



KATHOLIEKE UNIVERSITEIT
LEUVEN



SOMETHING
BECOMES
SOMEONE



KATHOLIEKE UNIVERSITEIT
LEUVEN



SOMETHING
BECOMES
SOMEONE

(without using
black magic)

HELLO,
NICE TO MEET YOU.

KATHOLIEKE UNIVERSITEIT
LEUVEN



+ 40 000 STUDENTS

+ 40 000 STUDENTS

+ 18 000 EMPLOYEES

+ 40 000 STUDENTS

+ 18 000 EMPLOYEES

+ ME





ROUND 1

WHAT IS ALL THE FUSS ABOUT?

WHAT WAS THE MOST VISITED
WEBSITE IN 2008?

WHAT WAS THE MOST VISITED
WEBSITE IN 2011?

FOR WHICH PURPOSE
INTERNET WAS USED MOST
IN 2008?

FOR WHICH PURPOSE
INTERNET WAS USED MOST
IN 2011?

(MOBILE USERS USE SOCIAL
MEDIA EVEN MORE)

WHAT IS THIS SOCIAL MEDIA?



INTERACTIVE

INTERACTIVE USER CREATED CONTENT

INTERACTIVE USER CREATED CONTENT PERSONAL PROFILE

OUR STUDENTS HAVE CHANGED,
DID WE?



DO WE WANT TO CHANGE?

DO WE WANT TO CHANGE?
DO WE NEED TO CHANGE?

DO WE WANT TO CHANGE?
DO WE NEED TO CHANGE?
WHY WOULD WE CHANGE?



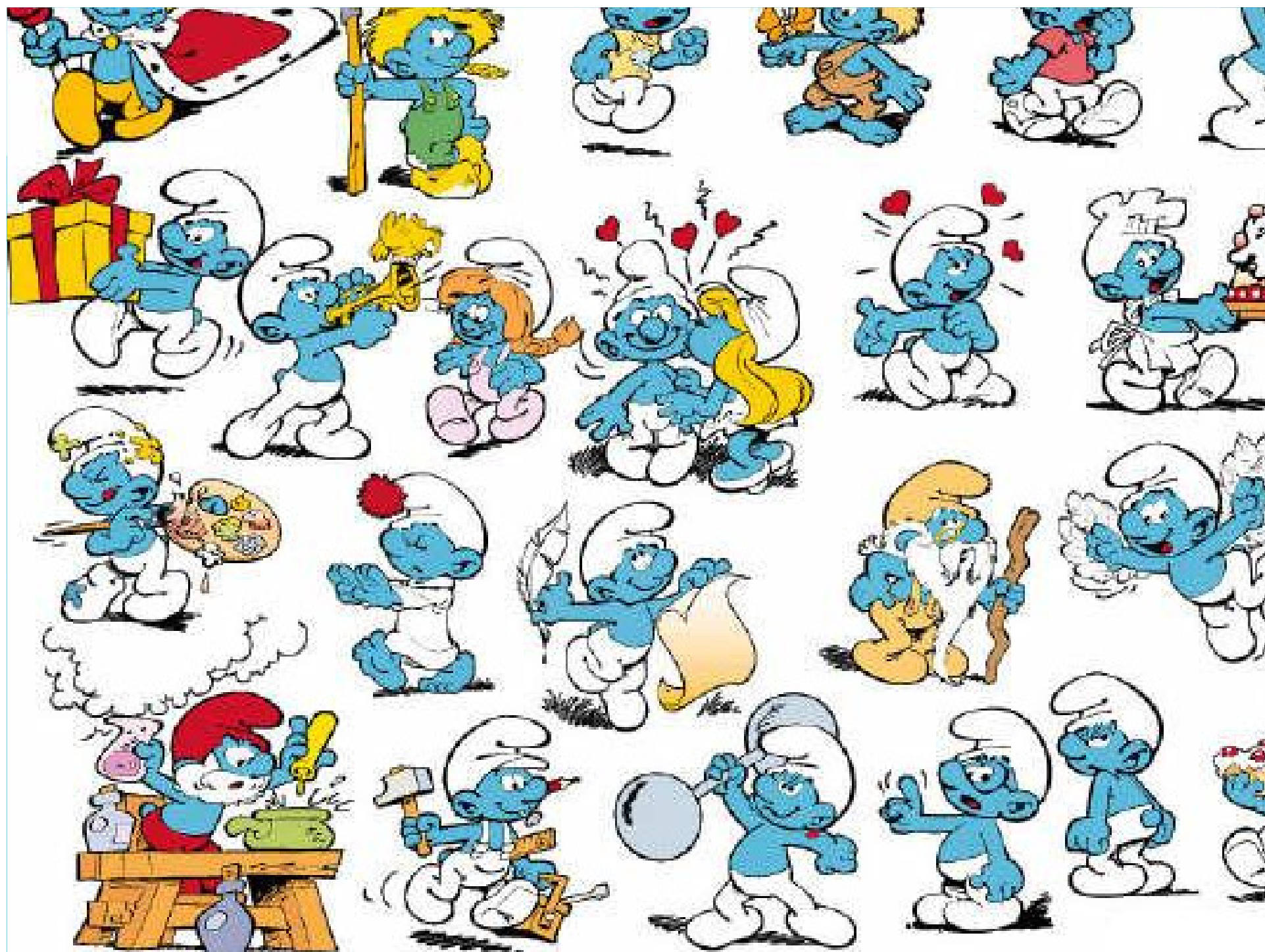
DO WE WANT TO CHANGE?
DO WE NEED TO CHANGE?
WHY WOULD WE CHANGE?
HOW CAN WE CHANGE?

ROUND 2: WHAT ARE WE DOING?!

THREE WORDS: ONE WAY COMMUNICATION

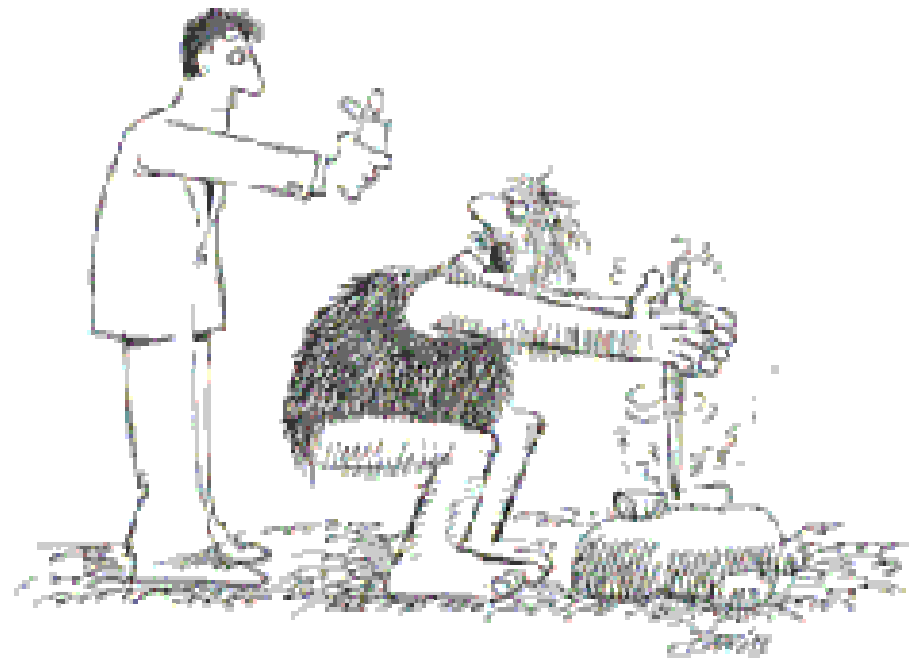
(examples please)

TRADITIONALLY WE COMMUNICATE
INDIVIDUALLY, NOT AS “KU LEUVEN”



VERY CONSERVATIVE IN BUDGET ALLOCATION & MEDIA USE

ROUND 3: WHY WOULD WE WANT TO CHANGE?



We do it this way because we've always done it this way, son!

FACT
OUR STUDENTS USE
SOCIAL MEDIA MORE THAN
INTERNET

CHALLENGES

- STUDENT RECRUITMENT
- STAFF RECRUITMENT
- SOCIETAL OUTREACH

POSSIBILITIES

- **BRANDING**
- **COMMUNITY BUILDING**
- **BETTER SERVICE**
- **FASTER FEEDBACK**

FOR KU LEUVEN
- VERY VERY POSITIVE BRAND
IMAGE WITH STUDENTS

FOR KU LEUVEN

- VERY VERY POSITIVE BRAND
IMAGE WITH STUDENTS**
- BUT: BORING, NOT INTERESTING**

FOR KU LEUVEN

- VERY VERY POSITIVE BRAND
IMAGE WITH STUDENTS**
- BUT: BORING, NOT INTERESTING**
- LOW IDENTIFICATION
& INVOLVEMENT**

ROUND 4: WHAT DO WE NEED TO CHANGE?

(a lot, I'm so sorry)

COMMUNICATION BECOMES CONVERSATION

“SOMETHING”
CAN
COMMUNICATE

YOU NEED
“SOMEONE”
TO
CONVERSATE

你在天上願你的名兒被人
敬願你的國圖降臨願你的
意能殼成就在地如在天一
我們需用的糧食求你今日
我求你免我的債照我免人
的樣兒不要由我入迷願你
我出惡爲的是邦國權勢榮
一概是你的直到世世代代，

WHAT IS CONVERSATION?

IS E-MAIL CONVERSATION?

ADDITIONALLY:
“SOMEONE” WORTH
FOLLOWING

THINK OF OUR
UNIVERSITY AS A
PERSON
RATHER THAN AN
INSTITUTION

ONE PROFILE
ONE VOICE

WHAT MAKES SOMEONE WORTH FOLLOWING?

(personality traits)

TO THE POINT SURPRISING
CONFIDENT

INSPIRING

ORIGINAL UP-TO-DATE
SMART

FAST FUNNY

HONEST RECOGNISABLE

WHAT ABOUT THE UNIQUE CHARACTER OF OUR BRAND?

IT'S NOT ABOUT WHO YOU
ARE
BUT HOW YOU TALK



KU Leuven

22 May

Voor de taalliefhebbers: een kleine ode aan alumnus Herman De Coninck, die vandaag 15 jaar geleden in Portugal overleed.

Stilte is het verschil
tussen niks zeggen
en alles al gezegd hebben.

HERMAN DE CONINCK

Like · Comment · Share

23

Sarai Bocqué and 91 others like this.



Levi Poelmans o ,ik weet het niet,
maar besta, wees mooi.
zeg: kijk, een vogel
en leer me de vogel zien
zeg: het leven is een brood
...[See more](#)

22 May at 11:34 · Like · 12

Write a comment...

15,853 people reached · 51%



KU Leuven shared a link.

4 June · 🌐

Onze beiaardier waagt zich wel eens aan bekende melodieën. Hier covert hij Little Talks van Of Monsters and Men. Heeft iemand het herkend?



Little Talks on bells (Of Monsters and Men cover)

www.youtube.com

Little Talks (Of Monsters and Men)
gecoverd door Luc Rombouts op de beiaard van de KU Leuven

Like · Comment · Share

💬 66



Liesbet Berlamont and 114 others like this.



View all 8 comments



Luc Rombouts Mooi, Michael, die uitdaging neem ik aan. Eerst even op studeren :-)

[See Translation](#)

4 June at 21:26 · Unlike · 👍 3



Bram Demulder Ik heb er een hele dag mee in mijn hoofd gezeten alvorens ik me kon herinneren welk liedje het was. Maar ondanks die frustratie blijf ik grote fan.

[See Translation](#)

7 June at 10:00 · Like

Write a comment...

13,991 people reached · 47%



KU Leuven

16 May

Vandaag was Vinton Cerf (één van de vaders van het internet & vice-president van Google) in Leuven! Hij hield voor een volle aula een lezing over de toekomst van het internet.

Ontdek het zelf op <http://nieuws.kuleuven.be/node/11011> & http://en.wikipedia.org/wiki/Vint_Cerf



Like · Comment · Share

23 1



KU Leuven shared a link.

21 May

Vandaag volop in het nieuws. Even benadrukken: het is voorlopig maar een denkpiste en geen concreet plan. Maar wat denken jullie? Zou het een verbetering zijn?



KU Leuven overweegt indeling academiejaar te veranderen

www.demorgen.be

De start van het academiejaar zou worden vervroegd tot begin september en de ...

Like · Comment · Share

👍 69 💬 47 📄 13

20,413 people reached · 61%

EXAMPLE MCDONALDS

ROUND 5: HOW CAN WE BECOME SOMEONE?

IT'S NOT EASY

BIGGEST UNDERSTATEMENT OF ALL TIME

Listen Joseph, there's going to be some changes around here once this baby arrives.



IT WILL CHANGE
THE WAY THE UNIVERSITY
WORKS

(LIKE IT HAS ALREADY CHANGED
DEMOCRACY & POLITICS)

1) IT WILL CHANGE THE
MARKETING DEPT.

2) IT WILL CHANGE THE
COMMUNICATIONS DEPT.

3) IT WILL CHANGE STUDENT SERVICES

4) IT WILL CHANGE HOW
THE UNIVERSITY IS ORGANISED

ROUND 6: WHAT HAVE WE DONE?

STEP 1: WE TOOK CONTROL OF OUR SOCIAL MEDIA

STEP 2: WE REDEFINED OUR BRANDING TO A SOCIAL MEDIA PERSONALITY

STEP 3: WE STARTED EXPERIMENTING

STEP 4: WE TRACKED DOWN BOTTLENECKS, PROBLEMS, ...

STEP 5: WE ENCOURAGE
& SUPPORT THE SOCIAL MEDIA
REVOLUTION IN OUR COMM. DEPT.

STEP 6: WE ENCOURAGE & SUPPORT THE SOCIAL MEDIA REVOLUTION IN FACULTIES

SHORT-TERM RESULTS
FACEBOOK (in 4 months):
-From 1700 likes to 10400

SHORT-TERM RESULTS
FACEBOOK (in 4 months):
-From 1700 likes to 10400
-Reach raised by 10x

SHORT-TERM RESULTS
FACEBOOK (in 4 months):

- From 1700 likes to 10400
- Reach raised by 10x
- Interactions raised by 20x

SHORT-TERM RESULTS

FACEBOOK (in 4 months):

- From 1700 likes to 10400
- Reach raised by 10x
- Interactions raised by 20x
- 90% questions answered within 4h

SHORT-TERM RESULTS

FACEBOOK (in 4 months):

- From 1700 likes to 10400
- Reach raised by 10x
- Interactions raised by 20x
- 90% questions answered within 4h