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

IEEE COMMUNICATIONS SOCIETY

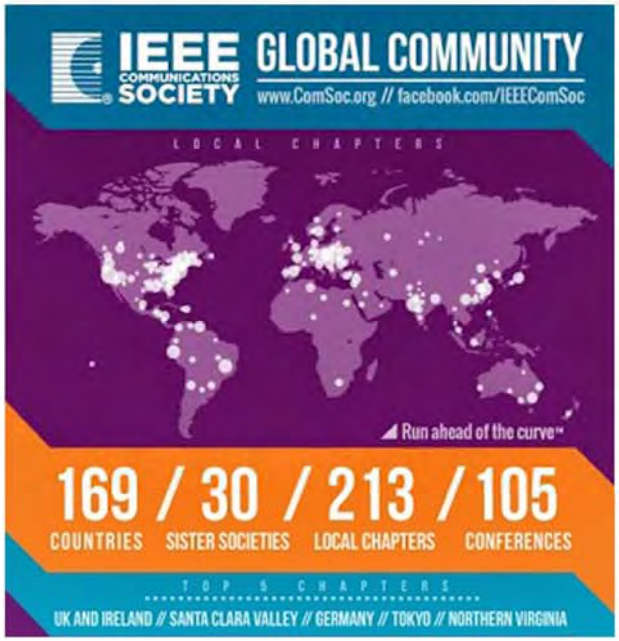
IEEE Advancing Technology for Humanity

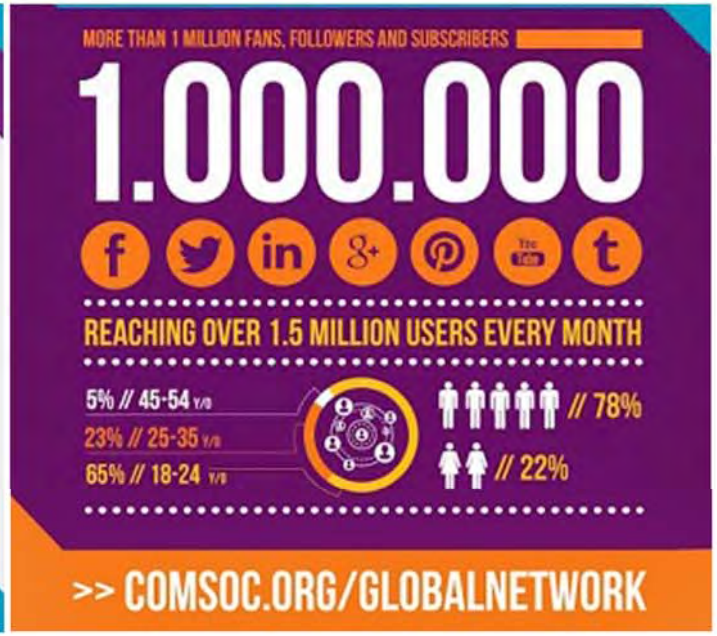
Community.
Connect.
Communications.
Advancing
Communications
Technology for Humanity

Community
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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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

	Use site	Get news on site
Facebook	64%	30%
YouTube	51	10
LinkedIn	19	3
Twitter	16	8
Pinterest	15	
Google Plus	14	4
Instagram	12	1
Myspace	5	1
Tumblr	4	1
Vine	3	
reddit	3	2

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

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

IEEE COMMUNICATIONS SOCIETY

IEEE
Advancing Technology for Humanity

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:

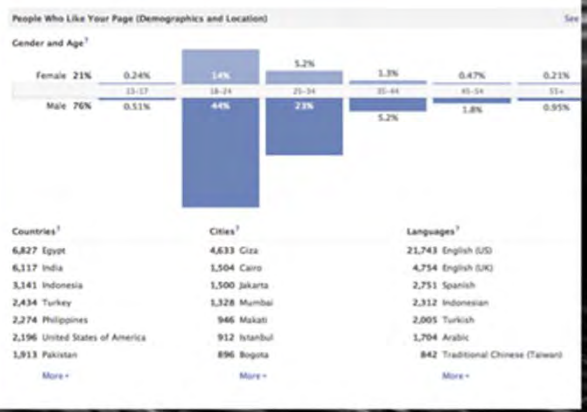
- Female 21%
- Male 76%

Top Age Groups:

- 18-24
- 25-34

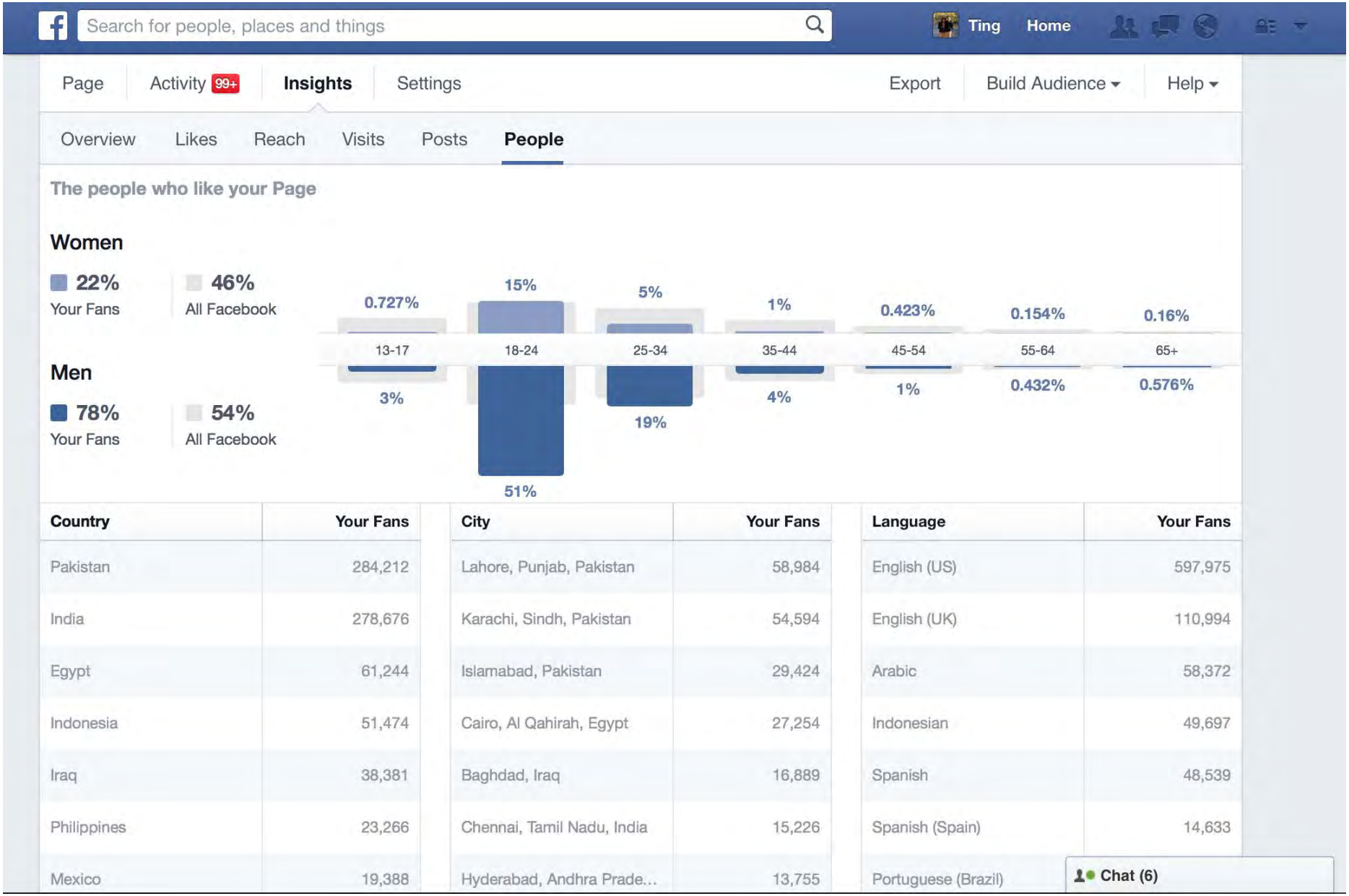
Top Countries:

- 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 COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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
Networking Bonfire

Pre Conference
IEEE GLOBECOM'11 Campaign
Count Downs on Facebook

During Conference
Photo Albums for Special Events

During Conference
Meet "Super fans"

During Conference
Capture the Moment

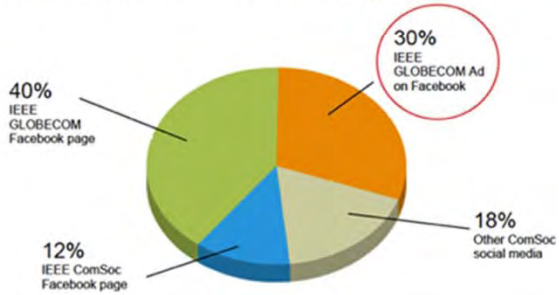
with IEEE ComSoc Branding

3,000 plus photos posted, 5,000 plus views per photo.

After Conference

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

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



Communications
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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community.
Connect.
Communications.
Advancing
Communications
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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage - Chapters

1. Torento 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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage – Local Chapters, Interest Groups

Demonstrate the Vitality of Society

Bring Chapters to Spotlight

IEEE ComSoc Women in Communications Engineering (WICE)

IEEE ComSoc Young Professionals

Promote Chapter Events

- *Event Creation • Promotion*
- *Live coverage*
- *Blog hightlights*

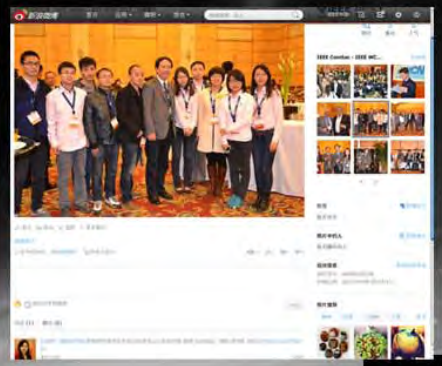
IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage - Globally, with China

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



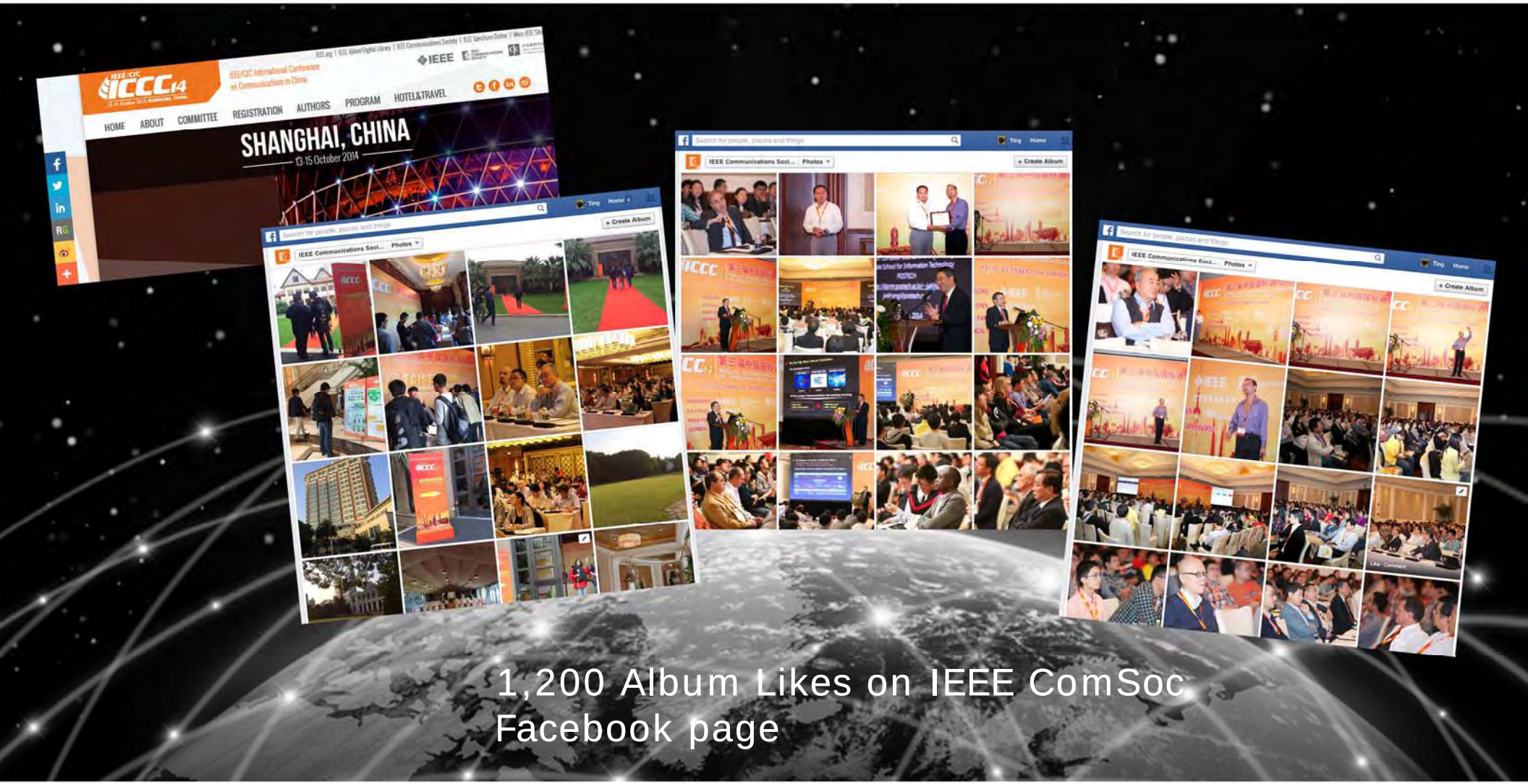
120,613 clicks on posts
718 Album Likes
95 Album shares on Facebook

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage - Globally, with China



1,200 Album Likes on IEEE ComSoc Facebook page

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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

"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

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.

WWW.COMSOC.ORG/BLOG

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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.

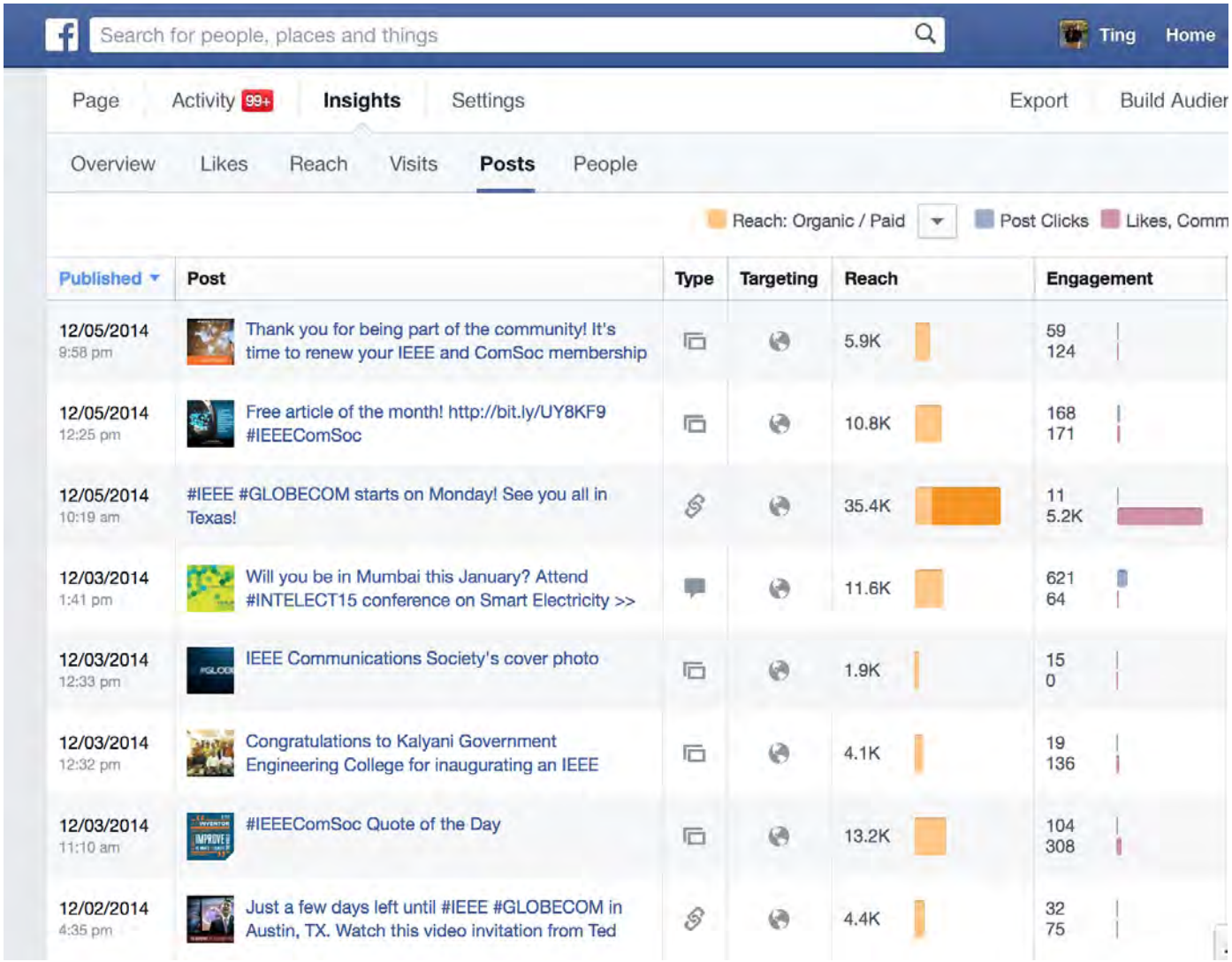
"Good brands tell stories. Great brands find others to tell stories for them."

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage – IEEE ComSoc posts



IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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.

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

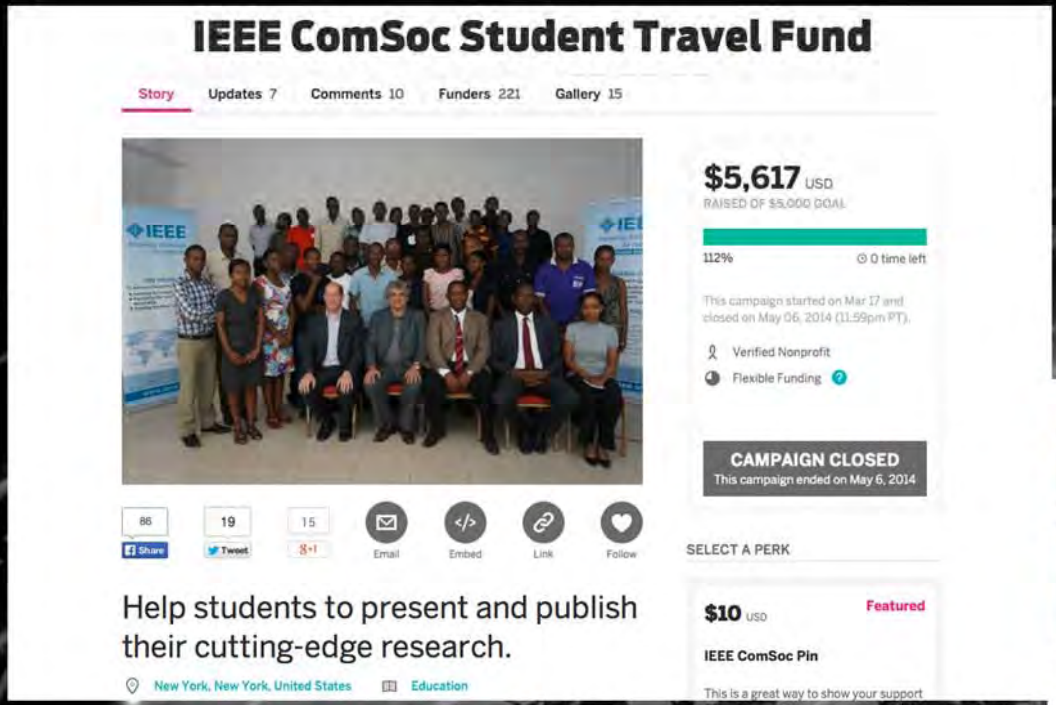
Engage – Become a member. Be Part of the Community.

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.
Engage - Help Students

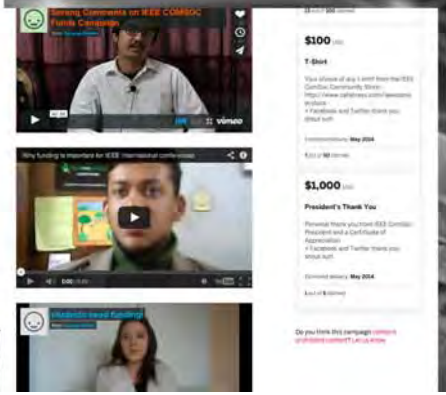
IEEE ComSoc Student Travel Fund Indiegogo Campaign



Raised $5,617

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

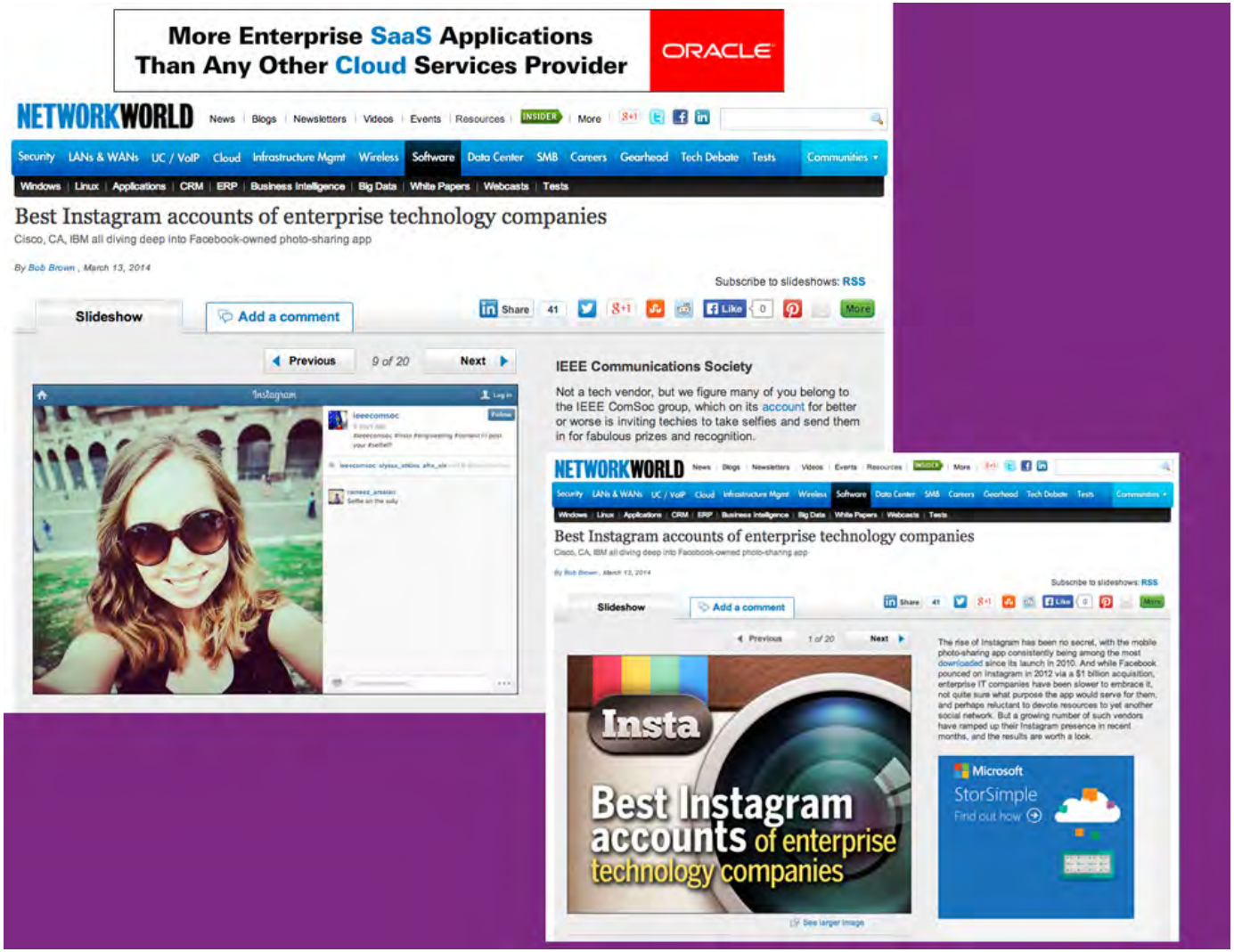
Engage entire community



IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

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.

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage – via Facebook ads

Home: All Campaigns ▸ Campaign: www.cvent.com/events/ieee-g... - Website Conversions ▸ Ad Set: US, CA - 18+

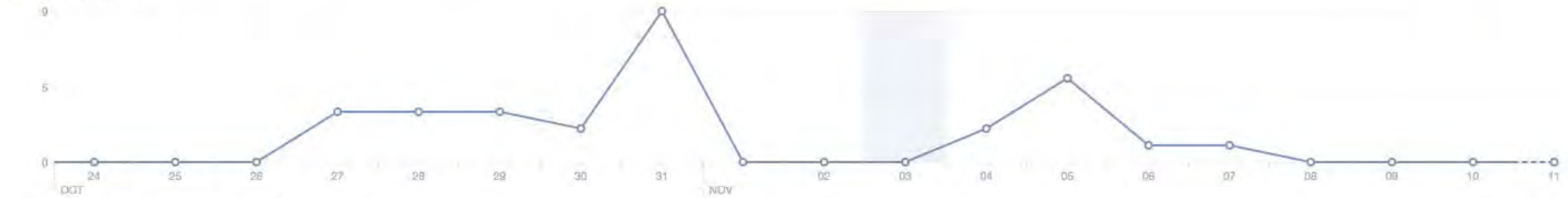
How does this page work? Create Ad In Ad Set

STATUS	DELIVERY	SCHEDULE	BUDGET	SPENT TODAY	LIFETIME SPENT
On	Active 3 Inactive Ads	Oct 24, 2014 – Ongoing 12:32pm	$50.00 Daily	$16.16	$968.62

CONVERSIONS	REACH	FREQUENCY	TOTAL SPENT	AVG. COST PER CONVERSION
31	118,972	9.36	$968.62	$31.25

October 24, 2014 - November 11, 2014

Website Conversions



All Except Deleted | Edit Ads | View Report | View History | 11 Results

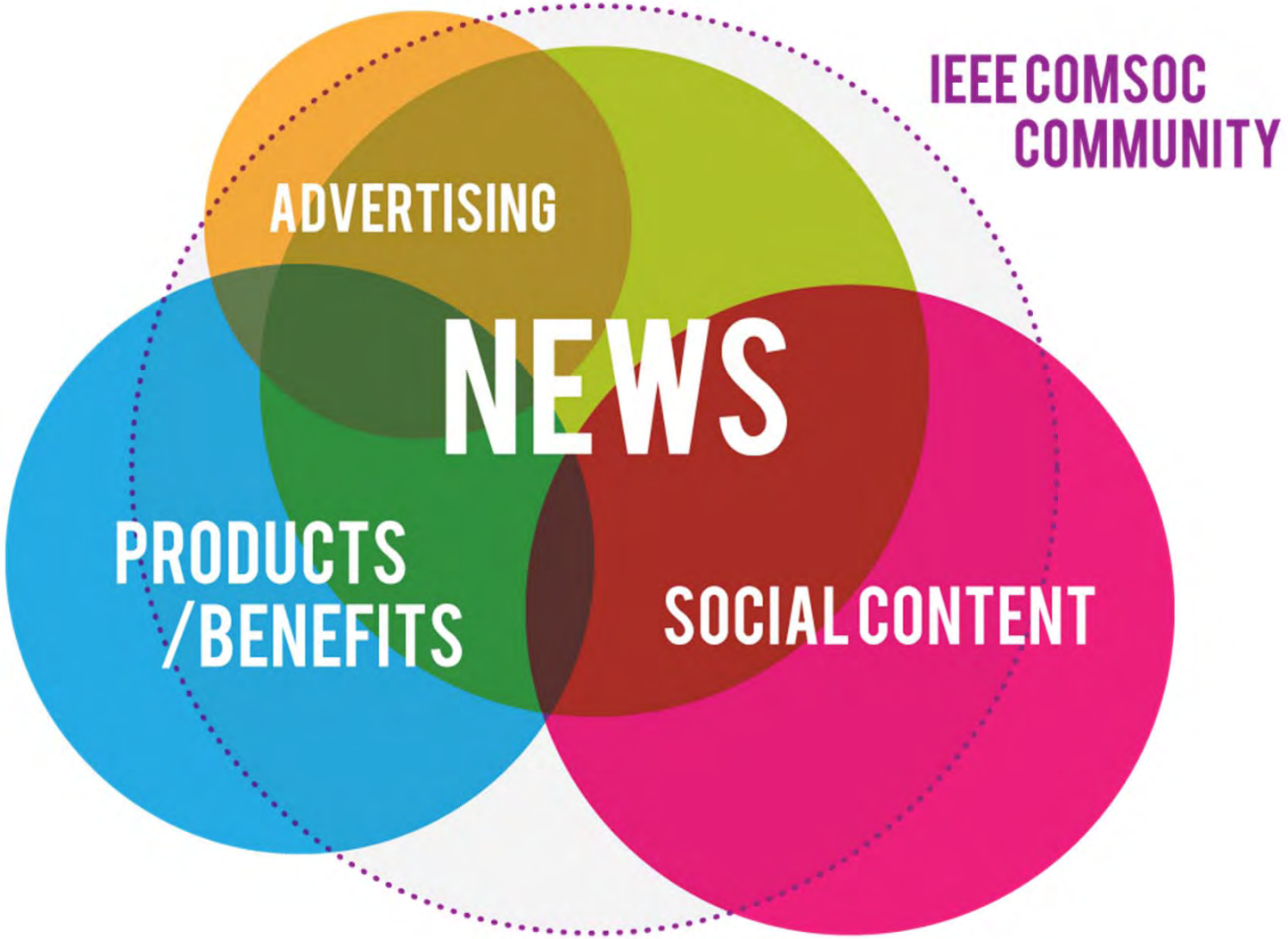
Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
On	www.cvent.com/events/ieee-globecom-2014/event-summary-933f4d631326426db05f011f905f0c6f.aspx?l... - Website Conversions - Image 5	Active	1 Conversion	$39.10 Per Conversion	15,295	8.21	290	0.231%	$4.15	$39.10	Auto Optimized CPM	$0.31 Optimized CPM
On	www.cvent.com/events/ieee-globecom-2014/event-summary-933f4d631326426db05f011f905f0c6f.aspx?l... - Website Conversions - Image 6	Active	2 Conversions	$41.19 Per Conversion	18,941	10.09	727	0.380%	$6.95	$82.38	Auto Optimized CPM	$0.43 Optimized CPM
On	www.cvent.com/events/ieee-globecom-2014/event-summary-933f4d631326426db05f011f905f0c6f.aspx?l... - Website Conversions - Image 4	Active	2 Conversions	$42.95 Per Conversion	19,982	8.04	728	0.453%	$2.69	$85.89	Auto Optimized CPM	$0.53 Optimized CPM
On	www.cvent.com/events/ieee-globecom-2014/event-summary-933f4d631326426db05f011f905f0c6f.aspx?l... - Website Conversions - Image 2	Active	5 Conversions	$18.19 Per Conversion	21,571	7.20	870	0.560%	$2.26	$90.95	Auto Optimized CPM	$0.59 Optimized CPM
On	www.cvent.com/events/ieee-globecom-2014/event-summary-933f4d631326426db05f011f905f0c6f.aspx?l... - Website Conversions - Image 5	Active	3 Conversions	$29.78 Per Conversion	17,079	1.45	131	0.529%	$0.00	$89.33	Auto Optimized CPM	$3.60 Optimized CPM
On	www.cvent.com/events/ieee-globecom-2014/event-	Active	7	$14.25							Auto	$1.88

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage – through all the communication channels possible



IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage – through all the communication channels possible

IEEE Communications Society

IEEE Communications Society Home 58

Page | Activity 99+ | Insights | Settings | Build Audience | Help

#GLOBECOM

IEEE Communications Society
Community Organization

Follow | Share | •••

Timeline | About | Photos | Reviews | More

PEOPLE

★★★★☆

933,277 likes
1,328 visits

ABOUT

The IEEE Communications Society promotes the advancement of science, technology and

Status | Photo / Video | Offer, Event +

What have you been up to?

IEEE Communications Society
Posted by Hootsuite [?] · 4 hours ago

Free article of the month! http://bit.ly/UY8KF9 #IEEEComSoc

THIS WEEK

484 Page Likes

65,586 Post Reach

UNREAD

57 Notifications

252 Messages

Recent
2014
2013
2012
2011
2010
2009

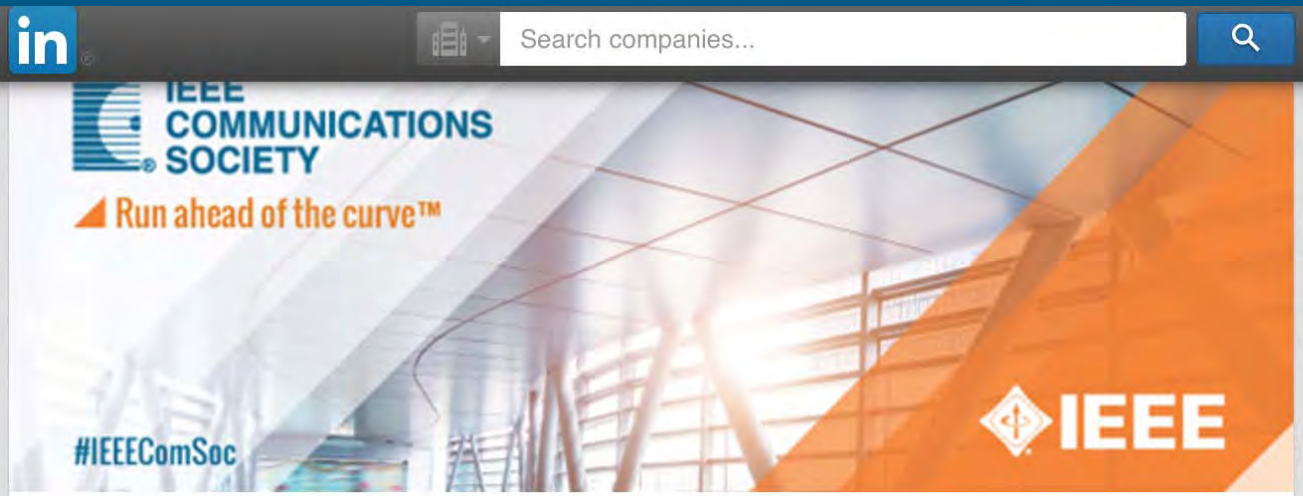
See Your Ad Here

Community. Connect. Communications.

Engage – through all the communication channels possible

Community. Connect. Communications.

Engage – through all the communication channels possible



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	7	10	0.92%
impressions	clicks	interactions	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

Chobani

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

+ Follow

People Also Viewed

IEEE IEEE

Community. Connect. Communications.

Engage – through all the communication channels possible

IEEE
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

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications.

Engage – through all the communication channels possible

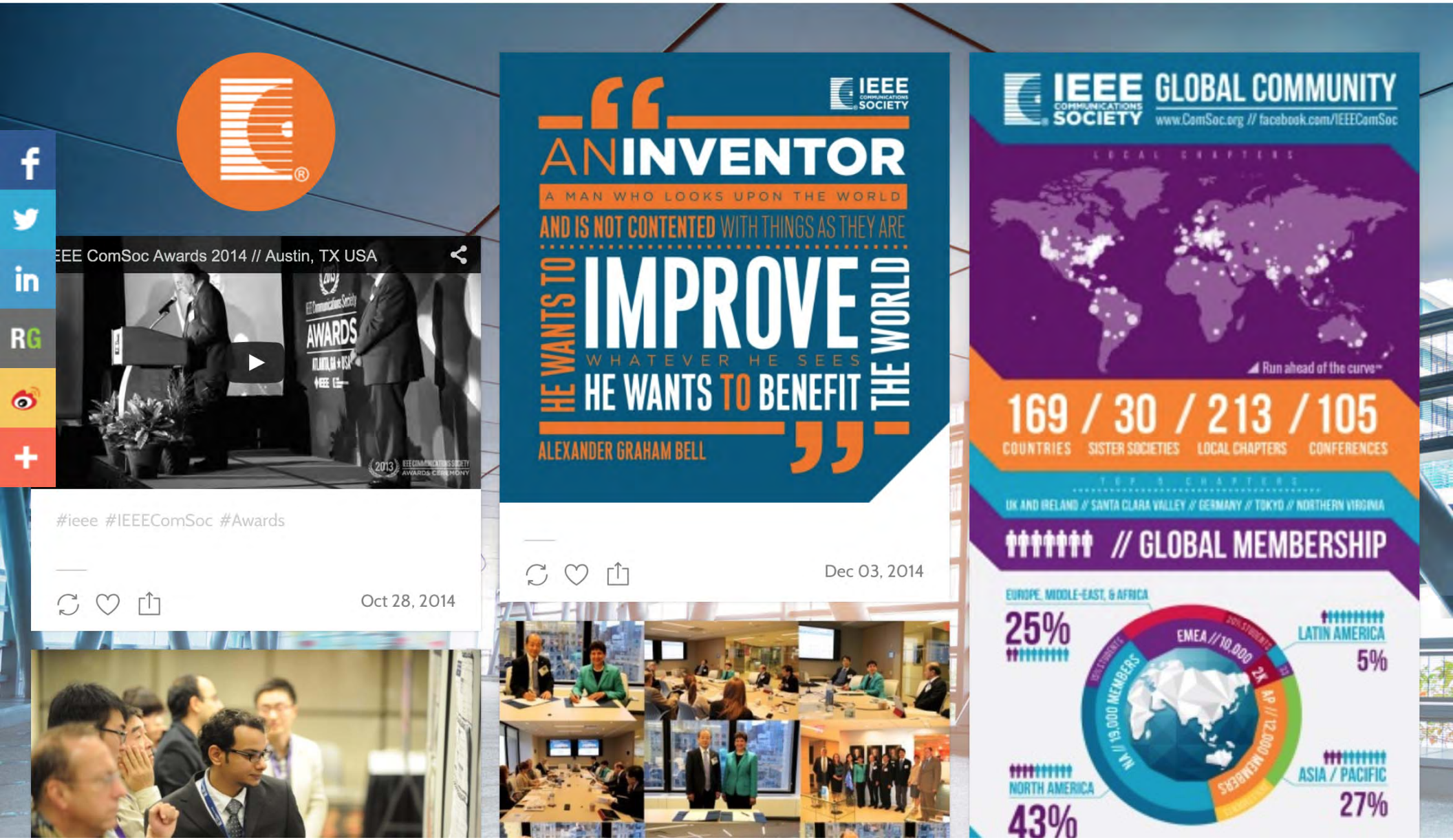
IEEE
Advancing Technology for Humanity

Community. Connect. Communications.

Engage – through all the communication channels possible

MENU

+ Follow ieeecomsocblog tumblr.



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.

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications

Engage - the heartbeats of Technology

2nd Women's Workshop on Communications & Signal Processing

July 16-18, 2014 at Princeton University

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity

Community. Connect. Communications

Engage - the heartbeats of Technology

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

IEEE COMMUNICATIONS SOCIETY

IEEE
Advancing Technology for Humanity

Thank You!

Q & A

Join the Conversation!
#IEEEComSoc

facebook.com/IEEEComSoc
twitter.com/comsoc
plus.google.com/+ComsocOrg
pinterest.com/ieeecomsoc
ieeecomsocblog.tumblr.com

Elena Neira
elenaneira@ieee.org

Ting Qian
t.qian@comsoc.org

Max Loskutnikov
m.loskutnikov@comsoc.org

IEEE COMMUNICATIONS SOCIETY

IEEE Advancing Technology for Humanity