

Social Media Training: How to Effectively Implement & Evaluate Your Social Media Strategy

Welcoming remarks will begin at
11:55 a.m. Eastern Time.

The formal presentation will begin at noon.

For audio, dial in by phone:

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Access code 5627649

For a list of international toll-free numbers check your confirmation email for the direct link.

The following presentation reflects the personal views and thoughts of Morgan Estabrook and Montserrat Capdevila, and is not to be construed as representing in any way the corporate views or advice of the University of Virginia or Johns Hopkins University and their Affiliates, Subsidiaries or Divisions, nor the views or advice of the Association of University Technology Managers (AUTM). The content is solely for purposes of discussion and illustration, and is not to be considered legal advice.

Social Media Training: How to Effectively Implement & Evaluate Your Social Media Strategy

Presented by:

- Morgan E. Estabrook, APR, University of Virginia Innovation
- Montserrat Capdevila, Johns Hopkins Technology Transfer

May 30, 2013

Questions?

We will be taking questions during a designated question and answer period at the conclusion of the presentation. Please hold all questions until this designated period.

Operator Assistance

Audio difficulties: Dial 0 0

Other issues: +1-847-559-0846

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Thank You!



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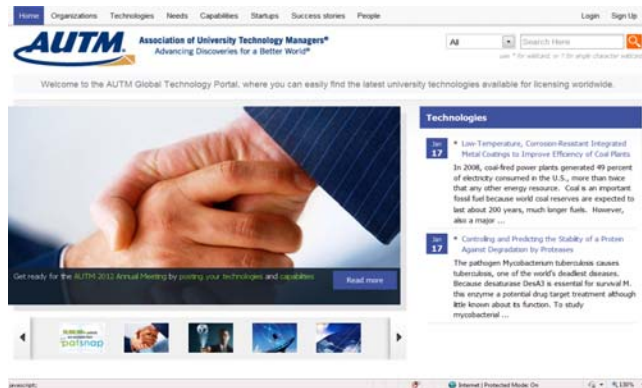
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- Updates on legislative activity and how it affects you
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Morgan E. Estabrook, APR
Senior Manager of Marketing & Communications
University of Virginia Innovation



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Montserrat Capdevila

*Director of Sales, Marketing and
International Relations*

Johns Hopkins Office of Technology
Transfer



www.linkedin.com/in/mcapdevila

Social Media Training

How to Effectively Implement and Evaluate
Your Social Media Strategy

Morgan E. Estabrook, APR, University of Virginia Innovation

Montserrat Capdevila, Johns Hopkins Technology Transfer

Reasons TTOs Are Going Social

- Increase brand recognition
- Build community
 - Generate positive attitudes
 - Grow your reach
 - Get attention of media, legislators, VCs, etc.
- Keep an ear to the ground
- License technologies ...

17

The Results Are In!

- For more information on tech transfer's use of social media, visit www.fuentek.com
 - 2013 survey results
 - Whitepaper

18

Today We'll Cover:



Today We'll Cover:



8 Rules For Maximum Impact

1. Be clever.
2. Be pithy.
3. Tag others.
4. Be direct. *Call people to action.*
5. Be professional. *When in doubt, don't post.*
6. Post frequently. *Be consistent.*
7. Understand platform uniqueness.
#But #don't #overdo #it.
8. Interact.

21

One More: Student Interns!

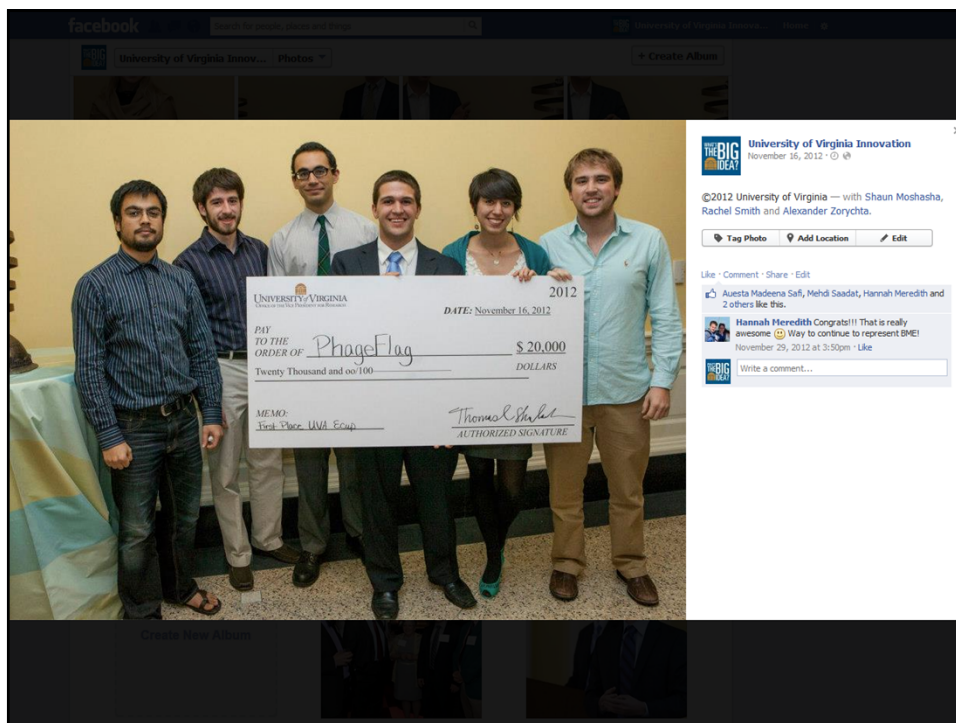
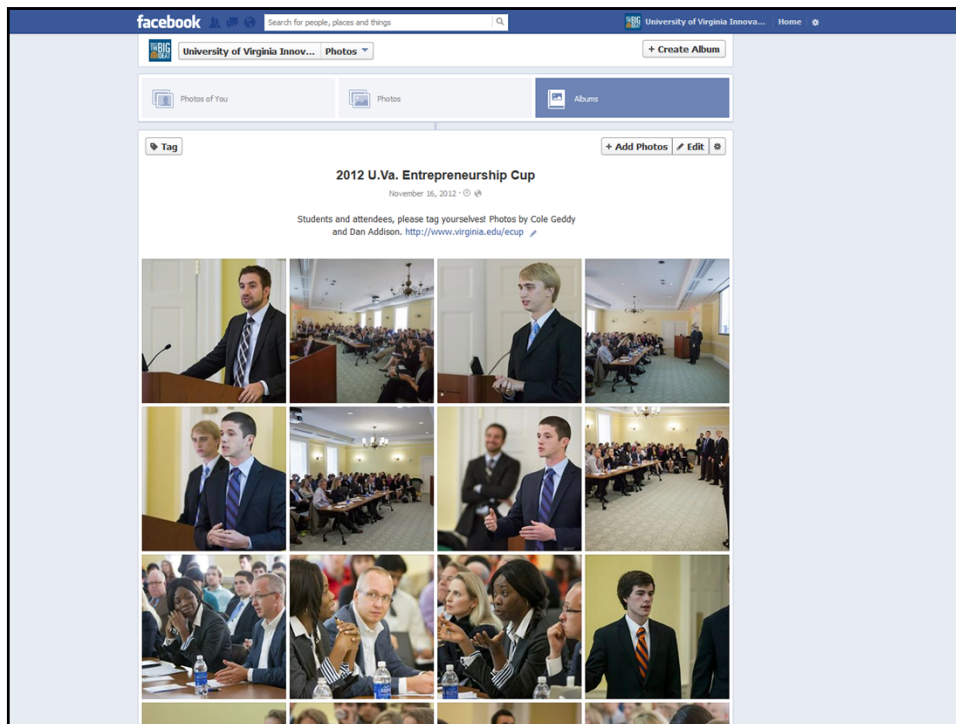


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Facebook



The screenshot shows the Facebook profile page for University of Virginia Innovation. The header includes the Facebook logo, a search bar, and navigation links for 'University of Virginia Innovation', 'Home', 'Admin Panel', 'Edit Page', 'Build Audience', 'Help', 'Show', and 'Ads Manager'. The main cover image features the text 'WHAT'S THE BIG IDEA?' and 'INNOVATION.VIRGINIA.EDU' over a photo of a person in a lecture hall. Below the cover, the page name 'University of Virginia Innovation' is displayed with 584 likes and a 'Like' button. Navigation tabs for 'About', 'Photos', 'Map', and 'Join Our Mailing List' are visible. The main content area shows a status update from 'University of Virginia Innovation' shared a link about a new tool for forensic exams. A 'Recent Posts by Others' section shows posts from 'University of Virginia' and 'Christine NoActa Goodwin'. A 'Recommendations' section suggests a post by 'Greg Giannimittorio'. On the right, an 'Ads Manager' sidebar displays a 'See Your Ad Here' section with a 'Promote This Story' button.





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University of Virginia Innovation shared a link.
2 hours ago near Charlottesville ·

The UVA School Of Nursing's Kathryn Laughon and UVA BME Alumni & Friends's Shayn Peirce-Cottler are working to identify a new tool that would better serve victims of sexual assault. Watch their story, and consider advancing their project with a gift on our new crowdfunding site:

U.Va. Researchers Reducing Inequality in Forensic Exams Following Sexual Assault
Learn more, and participate in the crowdfunding of this exciting research, at <http://www.virginia.edu/seed>.

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University of Virginia
Today, University of Virginia Innovation announced a new...
Tuesday at 10:28am

Christine HoActa Goodwin
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May 7 at 4:36pm

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Great place to get information about the tech transfer comm...
over a year ago

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21 hours ago

Brad Haws, Jim Smith and 2 other people like **University of Virginia Innovation's** link: "Last week we promised you something..."
on Tuesday

Katie DeBly, Mark Crowell and 2 other people like **University of Virginia Innovation's** status: "We can't wait to show you what we've..."
last Friday

Messages See All

Inessa Brown
Hello, again. Could you please tell me if y...
Danny Trestlan
Do you have a program online as well?
Richard Walaga
What's the Big Deal? or "VIBD" (channel)...
Gregoris Kalai
Hi! Thanks for including the VIVE Fair in ...

New Likes See All

J5 Hadani
20 hours ago

Asmaa Abdeen
on Wednesday

Jim Smith
on Tuesday

Jena Vermillion
on Tuesday

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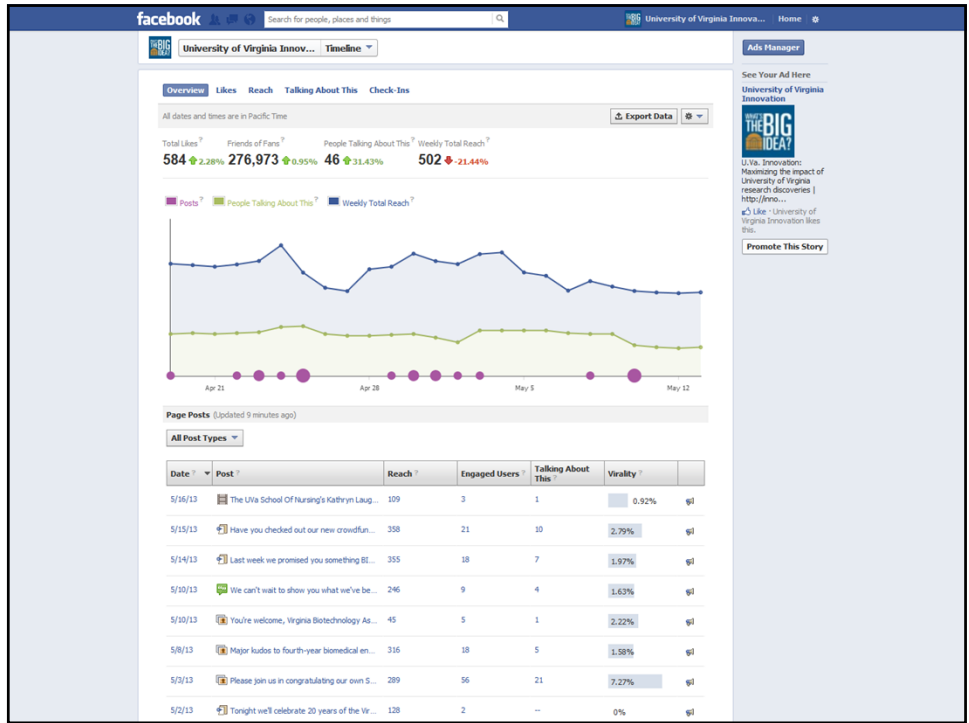
Geneva Taylor Dodson Invite

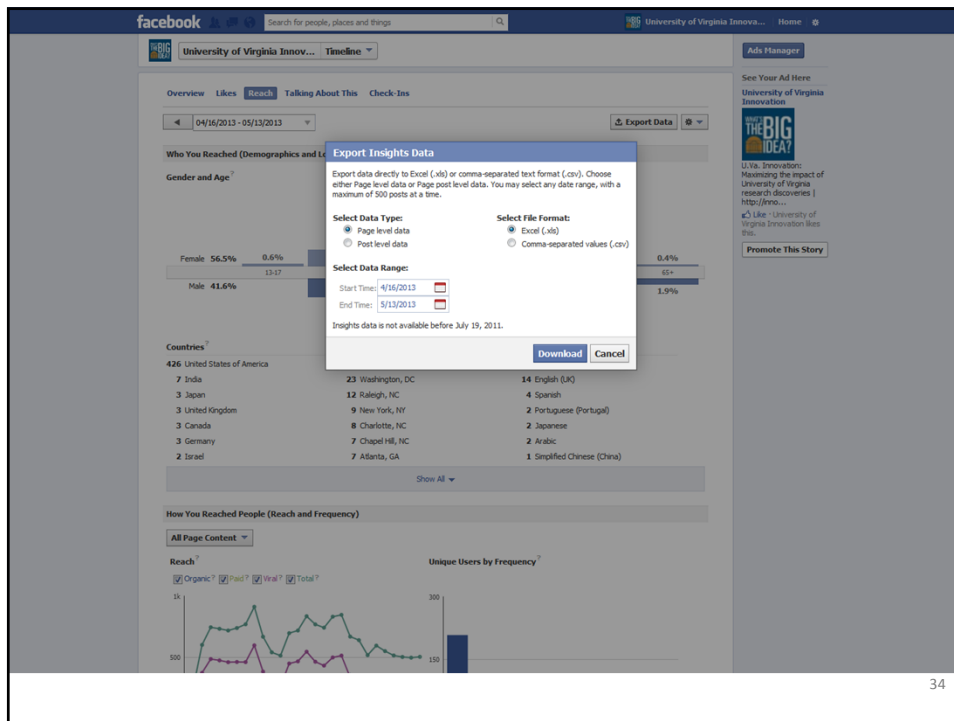
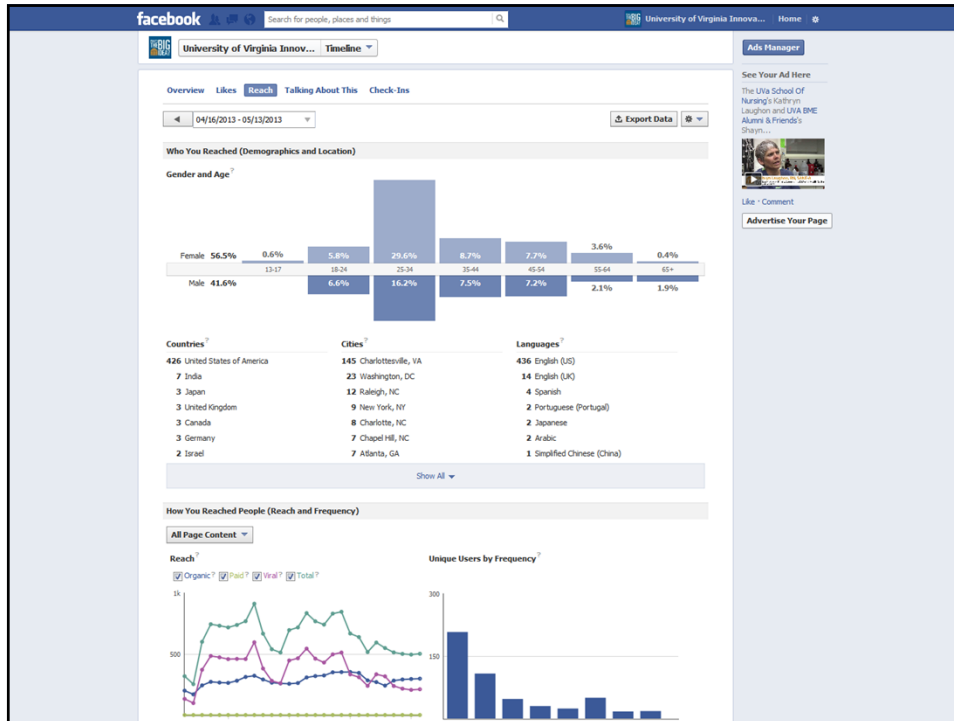
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- sausk @sauisk @DardenMBA iLab incubator opens its doors to entrepreneurs from @UVA and beyond. C-ville Weekly e-wire.com/idea-inc-garbo... via @virenews_dick [Reweeted by UVA Innovation](#) [Expand](#)
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- Richmond Magazine @Richmond... [Follow](#)

Trends - Change

- #GooglePlayMusic [Promoted](#)
- #fukonowebtoGmail [Promoted](#)
- #CallonyedOtherPeople
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- #o13
- #applearenow
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- #IncomingFreshmanAdvice
- #CallMeMaybeOtherPeople
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Vinay Tannan @tannanv 14 May @UVAInnovation RT @RegVirginia: Workshop Explores Progress of Artificial Intelligence Systems | @JDRF: ow.ly/1TAuE: #116 #easestc Expand

UVA GLOBAL @UVAGlobal 14 May RT @UVA @UVAInnovation: #UVA Innovation launches a philanthropic research #crowdfunding site w @GoUSEED; bit.ly/crowfunduva Expand

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Brian Sowards @briansowards 14 May RT @stem1985: MT @UVAInnovation: Innovation launches

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- Wellspring Worldwide @Fintbox

Trends

- #GooglePlayMusic
- #Innovation
- #13
- #Hollands
- David Beckham
- Thursday
- Google+
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Results for #crowdfunding

Top people

- Crowd Funding Forum @CrowdFunding88

Tweets

- Mutual of Omaha @mutualofomaha: It's Disability Insurance Awareness Month. the perfect time to ensure your paycheck is protected. [bit.ly/1sJKV4](#) #lovenyspaycheck
- Technorati @technorati: Exclusive interview: #crowdfunding meets the social #community w @JumpStartCity by @SocialMktgGrla [bit.ly/12ceVWky](#)
- Seed&Spark @seedandspark: @Thakoresmith what if #crowdfunding is more than \$\$ BUT also a way to engage audiences in the #filmmaking process [ow.ly/85UTY](#)
- CrowdFund Buzz @crowdfundbuzz: Come check this one out Orsto X1. The ultimate Smart Watch. [bit.ly/HUZF5kK](#) #crowdfunding
- CrowdFund Buzz @crowdfundbuzz: Come check this one out BO-T-LOGIC Hexapod w Arduino Powered 30 amp Robot Shield [kcs.dl/2o6wvKX](#) #crowdfunding
- MEDIAFairfax @MEDI2013: The Smithsonian institute is using #crowdfunding to support an exhibition on the visual history of yoga. [ow.ly/10AVT](#)
- RocketHub @RocketHub: Huge congrats to @AIBrustofski for smashing through her #crowdfunding goal on @RocketHub - still chance to join in. [ow.ly/854Yr](#)
- Crowdfunding News @Crowdfundnews: 'American Psycho' creators turn to crowd-funding - San Jose Mercury News [bit.ly/19y52pg](#) #Crowdfunding news

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- sausk @sausk: @DardenMBA iLab incubator opens its doors to entrepreneurs from @UVA and beyond. C-Ville Weekly [c-ville.com/news-enc-garde](#) via @villanews_disc
- UVA Innovation @UVAInnovation: Thanks for the shout-outs + RTs. @t02newco @UVA Today @uvahealthnews @cbcouncil @uvaypr. We appreciate the love for our crowdfunding site!
- UVA Innovation @UVAInnovation: Researchers @UVAASDPA + @RHABME IDing a new forensic dye to help sexual assault victims. Help advance the @UVA project. [bit.ly/1DArHly](#)
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- Thanks for the shout-outs + RTs. @to2news @UVAtoday @uvahealthnews @cbouncil @wavyr. We appreciate the love for our crowdfunding site! 20 min 49 sec ago.
- Researchers @UVASON + @UVABME IDing a new forensic dye to help sexual assault victims. Help advance the @UVA project. t.co/cb8d6lQ24 1 hour 53 min ago.
- @aventek: Thank! We are. too! 17 hours 28 sec ago.

Clean Water by PureMadi

PureMadi brings together UVA, faculty, students and alumni to improve water quality, human health, local enterprise and quality of life in the developing world.

Reducing Inequity in Forensic Exams Following Sexual Assault

Documentation of physical injuries can be critical for victims of sexual assault. The school of nursing's Kathryn Laughon, RN, and collaborators are raising awareness of this issue. [Read more](#)

U.Va. Innovation Launches Crowdfunding Site

The new site allows the public to advance early-stage U.Va. research discoveries through targeted, tax-deductible donations. Full story

CBIC Awards Gala & Fundraiser

MAY 30
May 30, 2013 | 5:30 pm to 10:00 pm | Farmington Country Club, Charlottesville, VA | [More info](#) | [View all events](#)

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More lists by @UVAInnovation - View all U.Va. Innovation Ventures

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Tweets

- Teachstone @Teachstone 16h Happy Children's Book Week! We're celebrating w/ @CBCBook by giving away our favorite children's books! RT to win! #CBW #ece #teachers
- The Epsilon Group @TEGVirginia 18h Exclusive: Roche exploring sale of #diabetes device unit | Reuters: [ow.ly/44x0h](#)
- The Epsilon Group @TEGVirginia 18h Impact of Race on the Incidence of Hypoglycemia in Hospitalized Older Adults With #T2D. [ow.ly/44mRF](#) #diabetes
- The Epsilon Group @TEGVirginia 18h How Many Types of #Diabetes... ? [ow.ly/44mCg](#) #T2D
- Phthisis Diagnostics @phthisisdc 20h NEW: Eastern Equine Encephalitis Molecular Standards! - [eeepurt.com/yf5tb](#)
- Teachstone @Teachstone 14 May "The best teachers are those who show you where to look, but don't tell you what to see." -Alexandra K. Trenfor #ece [ow.ly/427cgy](#)
- Virginia Diodes Inc @vadiodes 14 May #CSManTech break sponsored by @vadiodes [csmanotech.org/pic.twitter.com/EKQW7Hxj](#)
- The Epsilon Group @TEGVirginia 14 May Workshop Explores Progress of #ArtificialPancreas Systems | @JDRF: [ow.ly/1AUE](#) #t1d #diabetes
- Virginia Diodes Inc @vadiodes 13 May #CSManTech exhibition starts in an hour. Getting ready! [pic.twitter.com/EKQW7Hxj](#)
- Teachstone @Teachstone 13 May How are Teachstone & @fanconserv partnering to promote effective teacher-student interactions? See the answer here: [bit.ly/WBmX9](#)
- INDOOR Biotech @AllergenTesting 13 May Read @goodhousemag article if you are allergic to birch, ragweed or

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Innovation Ventures

More than 50 active companies are advancing U.Va. discoveries to the public.

To learn more about these innovative ventures, click any pin on the map, or browse the directory below. To add or update your innovative venture, contact Morgan Estabrook at 434-982-4191 or estabrook@virginia.edu.

Discover

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- Venture Forward Mentoring Network
- Start-up Companies
- Product Pipeline
- Research Reagents
- Partnerships
- Intellectual Property
- Learning Center
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U.Va. Innovation Ventures

Tweets from a list by UVA Innovation

Companies founded on innovative University of Virginia research

- Teachstone @Teachstone 16h Happy Children's Book Week! We're celebrating w/ @CBCBook by giving away our favorite children's books! RT to win! #CBW #ece #teachers
- The Epsilon Group @TEGVirginia 18h Exclusive: Roche exploring sale of #diabetes device unit | Reuters: [ow.ly/44x0h](#)
- The Epsilon Group @TEGVirginia 18h

Directory of U.Va. Innovation Ventures

- ADial Pharmaceuticals LLC <http://www.adialpharma.com>
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Teachstone Training LLC

Teachstone's mission is to support teaching and learning through proven, evidence-based education programs, including the Classroom Assessment Scoring System™ (CLASS™) observation tool and related professional development tools.

Teachstone was founded in 2008 by two of the CLASS™ tool authors, Bob Pianta and Bridget Hamre. Underlying the Teachstone focus on the CLASS™ observation tool is our commitment to taking research-based supports and making them available and accessible to those working in the field.

Teachstone gratefully acknowledges support from the Foundation for Child Development for the development and implementation of the company's business plan.

UVA Founders:
Bridget K. Hamre, Robert C. Pianta

Teachstone
Building connections. Enhancing learning.

CONTACT

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<http://www.teachstone.org>

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- Happy Children's Book Week! We're celebrating w/ #CBCBook by giving away our favorite children's books! RT to win! #CBW #ccc #teachers 16 hours 8 min ago.
- "The best teachers are those who show you where to look, but don't tell you what to see." -Alexandra K. Trenko #ccc #zlw #CIS #ah 1 day 16 hours ago.
- How are Teachstone & @famconserv partnering to promote effective teacher-student interactions? See the answer here: #ccc #Capg #CBW 2 days 18 hours ago.

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INNOVATION

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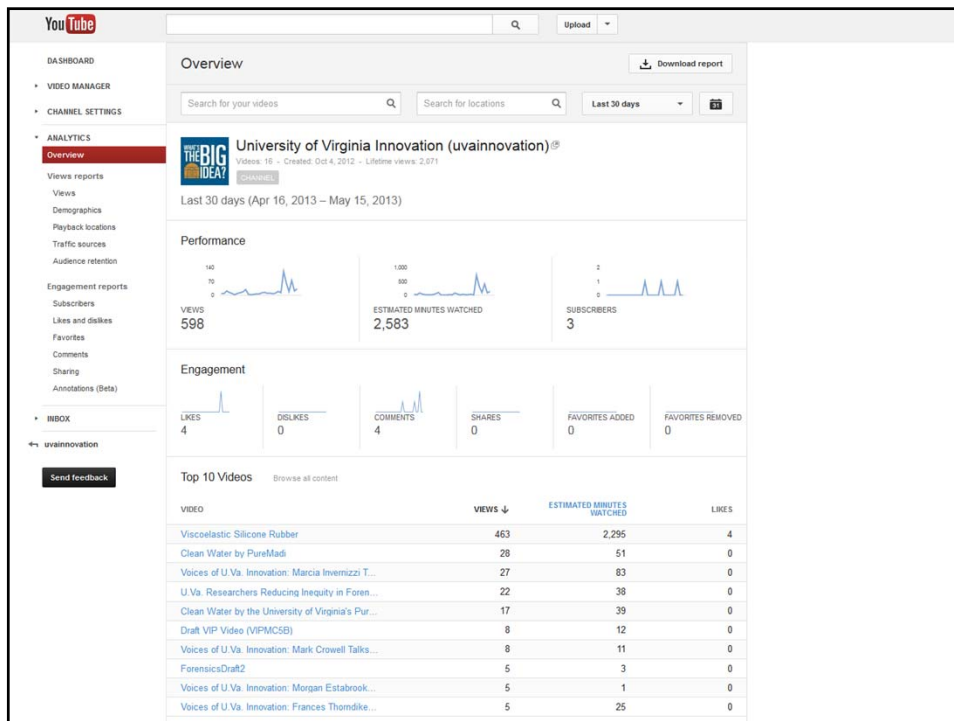
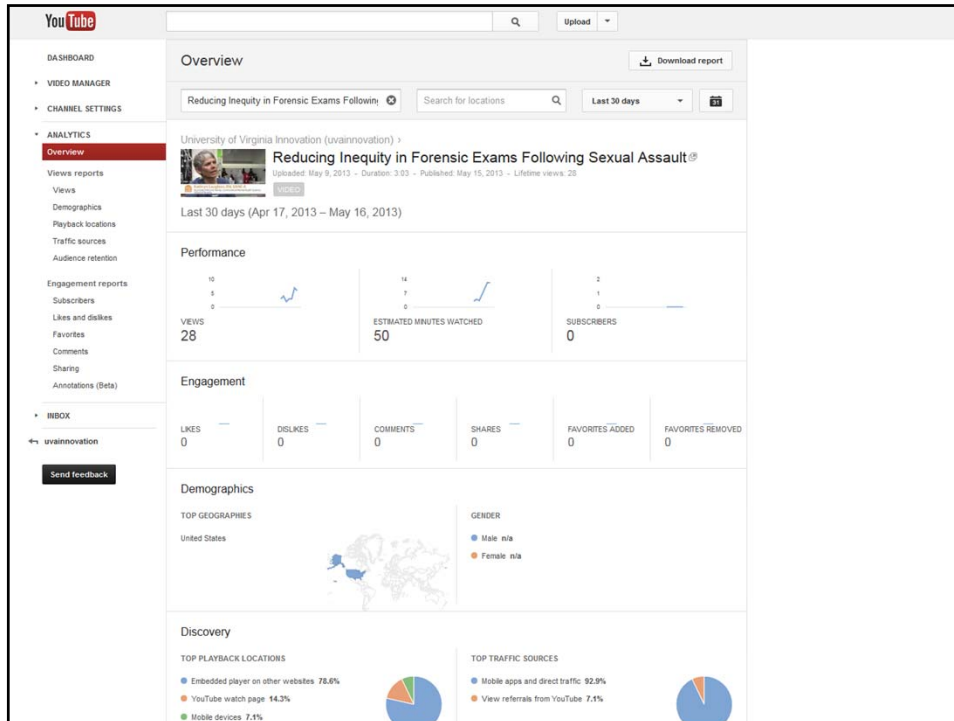
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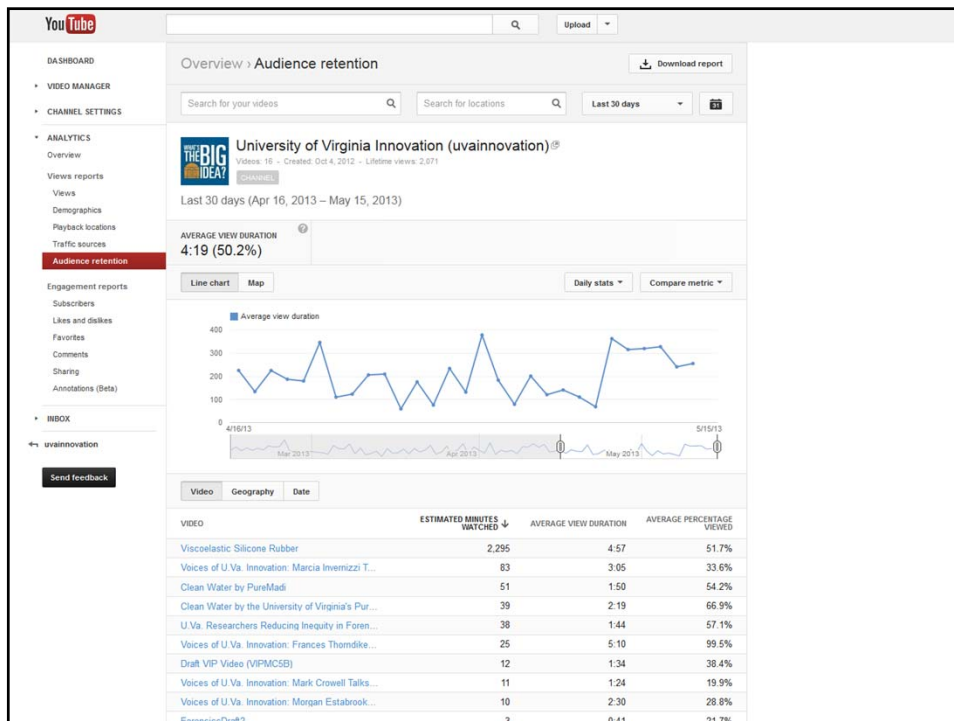
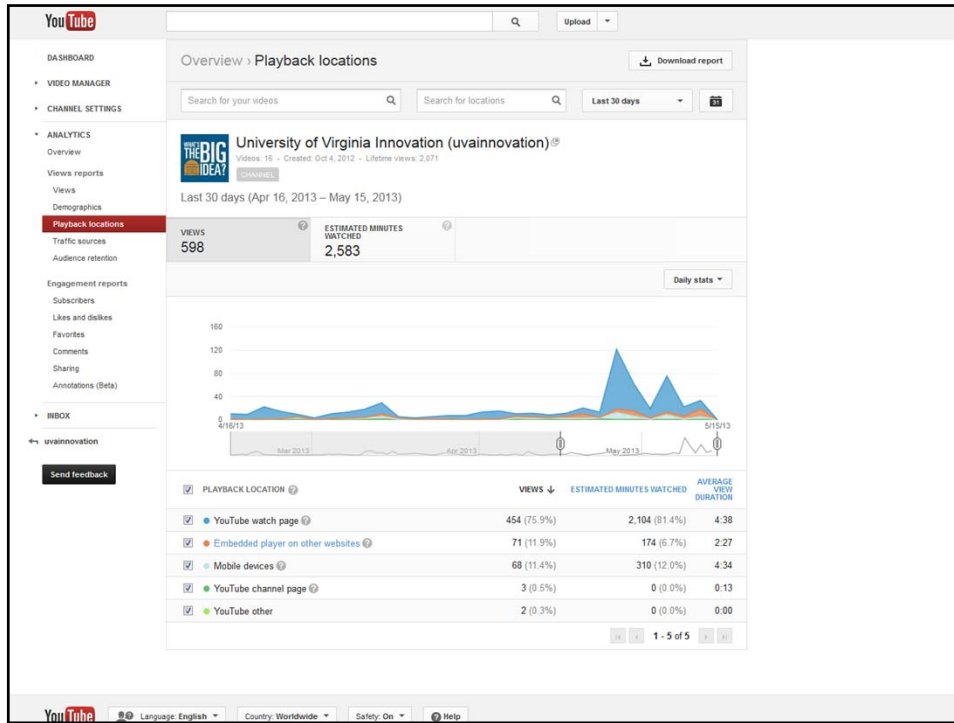
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Great overview of the newly expanded business incubator in the i.Lab...
c-ville.com • 2 hours ago
For the first inductees, the i.Lab incubator will be a full-time job...

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Manager's Choice

Crowdfunding Comes to U.Va. Innovation!
Morgan E. Estabrook, APR See all »

Latest Updates

Derry Wade started a discussion: Great overview of the newly expanded business incubator in the i.Lab at U.Va.
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Daisy Rojas commented in the group on Crowdfunding Comes to U.Va. Innovation!: I'd love to know what the demographics are for the funding—does the program provide any information on the donors?
Like (5) • Comment (3) • 6 hours ago

Derry Wade likes this discussion by Morgan E. Estabrook, APR From the Chronicle of Higher Education: U. of Virginia Teams Up With 'Crowdfunding' Site to Finance Research
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Manager's Choice (undo) • Close Discussion

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Be among the first to check out the latest U Va. Innovation initiative: a crowdfunding site that allows the public to become a part of advancing exciting University research discoveries through targeted, philanthropic donations! Check out the site and our inaugural projects at <http://www.virginia.edu/usseed>. We'd love to hear what you think!
5 days ago

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Jeremy Duff, Letitia Green and 5 others like this
6 comments

Morgan E. Estabrook, APR • For more info, check out our press release on U Va. Today: <http://bit.ly/10ynNDV>
4 days ago

Rory Krieger • UVA is a mecca for innovation. Afterall, it's the land of Jefferson.
4 days ago • Like

Daisy Rojas • I'd love to know what the demographics are for the funding--does the program provide any information on the donors?
3 days ago • Like

Joyce Smaragdis • What an amazing new resource! Thanks for sharing!

Share Discussion
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Latest Updates

Morgan E. Estabrook, APR commented in the group on **Crowdfunding Comes to U Va Innovation!**: Thanks to all for the feedback! Daisy, Deb Donnelly is going to reach out to you about your question. We hope the pilot will shed light...
Like (7) • Comment (6) • 1 second ago

Yuliya I. Petrova, PhD commented in the group on **Crowdfunding Comes to U Va Innovation!**: Great thing! Cross my fingers for both projects :)
Like (7) • Comment (6) • 13 hours ago

Yuliya I. Petrova, PhD likes this discussion by **Morgan E. Estabrook, APR** **Crowdfunding Comes to U Va Innovation!**
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U Va. Innovation maximizes the impact of University of Virginia research discoveries by creating opportunities for University innovators and partners to advance these discoveries to the global community.

Innovators, industry representatives and other collaborators are welcome to join the University of Virginia Innovation network to keep up on "What's Next" in U Va. Innovation.

Group Members in Your Network

Brendan Richardson
Co-Founder / Interim CEO at PsiKick Semiconductors

Laura Schoppe
President/Owner at Fuentek, LLC

Tracey Danner
Consulting Executive Director at Charlottesville Business Innovation Council

Elizabeth P. Pyle
Regulatory & Operations Director at Phthisis Diagnostics

Pace Lochte
Director, Regional Business Development & Asst to the President

Terry Woodworth
Experienced R&D/Technology Assessment Analyst

Uday Gupta
President and CEO at Global Cell Solutions

Bill Stillely
CEO at ADial Pharmaceuticals

Luke Diorio
Director, Business Strategy & Development at AAMC

Mircea Stan

About this Group

Created: May 12, 2009
Type: Professional Group
Members: 558
Subgroups: 1

Owner: **Morgan E. Estabrook, APR**
Managers: **Lianne Landers** and **Chiara Canzi**
Website: <http://innovation.virginia.edu>

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Summary Demographics Growth Activity in t f

SHARE THESE STATS

STARTED ON
May 12, 2009

MEMBERS

560

SENIORITY

Senior	~35%
Entry	~25%
Director	~15%
Owner	~10%
CXO	~15%

COMMENTS LAST WEEK

0

LOCATION

57% Charlottesville...

FUNCTION

11% Research

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Summary **Demographics** Growth Activity in t f

INDUSTRY

14%
Higher Education

Looking for group members in a specific industry? Members can do advanced searches within the group.

SENIORITY

19% Senior

FUNCTION

11% Research

LOCATION

57% Charlottesville...

SENIORITY	FUNCTION	LOCATION	INDUSTRY
Higher Educat			14%
Biotechnology			9%
Research			9%
Management Co.			6%
Law Practice			4%
Hospital & He...			4%

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Unlocking the True Potential of **Linked in**

Why Use LinkedIn

- Market technologies & faculty
- Find the RIGHT contact
- Increase exposure for me and office
- Search people & background
 - Especially useful in negotiations
- Break the ice at first meetings
 - Partnering
- See what other people are doing and who they are doing it with



Examples

- Technology marketing
- Partnering
- Negotiations
- Finding (bonding) the right contact
- Events



Montse's Do's

- Complete your profile
- Join Groups ... the right groups
 - Increases your network
- Get recommended
- Keep updating your profile!
- Link LinkedIn:
 - To your Outlook!
 - Contacts



"It was great meeting with you.
Have your people friend my people"

Montse's Don't's

- Keep informal/vacation profile pictures for other sites:
 - No Bikinis or Beer
- Don't expect people to come to you
 - There is no **Miracle Grow** for LinkedIn



Montse's Tips

- Quality vs. quantity
- Find the right contacts....not the most impressive!
 - VPs vs. directors
- When in doubt..... get introduced
- LinkedIn is global!



Building Your Network Through



LinkedIn & Outlook

- Build your network from frequent contacts
- Manage your LinkedIn contacts in Outlook
- Stay connected to your network

Access Your Connections in Your Inbox

See the latest LinkedIn activity and profile photo from any connection that sends you an e-mail.



E-mail Your Connections Directly

Just start typing a name and let the LinkedIn Outlook Connector fill in the rest.



Keep Building Your Network

Instantly send an invitation to connect from any Outlook e-mail.



RE: call next week? - Message (HTML)

File Message Adobe PDF

Ignore X Meeting
 Junk Delete Reply Reply All Forward IM More
 Delete Respond

PERSONAL
 To Manager Team E-mail
 Add Email Salesforce Quick Steps


Rules OneNote
 Move Actions Move
 Mark Unread Categorize Follow Up Tags
 Translate Related Select Zoom

From: Morgan Estabrook <Morgan@uvapf.org> Sent: Thu 2/21/2013
 To: Danielle McCulloch; Montserrat Capdevila
 Cc: MaderiaM@mail.nih.gov
 Subject: RE: call next week?

Message AUTM_Social_Media_Unplugged_1.pdf (5 MB) AUTM_Social_Media_Unplugged_2.pdf (1 MB)

Hi ladies,

Looking forward to running through the presentation with you all tomorrow at 9! Here's the call info:



Talk to you soon! PDFs of the presentations for session 1 and session 2 are attached. Montse, did you have additional slides to share? Thanks, ladies.

-ME

Morgan E. Estabrook, APR Senior Manager of Marketing & Communications at University of Virginia Innovation

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RE: call next week? 4:29 PM 2/17/2013
 Out of Office AutoReply: call next week? 10:56 AM 2/15/2013
 call next week? 10:13 AM 2/15/2013
 RE: Tech Marketing Summaries/NCs - Any Shining Stars? 11:06 PM 2/7/2013
 RE: Tech Marketing Summaries/NCs - Any Shining Stars? 9:28 AM 2/7/2013
 Tech Marketing Summaries/NCs - Any Shining Stars? 9:23 AM 2/7/2013
 RE: Social Media Survey for AUTM panel 12:56 PM 2/5/2013
 AMA Nonprofit Marketing Conf. - July 15-17 9:11 PM 2/4/2013
 FW: AUTM Training Webinar - Description Needed 1:28 PM 1/31/2013

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 -Bring the benefits of discovery to the world.

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Headquarters
 100 N Charles 5th Fl Baltimore, Maryland 21201 United States

Website
<http://www.techtransfer.jhu.edu>

Industry
 Research

Type
 Nonprofit

Company Size
 10,001+ employees

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Adjunct Assistant Professor at UAE University, College of Medicine and Health Sciences
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Global Stakeholder Engagement Manager - Brazil at ICANN
Brasilia, Distrito Federal, Brazil 3 years ago [in](#)
📌 future contacts
-  **Michael Cleare** [in](#)
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Sami Alom 2nd

Chief Strategy Officer at Al Noor Hospital Group
United Arab Emirates | Hospital & Health Care

Current UAE University, College of Medicine and Health Sciences, Al Noor Hospital Group

Previous Al Noor Hospital Group, The Johns Hopkins Hospital, The Johns Hopkins Hospital, Department of Perioperative Services

Education The Johns Hopkins University - Bloomberg School of Public Health

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- 📄 **Note** 4 minutes ago
 Kassim's son
📅 8/27/2013
- ✉ **soy la hija de mariano capdevila** 2 years ago
 Hola Sami: No se si te acuerdas de mi, pero nos conocimos hace mucho mucho tiempo en Abu-dhabi. Nuestros padres son amigos desde hace...
📅 11/7/2010 via LinkedIn
- 👤 **Contact added** 2 years ago
📅 11/7/2010 via LinkedIn
- 👤 **How you met** 76
 Abu-Dhabi

✓ Invitation to Sami Alom sent. ✕

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Pinpoint the right leads with Premium search filters	4 Premium Filters	4 Premium Filters	8 Premium Filters
Who's Viewed Your Profile: Get the full list	Yes	Yes	Yes
See more profiles when you search	300	500	700
Automate your search with Saved Search Alerts	5 per week	7 per week	10 per day
See names of your 3rd-degree and group connections	First Name	First Name	Full Name Visibility
Get introduced to the companies you're targeting		Leverage your network and get introduced to inside sources at companies through someone you already know on LinkedIn. Premium accounts can have up to 50 outstanding introduction requests at a time.	35 outstanding
Let anyone message you for free with OpenLink			Yes
Get Priority Customer Service	Yes	Yes	Yes

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Search U.Va. Innovation

Group Board Invitations

- Capture Billing invited you to join to **Health?** [Accept](#)
- Crookham@medtronic invited you to join to **Children's Hospital** [Accept](#)
- Cristle Free invited you to join to **Enjoy and play your life** [Accept](#)

Recent Activity

- Gretchen Kaufman and 4 others repinned your pin. 10 hours ago
- Tracie Mobbe and 1 other liked your pin. 11 hours ago
- StartupWeekend started following Trending. 2 hours ago
- StartupWeekend and 2 others started following University Inventors That Changed the World. 2 hours ago
- StartupWeekend started following What's On Our Bookshelf. 2 hours ago
- Allison Bakinsky repinned your pin. 1 week ago
- Thomas Lee liked your pin. 4 weeks ago
- Amy Taber and 1 other repinned your pin. 6 weeks ago
- Kent Cook Hicks and 1 other repinned your pin. 6 weeks ago
- Karlan Reynolds liked your pin. 7 weeks ago
- OMC's Publishing Group liked your pin. 7 weeks ago

Angel investing has become significantly easier on both sides of the fence. - @AdvoRecess

Angel investing has become significantly easier on both sides of the fence - Adva Reiss (Founder & CEO, Founder Institute)

72% of people who are entrepreneurs are also investors **91% of people who are investors are also entrepreneurs**

FREEDOM

The simpler the better: Reinforce Relinquish

Entrepreneurship Today: Starting Up in Cuba - why people want to work for themselves and how many of them are ready to take the plunge into the entrepreneurship

5 Fun Ways to Nurture Your Network

Articles and Tips

How Deborah Wright Became CEO Of The Largest Publicly Traded African American Bank In The US

Articles and Tips

WORKERS prepare to Vote to Leave for the 2013 First Elections

Life on the Lawn

Read A Book? 3 Great Summer Vacation Ideas

Articles and Tips

5 Fun Ways to Nurture Your Network

Articles and Tips

PureMail brings together University of Virginia faculty, students and alumni to improve water quality, human health, local enterprise and quality of life in the developing world. We are raising \$35,000 to make our life-saving water purification tools more widely available in rural areas of South Africa, where access to clean water is limited. Learn more: www.virginia.edu/...

Documentation of physical injuries can be critical for victims of sexual assault: The University of Virginia School of Nursing's Kathryn Laughlin, RN, and collaborators are raising \$10,000 to identify a new forensic dye that will help medical professionals visualize injuries more effectively on women of all skin tones. Learn more: www.virginia.edu/...

HIGHEST RATED IN THE AMERICAS

When a founder is in need of advice, support, or feedback, FI Mentors come to the rescue - sort of like Startup Superheroes. These were the top rated mentors of 2012! Has one or more of these mentors impacted your business in a memorable way? If so, click on the photo to share your experience with us.

HIGHEST RATED IN AUSTRALIA

When a founder is in need of advice, support, or feedback, FI Mentors come to the rescue - sort of like Startup Superheroes. These were the top rated mentors of 2012! Has one or more of these mentors impacted your business in a memorable way? If so, click on the photo to share your experience with us.

HIGHEST RATED IN AFRICA

When a founder is in need of advice, support, or feedback, FI Mentors come to the rescue - sort of like Startup Superheroes. These were the top rated mentors of 2012! Has one or more of these mentors impacted your business in a memorable way? If so, click on the photo to share your experience with us.

HIGHEST RATED IN WESTERN U.S.

When a founder is in need of advice, support, or feedback, FI Mentors come to the rescue - sort of like Startup Superheroes. These were the top rated mentors of 2012! Has one or more of these mentors impacted your business in a memorable way? If so, click on the photo to share your experience with us.

Search U.Va. Innovation

WHAT'S THE BIG IDEA? **U.Va. Innovation (Official)**

U.Va. Innovation maximizes the impact of University of Virginia research discoveries by creating opportunities for university innovators + partners to advance these discoveries to the global community.

Charlottesville, VA • innovation.virginia.edu

Repin from: Lianne Landers, UVA Health System, Anna Roy

7 Boards 50 Pins 0 Likes 50 Followers 10 Following

University Inventions That... 14 pins

Our Crowdfunding Projects 2 pins

Our Products 6 pins

Our Ventures 20 pins

Our Grads 7 pins

Trending KEEP CALM AND WAHOC 77 pins


What's On Our Bookshelf JOHNSON WHERE GOOD IDEAS COME FROM THE NATURAL HISTORY OF 18 pins

Secret Boards Learn more

Create a secret board

Create a secret board

Create a secret board

Search  U.Va. Innovation

University Inventions That Changed the World

A sample of the most impactful discoveries to come out of university research laboratories

U.Va. Innovation (Official)
Edit Board
14 Pins 53 Followers

University Inventions That Changed the World The Transistor was invented by Earl Bakken and C. Walton Likins at the University of Minnesota in 1950.

1 repin

Pin from [medrxiv.com](#)

University Inventions That Changed the World The first computer was invented by John W. Mauchly and J. Presper Eckert at the University of Pennsylvania in 1946.

Pin from [NHNspansia.de](#)

University Inventions That Changed the World Florida toothpaste was invented by Harry Day, Joseph C. Maber, and William Hobergat at Indiana University in 1955.

4 repins 1 like

Pin from [indianapublicmedia.org](#)

University Inventions That Changed the World Insulin was discovered by Frederick G. Banting and Charles H. Best at the University of Toronto in 1922.

1 like

Pin from [thejournalcentre.utoronto.ca](#)

University Inventions That Changed the World The Dyckometer, the original breathalyzer, was invented by Rollo Harger at Indiana University in 1938.

2 repins

Pin from [wired.com](#)

University Inventions That Changed the World Penicillin was invented by Howard Florey and Ernst Chain at the University of Oxford in 1939.

Pin from [theatl.com](#)

University Inventions That Changed the World The MRI scanner was invented by Raymond Damadian at the State University of New York in 1977.

Pin from [pbs.org](#)

University Inventions That Changed the World Adenocard, a treatment for cardiac arrhythmia, was invented by Robert Exner at the University of Virginia in 1995.

1 like

Pin from [en.wikipedia.org](#)

University Inventions That Changed the World The seat belt was invented by James "Clash" Ryan at the University of Minnesota in 1943.

2 repins

Pin from [news.stanford.edu](#)

University Inventions That Changed the World The first practical electron microscope was invented by Erhan Ruska, Carl H. James Hillier, and Albert Ploch at the University of Toronto in 1938.

1 like

Pin from [physics.utoronto.ca](#)

University Inventions That Changed the World Google was invented by Larry Page and Sergey Brin at Stanford University in 1998.

Pin from [google.com](#)

University Inventions That Changed the World The energy drink Gatorade was invented by Robert Cade at the University of Florida in 1965.

Pin from [research.uff.edu](#)

University Inventions That Changed the World The Polo vaccine was invented by Jonas Salk at the University of Pittsburgh in 1955.

8 repins 1 like

Pin from [pitt.edu](#)


University Inventions That Changed the World The Rocket fuel was invented by Robert Goddard at Clark University in 1926.

Pin from [nasa.gov](#)

17

University Inventions That Changed the World

Pin It
Like 1 Website
Share



Pin from [University Invent...](#)

U.Va. Innovation (Official) - 47 weeks ago

University Inventions That Changed the World. The Polo vaccine was invented by Jonas Salk at the University of Pittsburgh in 1955.

U.Va. Innovation (Official) - That's you!

Add a comment

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U.Va. Innovation (Official) - That's you!

Pin from [U.Va. Innovation \(Official\)](#)

U.Va. Innovation (Official) - That's you!

Pin from [physics.utoronto.ca](#)

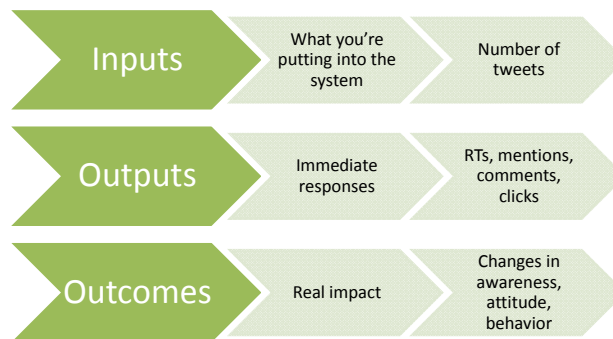
Pin from [pitt.edu](#)

17

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Social Media Analytics

Types of Measurement



Available Tools

- Platform-specific analytics
 - Facebook Insights, Twitter, YouTube, LinkedIn
- Third-party platform-specific analytics
 - For Pinterest: PinReach, Pintics, Pinerly, Pinpuff, Repinly ...
- Website user analytics
 - Google Analytics

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Available Tools

- URL shorteners with built-in tracking
 - bit.ly, ow.ly, TinyURL
- Social media “influence”
 - Klout

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bitly

The screenshot shows the Bitly web interface. At the top, there are navigation tabs for "Your stuff" and "Your network". Below these are sub-tabs for "Bitmarks", "Bundles", "Stats", and "Profile". A search bar is present with the text "Search your bitmarks". The main content area displays a list of bitmarks, each with a title, source, date, and click count. On the right side, there are several informational panels: "What are bitmarks?", "Track your links", and a summary dashboard for the user's bitmarks. The dashboard includes a bar chart and a table of social media shares.

What are bitmarks?
 Bitmarks are better bookmarks. Save, search, and organize all your links from around the web. Group them into bundles. Share them with friends. If you don't want them on your public profile, just mark them as private.

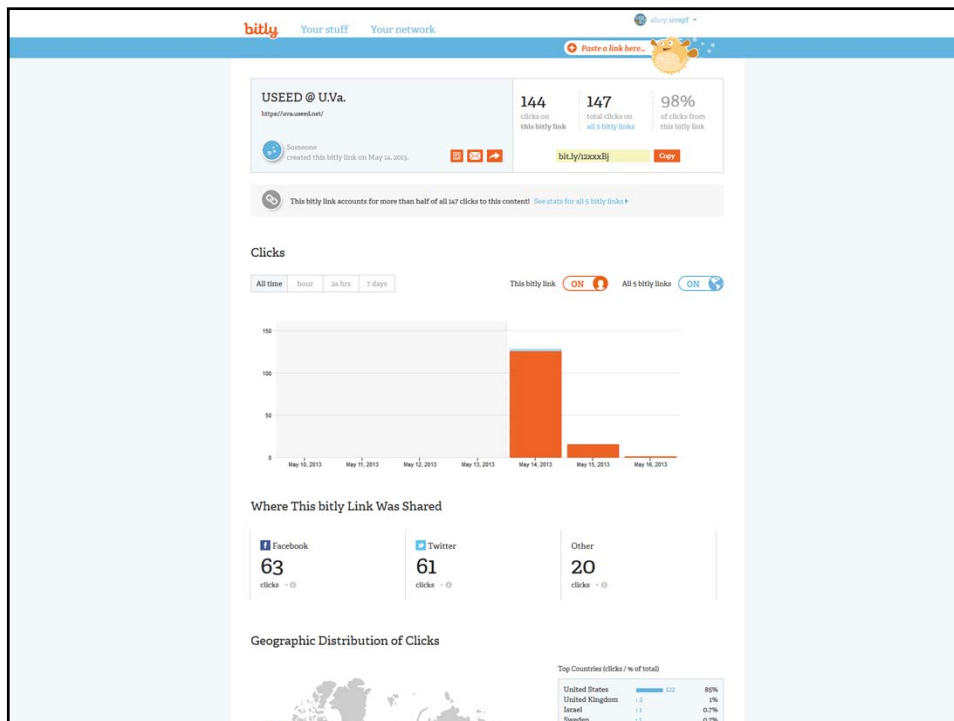
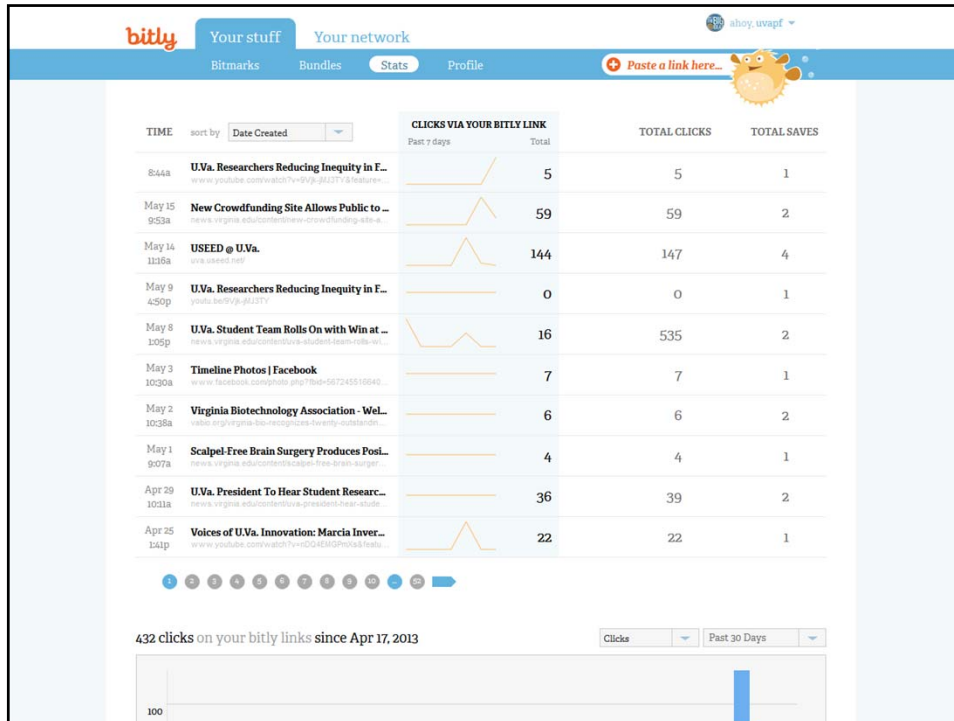
Track your links
 Click 'view stats' for any of your links to get realtime information about who's clicking your link.

bitly | your bitmarks
 32,650 8% 32.2

Platform	Count
Facebook	1,989
Twitter	100,098
LinkedIn	2,048,028

From your network
 No Title
 0 clicks

Bitly - Job Board
 Oct 24 | bitly
 Public
 90 clicks





The screenshot shows a KLOUT profile page for 'University of Virginia Innovation'. At the top, there is a search bar and navigation links for Home, Profile, Friends, Pulse, and Help. The profile header includes a score of 54, a 'THE BIG IDEAT' badge, and social media icons. A 'Show Stats' toggle is set to 'ON'. The main content area features a '90-Day Score History' line graph (last updated May 17) with a 90-day high of 55.61, a 1-day change of 0.11, and a 90-day low of 51.24. A circular gauge shows a score of 83% on Twitter. Below the stats is a list of activity:

- Today: Someone has a question about **Entrepreneurship** and would like your opinion. Share your knowledge by answering a question from another Klout user. 0 Questions Answered
- Yesterday: T.L. Willow Boudell mentioned you in a post on Twitter
- Yesterday: CBIC mentioned you in a post on Twitter
- Yesterday: Tracey Danner mentioned you in a post on Twitter
- Yesterday: Marian Anderfuren mentioned you in a post on Twitter
- Yesterday: Stacy Smith engaged with the update you shared on Twitter
- Yesterday: UVaToday engaged with the update you shared on Twitter

An 'ADD FRIENDS' button is visible on the right side of the activity list.

KLOUT Search [] PERKS UNIVERSITY

Home Profile Friends Pulse Help

University of Virginia Innovation

Maximizing the Impact of University of Virginia research discoveries | <http://innovation.virginia.edu/> | Tweets by @morganslabook unless otherwise specified

54

Your Influencers See More

- UVA
- WCAV CBS19 News
- Vonage Vonage
- VT Engineering
- Virginia Bio

Your Topics See More

- Innovation

Your Moments

These are your influential moments from the past 90 days.

University of Virginia Innovation tweeted @UVAInnovation

We promised something BIG. Here it is! @UVA Innovation launches philanthropic research #crowdfunding site w @GoUSEED: <http://bit.ly/crowdfunduva>

11:23am · 14 May 2013

You engaged Matthew Racz, UVA Health System, and 7 others in this tweet.

University of Virginia Innovation tweeted @UVAInnovation

Get all the details about our new #crowdfunding site for @UVA research here! <http://bit.ly/soynNDV> @GoUSEED

09:55am · 15 May 2013

You engaged UVA, Matthew Racz, and 6 others in this tweet.

UVA tweeted @UVA

MT @UVAInnovation: #UVA Innovation launches a philanthropic research #crowdfunding site w @GoUSEED: <http://bit.ly/crowdfunduva>

01:09pm · 14 May 2013

ADD FRIENDS

KLOUT Search [] PERKS UNIVERSITY

Home Profile Friends Pulse Help

Innovation

Top Innovation Influencers

Fast Company	Julian Loren	Harvard Biz Rev...
Open Innovation	Alexander Oster...	The 99% Percent

Top Innovation Moments (From the past 90-days)

Entrepreneur Media tweeted @EntMagazine

Beyond Smartphones: Mobile Innovation That Could Change the Way You Do Business

<http://t.co/3JdZGStg> by @agahran

08:05am · 13 May 2013

Deloitte tweeted @Deloitte

#ManufacturingforGrowth report says innovation will be the catalyst in reshaping Auto industry #infographic - <http://t.co/nYbQc38m>

08:02am · 13 May 2013

Cleveland Clinic tweeted @ClevelandClinic

Robotic bypass surgery uses tiny incisions for healing within weeks instead of months

<http://t.co/oXTNjddlyU> #innovation

12:15am · 13 May 2013

Education Week tweeted

ADD FRIENDS

KLOUT Search

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Search results for "crowdfunding"

People matching "crowdfunding"

Crowd Funding (@crowdfunding)
Captures the crowd & brings them together to form a common goal of funding project's online. @crowdf...

Top influencers for "crowdfunding"

Crowdsourcing ... 65	Kickstarter 90	IndieGoGo.com 87
Sponsumme 72	Crowdfunding N... 51	RocketHub 80
crowdrise 62	Grow VC 55	Crowdfunder 53

[See all influencers](#)

Top moments for "crowdfunding" (From the past 90-days)

Daniel Matros tweeted @dm190
If you want to fund a project with great goals and ambition, check this out! [#charitystream @fundedbyme #crowdfunding](http://t.co/nh-1aqplyry)
09:34am · 13 May 2013

IndieGoGo.com tweeted @indiegogo
How are you making your dreams come true? #Crowdfunding field guide w/ tips & advice. <http://t.co/mDdqf8dQLD>
12:45pm · 11 May 2013

Pieter Dam tweeted

[ADD FRIENDS](#)

KLOUT Search

Home Profile Friends Pulse Help PERKS UNIVERSITY

Twitter Follows

These are the most influential users you follow on Twitter.

[ADD TWITTER FRIENDS](#)

RECENTLY FOLLOWED | HIGHEST KLOUT SCORE

The Wall Street Jour... 82	NY Times 81	The Washington Post 80
AP 78	Barack Obama 77	USA Today 76
NPR News 75	Science Magazine 74	UVA 73
Kickstarter 72	LinkedIn 71	Scott Smallwood 70
Steve Case 69	Homeland Security 68	Walt Mossberg 67
Mark Warner 66	Constant Contact 65	The White House OS... 64
Fred Wilson 63	Kara Swisher 62	barney southin 61
Inc. Magazine 60	Harvard Biz Review 59	The Nature Conserv... 58
Kauffman Foundation 57	John Merhoff 56	St. Jude Children's ... 55
Forbes Tech News 54	RocketHub 53	NPR 52
Leland Melvin 51	Bob Metcalfe 50	Siemens Healthcare 49

[ADD FRIENDS](#)

Contact Us

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Questions? Comments?





Discussion and Q&A

Click the raise hand button.

When called on, press * 7 on your telephone keypad to un-mute your phone.

Press * 6 to re-mute your phone.



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Webinar Recordings

Basics of Technology Transfer for Licensing Professionals
Basic Patenting 101
Copyright Law and Content/Software Licensing
Equity Based License Agreements
Financial Conflicts of Interest
Marketing: Whether By Traditional or Social Media, the Value
Need to Know Basics of Technology Transfer for Support Staff
Negotiation of License Agreements
Nuts and Bolts for Compliance Under Federal Funding Awards
The Basics of Open Source Licensing
Tips for Managing MTAs
Triage
Valuation of Inventions and Patents
(More Added Monthly)

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Technology Managers" into the search
box on Facebook and click "like"



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www.linkedin.com

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- **U.S. Patent Application Process – From Start to Finish**
– June 6



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- **Small Technology Transfer Offices: Making a Little Go a Long Way**
– June 18
- **Certified Licensing Professional a Career Development Opportunity**
– July 23
- **The Unitary Patent in Europe**
– July 31
- **Negotiation of License Agreements**
– August 21
- **Royalties and Relationships – Keeping Current, Complete and Congenial**
– Sept. 18
- **Dashboard Driven IP Portfolio Management**
– Sept. 25



AUTM Region Meetings



AUTM Central Region Meeting

July 17 – 19, 2013
Hyatt Regency Indianapolis
Indianapolis, IN USA

AUTM Eastern Region Meeting

Sept. 9 – 10, 2013
The Boston Park Plaza & Towers
Boston, MA USA



AUTM Western Region Meeting

Sept. 30 – Oct. 1
The Nines Hotel
Portland, OR USA

AUTM Courses



New for 2013!

AUTM Symposium

- Aug. 14 - 16
USPTO Headquarters
Global Intellectual Property Academy
Alexandria, VA USA

**Successful Practices in Small
Technology Transfer Offices**

- Oct. 23 – 24
InterContinental Dallas
Dallas, TX USA



**Save the
Date!**



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AUTM Courses

AUTM Essentials of Academic Technology Transfer Course

October 23 – 25
InterContinental Dallas
Dallas, TX USA

Save the Date

AUTM Technology Operations and Organization Licensing Skills (TOOLS) Course

October 23 – 25
InterContinental Dallas
Dallas, TX USA



AUTM Professional Development Programs

www.autm.net/events

AUTM Annual Meeting



AUTM 2014 Annual Meeting

Feb. 19 – 22
San Francisco Marriott Marquis
San Francisco, CA USA



Save the
Date!

