



Tuck School of Business
at Dartmouth

A digital strategy for the Tuck

Center for Digital Strategies

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May 13, 2010

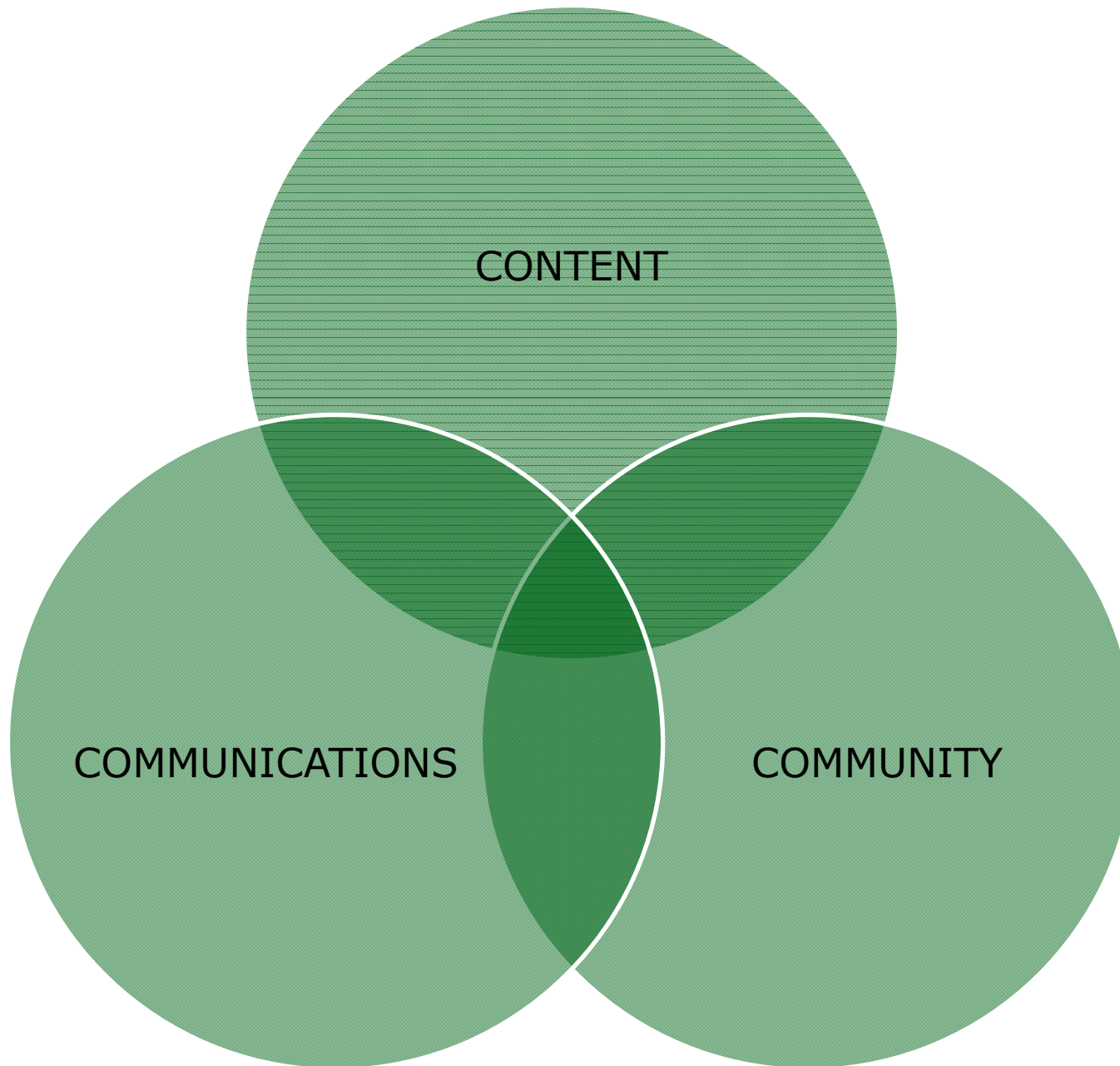
Digital Strategy

Unite individual social media resources and communication channels under a comprehensive strategy to build a strong voice, engage with stakeholders, and position the CDS as a thought-leader.

Focus on:

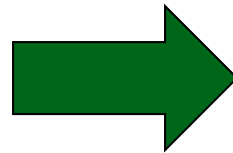
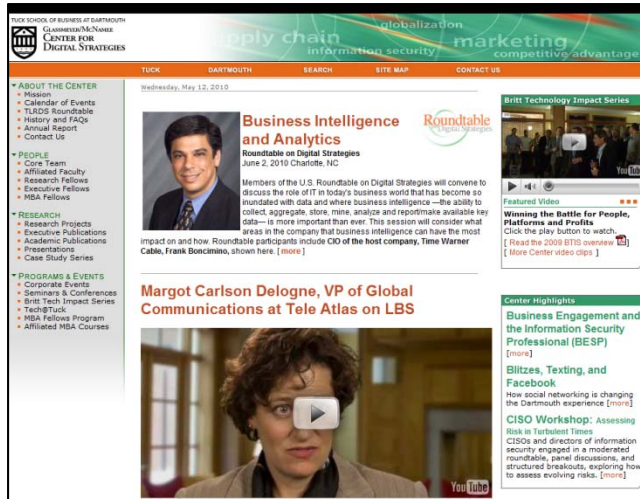
- Connecting constituents to each other and to Tuck
- Informing the community of events Tuck and Dartmouth
- Disseminating content generated by the CDS

Digital Strategy



CDS Content

- The website is the hub and archive for all content generated by the CDS
- Utilize other channels to distribute content broadly across the web



Content Types

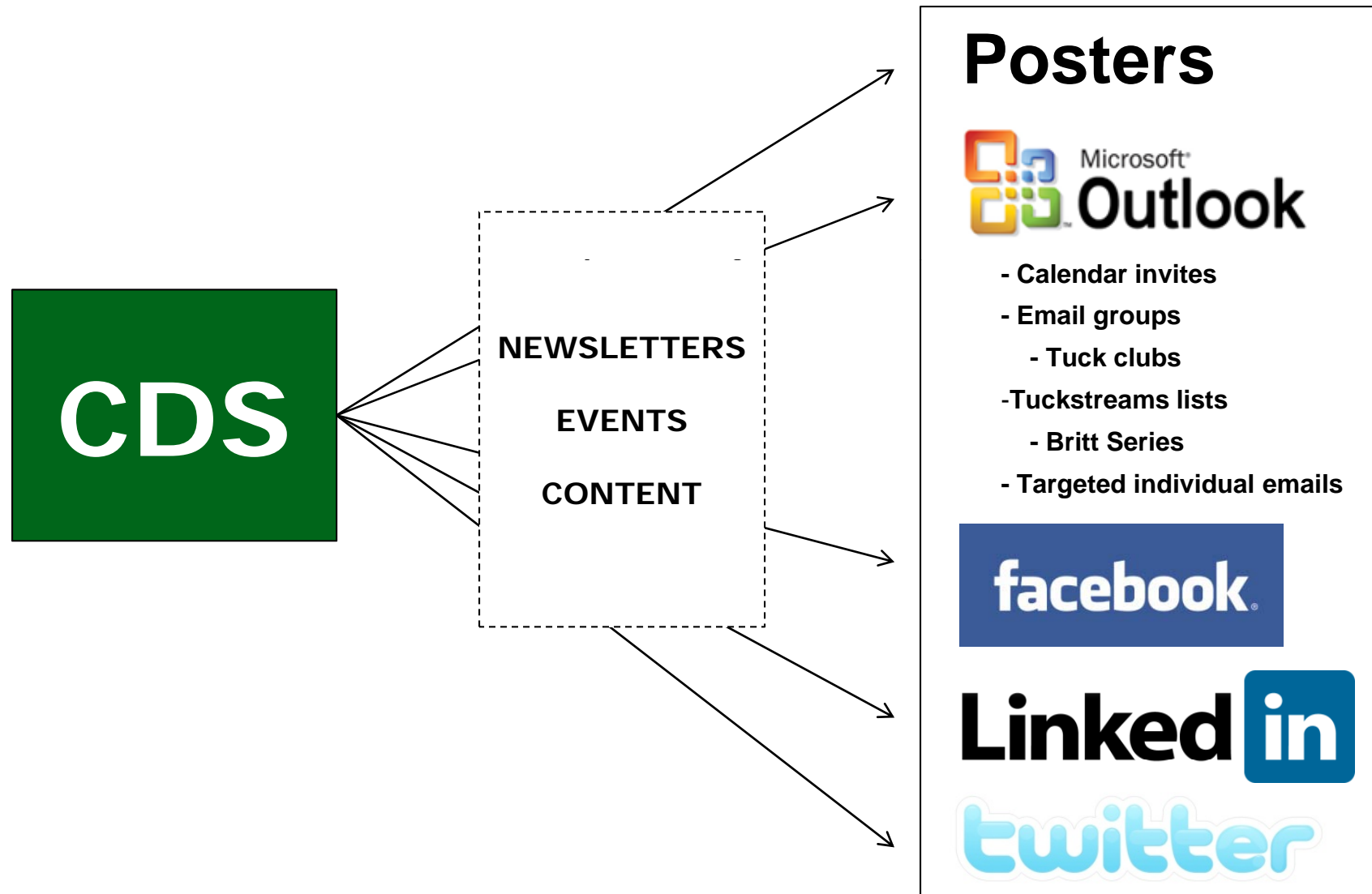
- Center research / case studies
- CIO Roundtable
- Britt Series Materials
- Executive Education materials
- Radio / Video Tuck interviews
- Presentations / recordings from events
- Fellow's Blog???

Content Distribution Channels

- YouTube
- iTunes
- .docstoc
- Scribd

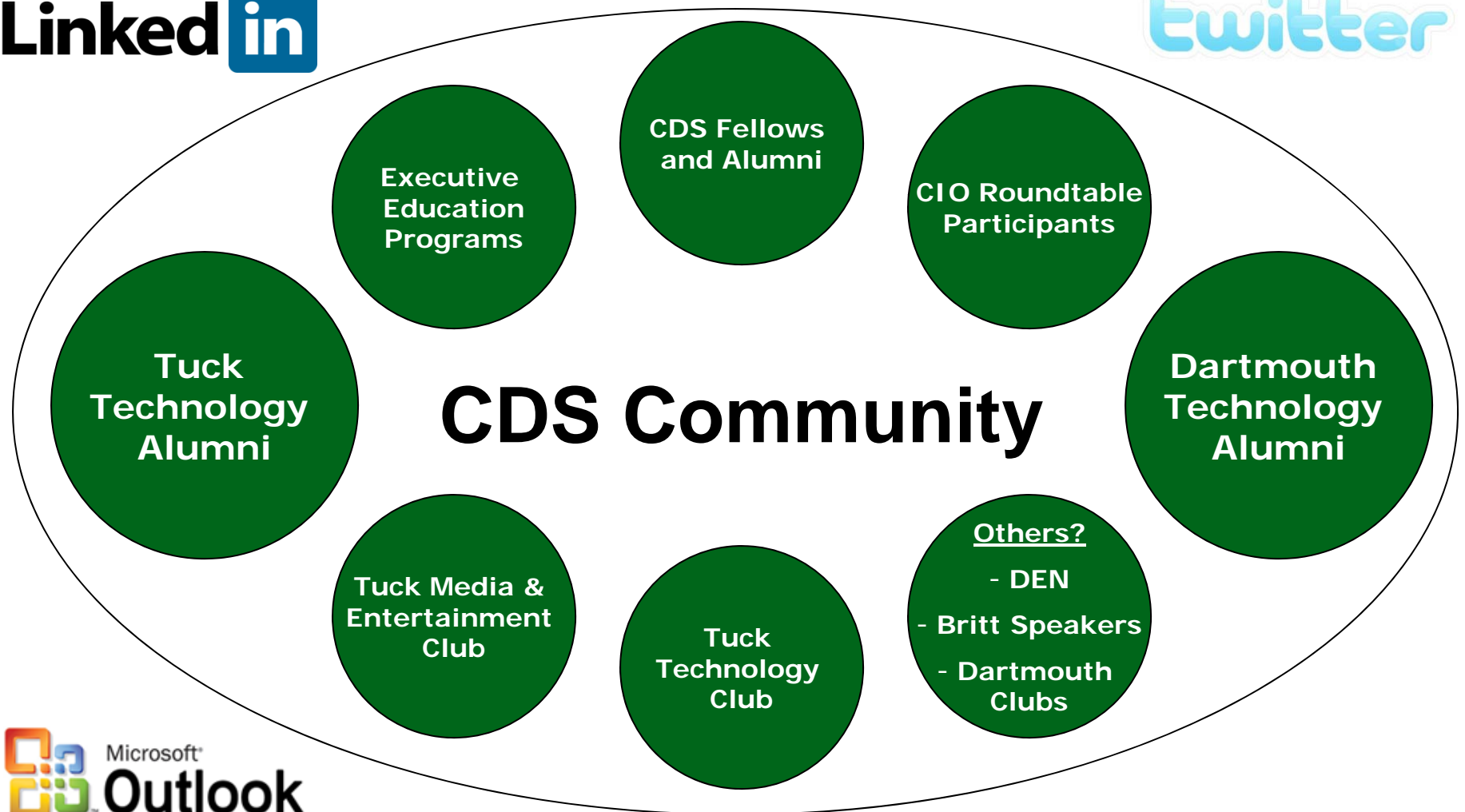
CDS Communications

- Communications from the CDS should be targeted, timely and consistent
- Utilize regular newsletters to highlight content and events



CDS Community

- The CDS 'community' already exists...but it doesn't 'live' anywhere
- Use LinkedIn, Twitter and email to connect people to the CDS and to each other!




CDS Community (cont'd)

Regular Contact

Tuck Technology Club

Tuck Media & Entertainment Club

Britt Series Tuckstreams List

-  Microsoft Outlook
- Use Tuck email groups and Tuckstreams lists
- Send newsletter, event invites

Networking Group

Tuck Technology Alumni

Dartmouth Technology Alumni

CDS Fellows and Alumni

DEN?

- **Linked in** groups
- Main purpose is networking
- Experiment with discussion and job boards
- Post newsletter to group


Light Touch

CIO Roundtable Participants

Executive Education Programs

Britt Speakers

Others

-  twitter
- Keep CDS front of mind
- Notify of events and new content
- Voice of Hans and Eric

CDS and Twitter

- Twitter can be utilized for both COMMUNICATIONS and COMMUNITY
- The CDS should maintain a generic account for general purposes
- Hans and Eric should 'jump in' as themselves!



Just had a great
CIO roundtable
in Houston...
check it out:
<http://bit.ly/10Qfdx>



Hans_TuckCDS



TuckCDS



Eric_TuckCDS

Big Tuck alumni
meet-up in Silicon
Valley tomorrow...
hope to see
you there!

"Mobile Future" Panel on Wednesday
includes CDMA, FusionOne and
Clearwire! Will post recording soon...

Concerns

How much new work did I just create?

- New Twitter accounts for the CDS (TuckCDS)
 - Replace the current TECHatTUCK_BTIS (47 followers)
- New Twitter accounts for Hans (Hans_TuckCDS) and Eric (Eric_TuckCDS)
- New LinkedIn groups for Tuck Technology Alumni and potentially Dartmouth Technology Alumni
 - Potentially administered and run by a CDS Fellow or alumni volunteer (hint, hint)
- Bring back the regular CDS Newsletter
- Establish communication protocols and guidelines for each channel

How much is this going to cost?

- No money...but definitely some time
- Twitter shouldn't take that much time
- The CDS Newsletter will take time to put together
- LinkedIn groups will take time to amass, but it can be done slowly and over time

Will people want to join the LinkedIn groups or follow the Twitter accounts?

- Completely up to them...no worries if someone doesn't want to
- Always provide an 'unsubscribe' for newsletters and email groups