How to Build a UC IT Community Online

Yvonne Tevis, Alexa Rivetti, Karishma Morabia (UCOP)
Why the UC IT Community Matters
What We Cover

* The science behind social media
* Tools
* How you can get involved
“The Strength of Weak Ties” (1973)

Dr. Mark Granovetter
The Strength of Weak Ties

It is the people with whom we are least connected who offer us the most opportunity.
Strong Tie: Immediate family, spouse, best friend, closest co-workers.

Weak Tie: Facebook friend from high school, distant relative, colleague from different department or different campus

Latent Ties:
Weak ties are more likely to provide access to unique information and resources than are strong ties. i.e., info on new job opportunities, as well as resources for collective action.

In diffusion processes, whatever is to be diffused can reach a larger number of people, and traverse greater social distance, when passed through weak ties than strong.

Source: Granovetter, Mark. (1973). The Strength of Weak Ties.
American Journal of Sociology 78(6): 1360-1380.
Tools

* Twitter
* YouTube
* LinkedIn
* UC IT Blog
* Web Streamed Town Halls
* Webinars
* Growth Hacking Tools
* Student Interns
* Twitter is great for networking at conferences! Don’t forget to use #UCCSC2016
* Average lifespan of tweet is only 18 mins
* Used for both professional and personal accounts
* Makes it easy to communicate with everyone from students to C-suite executives and celebrities
Jenn Stringer
@jenn_stringer  FOLLOWS YOU

Current Berkeleyan, former Stanfordite and NYUer, and always a beer wench. My opinions and tweets are my own.

Joined April 2008

Tweets 266  Followers 440  Likes 309  Lists 1

Jenn Stringer @jenn_stringer  2h
Nice overview! Cloud doesn’t decrease costs, but improves stability. Amazon’s Quiet Dominance of Higher-Ed LMS

THE CHRONICLE OF HIGHER EDUCATION
Joe Sabado
@JoeSabado  FOLLOWING YOU

Acting Exec. Director, Student Info Systems & Technology - #StudentAffairs #UCSB. Higher Ed Tech Leadership. Views posted are my own.

📍 Santa Barbara, California
🔗 joesabado.com
📅 Joined August 2010

Tweet to  Message

114 Followers you know

Joo Sabado Retweeted

UCSB VCSA @VCSAklawunncsbb 2h
Integration of IT in Student Affairs at highest level thanks to SIS&T and Joe Sabado.
Tom Andriola
@Andriola_UC
CIO and Vice President at the University of California Office of the President...
Top 100 Social CIO - Passionate about HealthIT HigherEd and of course UC

San Francisco Bay area
cio.ucop.edu
Joined January 2011

155 Photos and videos

TWEETS 1,570  FOLLOWING 1,374  FOLLOWERS 2,568  LIKES 6,932

Tweets  Tweets & replies  Media

Pinned Tweet
Tom Andriola @Andriola_UC · Apr 25
Honored to be on @ValaAfshar's Top 100 Social #CIO list for the 1st time! It's been a great year huffingtonpost.com/vala-afshar/20...

Tom Andriola @Andriola_UC · 2h
Visit to organic farm serves up life lessons for UC students link.ucop.edu/2016/04/18/vis...

Tom Andriola @Andriola_UC · 5h
Donna Yamasaki talks about UC's new #pension plan; Redwood named...
"They see me rollin',
They hatin'"
-@bhorowitz on how to overcome the haterz and be a dope entrepreneur @CenteratCal
* Increases awareness because people are likely to stay on your website longer when they are watching a video
* It appeals to multiple senses
* Best way to get a feel of an event or make a message more personal
* Nowadays, videos are pretty cheap to make thanks to innovative technology
In a Cloud of Our Own: UCCSC 2015

University of California IT

Published on Aug 25, 2015

241 views
Webinars

University of California
Office of the President

Our Vision for Bringing Video Content Online

Mission for Google Video: Users get instant access to the world’s multimedia content, while content owners earn revenue and retain control over their content.

Google Video
The world's largest professional network: 400 million strong.

Connect. Find. Be found.
Build your professional identity online and stay in touch with colleagues and classmates.

Power your career.
Discover professional opportunities, business deals, and new ventures.

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Get the latest news, inspiration, and insights you need to be great at what you do.
UC IT Professionals Network
629 members

Start a conversation with your group

Enter a conversation title...

ABOUT THIS GROUP
The UC IT Professionals Network is open to current or former IT professionals at the University of California. The group enables members to view profiles of colleagues, connect with each other, and create opportunities to share expertise and collaborate...

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629 members

Conversations
Jobs

Todd Jonas PMP, RCDD, ITIL
Sr. Technical Project Manager, Clinical Information Systems @ UCLA Med...

Happy Monday
https://www.youtube.com/watch?v=5D11e424M_Q

Humor in the Workplace, Employee Motivation: I Love My Job! Choose Your Attitude at Work!
www.HumoratWork.com Do you LOVE your job the way this guy does? Humor in the workplace expert Michael Kerr runs Humor at...
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Some search results have been filtered to improve relevance.

**Alexandria Rivetti**  
IT Communications Coordinator at University of California Office of the President  
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Similar • 500+  
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**Karishma Morobia**  
IT Marketing and Communications Intern at University of California Office of the President  
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3 shared connections • Similar  
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Enthusiastic IT & Business Continuity Project Manager

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UC CIO and International Business Leader – driving strategic change
OWNER

Alexandria Rivetti
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Alison Spencer
Student at UC Berkeley

James Kent Dudek

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Group rules

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636 members

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Posted by Donna Yamasaki, senior application manager, Information Technology Services, UCOP. The University of California Retirement Plan (UCRP) is a tax-qualified defined benefit plan with multiple tiers and membership classifications and approximately 250,000 total members. UCOP administers the program and...
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- Cold emails – latent ties
- Emails sent to campus listserv – weak ties
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How Can We Be “In IT Together?!”

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- Interview for the UCCSC movie! It’s fun 😊
- Host a webinar
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- Connect with everyone you meet at the conference on LinkedIn!
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- Write a blog post. Share your story!
If only Bradley's arm was longer. Best photo ever. #oscars