTN



#IEEEComSoc Video



1/6/2015

IEEE COMMUNICATIONS SOCIETY

IEEE  
Advancing Technology  
for Humanity



# Community. Connect. Communications.

Engage – through all the communication channels possible

IEEE Communications Society  
www.comsoc.org  
1,295 followers | 168,150 views

IEEE Communications Society  
1,294 followers | 168,154 views  
Follow

About Posts Photos Videos

+1 1 Add a comment...

IEEE Communications Society  
Shared publicly · Nov 11, 2014 #IoT

IEEE ComSoc Technology News: The Cluster Between Internet of Things and Social Networks - <http://bit.ly/1460wmt>

AT&T, National Instruments, Huawei & Cisco to Headline Dais of International Speakers at IEEE GLOBECOM 2014 December 8 – 12 in Austin, Texas | IEEE Communications Society  
IEEE Communications Society

+1 1 Add a comment...

IEEE CTN IEEE ComSoc Technology News  
YOUR #1 SOURCE FOR TECHNOLOGY NEWS #IEEECTN  
THE INTERNET OF THINGS



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Engage – through all the communication channels possible

MENU

+ Follow [ieeecomsocblog](#) [tumblr](#)



IEEE ComSoc Awards 2014 // Austin, TX USA



#ieee #IEEEComSoc #Awards



Oct 28, 2014



Dec 03, 2014





# Community. Connect. Communications

Engage - the heartbeats of Technology

## IEEE ComSoc BEATS



This series of video interviews to help the World to discover real people behind all the great work of IEEE ComSoc.





# Community. Connect. Communications

Engage - the heartbeats of Technology



**2nd Women's Workshop on  
Communications & Signal Processing**  
July 16-18, 2014 at Princeton University



# Community. Connect. Communications

Engage - the heartbeats of Technology



**2nd IEEE North Jersey  
Advanced Communications  
Symposium (NJACS 2014)**  
Stevens Institute

1/6/2015

# Thank You!

## Q & A

Join the Conversation!  
#IEEEComSoc

[facebook.com/IEEEComSoc](https://facebook.com/IEEEComSoc)  
[twitter.com/comsoc](https://twitter.com/comsoc)  
[plus.google.com/+ComsocOrg](https://plus.google.com/+ComsocOrg)  
[pinterest.com/ieeecomsoc](https://pinterest.com/ieeecomsoc)  
[ieeecomsocblog.tumblr.com](https://ieeecomsocblog.tumblr.com)

Elena Neira  
[elenaneira@ieee.org](mailto:elenaneira@ieee.org)

Ting Qian  
[t.qian@comsoc.org](mailto:t.qian@comsoc.org)

Max Loskutnikov  
[m.loskutnikov@comsoc.org](mailto:m.loskutnikov@comsoc.org)

