

SEAP'S VISIBILITY PROJECT:
PROACTIVE MEDIA OUTREACH



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WHY FOCUS ON VISIBILITY?

- Raise public awareness about Southeast Asia
- Raise public awareness about Southeast Asian Studies and SEAP
- Increase attendance at events and enrollments
- Keep us on the radar of decision-makers and funders

OUR NRC GRANT INCLUDED A SET OF OBJECTIVES LINKED TO VISIBILITY AND REACHING OUT TO THE MEDIA

SEAP

បណ្តាញ

baan daan KHMER

network

TAGALOG

เครือข่าย

khreuaa khaai THAI

[jaringan]

INDONESIAN

ကွန်ယက်

kun yat BURMESE

kết nối

VIETNAMESE

did **you** know?

you can learn **Indonesian** at Cornell!

open the door

to 248 million people and possibilities

<http://seap.einaudi.cornell.edu/>

network with us on Facebook!

<http://www.facebook.com/seapcornell>



STEPS:

Worked with University Communications Staff/Press Office

Hired Consultant

Hired Students & Recruited Interns

Launched Social Media Sites

Held Media Training Session with Faculty

Language Promotion Campaign

Designed Online Pressroom


Strategic Media Plan

Preliminary Evaluation

Prepare for Pressroom Launch



WORKING WITH A CONSULTANT

- Exploring your needs and goals
 - Is it worth the expense?
 - What connections will it give you?
 - Make sure to get deliverables spelled out in writing!
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STRENGTHS AND WEAKNESSES

- Solid traditional print materials & website



- No social media presence
- No direct links to media personnel
- Limited staff and funding to focus on media and communications outreach

TARGET AUDIENCES

- **Media professionals**
- **SEAP alumni & Southeast Asian Studies Academics** (including prospective students)
- **General Public**
 - Cornell Undergraduates
 - Local Community—including teachers
 - National and regional public awareness

**SOCIAL
MEDIA:

FACEBOOK
TWITTER
YOUTUBE
PINTEREST
BLOGS
LINKEDIN**


The image shows a screenshot of a Windows Internet Explorer browser displaying the Facebook page for the Cornell Southeast Asia Program. The browser's address bar shows the URL <http://www.facebook.com/seapcornell?ref=stream>. The Facebook page header includes the name "Cornell Southeast Asia Program" and the profile picture of a woven basket. Below the header is a large photo of a group of people walking outdoors. The page statistics show "575 likes · 77 talking about this · 6 were here". Navigation tabs for "About", "Photos", "Likes", "Map", and "Events" are visible. A "Write something..." text box is present for posting. A "Friends" section shows "21 Friends" who like the page. The page is categorized as "College & University" and "Southeast Asia Studies, National Resource Center, SEAP".

<http://www.facebook.com/seapcornell>

FACULTY RESISTANCE

- Too little time/energy for social media
 - Lack of familiarity—esp. with academic applications
 - Philosophical objections

 - Media Training: Consultant underestimated resistance and focused too much on her uses of new media technology in the Communications classroom

 - Will take time and need to be revisited in small steps
 - More comfort with interview format—but challenges translating that information into useful / sustainable material
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LANGUAGE PROMOTION CAMPAIGN

SEAP
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[kết nối]
VIETNAMESE

did you know?
you can learn Vietnamese at Cornell!

open the doors
to emerging markets and business opp
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เครือข่าย
khruea khaai THAI
jaringan
INDONESIAN

did you know?
you can learn Burmese at Cornell!

SEAP

complete our
quick online
poll for your
chance to

win

dinner for two
at the

**Saigon
Kitchen!**



did you know?

Cornell offers languages from **more**
Southeast Asian countries than any
other university in the United States

study a SEA language and
open the doors in your future

<http://seap.einaudi.cornell.edu/>

network with us on Facebook!

<http://www.facebook.com/seapcornell>

Do not make social
media an end in itself

...connect to specific
goals...

ONLINE PRESSROOM

Map | SEAP - Southeast Asia Program - Windows Internet Explorer provided by the Einaudi Center

http://seap.einaudi.cornell.edu/pressroom_map

Map | SEAP - Southeast As... x Error 404 (Not Found)!1

File Edit View Favorites Tools Help


Google Search

Pages People more options

MARIO EINAUDI
Center for International Studies **Southeast Asia Program**


Academics Outreach Publications Resources People Calendar

Map About Blog Register Contact



Burma Cambodia Indonesia Laos Malaysia Philippines Singapore Thailand Vietnam

Social Media



Upcoming Events

- Fifteenth Annual Southeast Asian Studies Graduate Conference

Recent News

- Eight students recommended for Fulbright!
- SEAP Spring Semester Brown

Downloadable Content

- Press Kit
- Fact Sheet
- SEAP Bulletin

MARIO EINAUDI Center for International Studies Southeast Asia Program

- Academics
- Outreach
- Publications
- Resources
- People
- Calendar

Cambodia

Lorraine Paterson - Assistant Professor of Asian Studies



Bio: Professor Paterson's dissertation, "Tenacious Texts: Vietnam, China and Radical Cultural Intersections, 1890-1930," analyzes...

Topics of Interest: Exiles, from China in the transcolonial world, Chinese and Vietnamese intellectual history, translation, radical cultural intersections

Key Networks: Documentation Center in Cambodia, Royal University of Penang, Yale University

Upcoming Works: "A Historical Overview of the Political Prisoners from Indonesia"

[click here to view full curriculum vitae](#)
lmp20@cornell.edu 607.254.6562

Andrew Mertha - Associate Professor of Government



Bio: My most recently completed project is on the politics of hydropower. The primary conclusion that I have drawn from my fieldwork since 2004 is that the policy making and policy implementation process in China...

Topics of Interest: Chinese and Cambodian politics, political institutions, the policy process, the exercise of power

Key Networks: University of Michigan, Beijing University

Upcoming Works: "Ambivalent Allies: China, Democratic Kampuchea, and the Politics of Mutual Resistance"

[click here to view full curriculum vitae](#)
am847@cornell.edu 607.255.6374



The peace of the current era is marred in Cambodia by aggressive development and resource extraction initiatives. Professor Keating (a SEAP Faculty Associate in Research) addresses this process among indigenous forest and hill tribes, graduate student Beban examines the land tenure regulations and practices, and graduate student Work attends to the social and religious implications of these changes among low-land rice farmers. The work of graduate student Corey focuses on modern culture and artistic expression particularly along the Mekong river.

The global economy and changing social norms have altered patterns of marriage and courtship, and the social structures of families in Cambodia. Professor Williams's work and graduate student Yang address these changes. These same forces are driving poverty and forcing new approaches to community planning, issues examined by Professor Board.

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Marina Welker - Assistant Professor of Anthropology

Bio: Marina Welker is assistant professor of anthropology at Cornell University. Her research centers on the ethical relationship between business and society. Her first project was an ethnographic study of the Corporate Social Responsibility (CSR) industry that is creating and installing voluntary social and environmental codes of conduct and practices among corporations. Based on fieldwork in the U.S. headquarters of Newmont Mining Corporation and around the Batu Hijau copper and gold mine on the Indonesian island of Sumbawa, the project examines the competing ways in which corporate managers, Sumbawan village residents, NGOs, and government officials construe and negotiate the social responsibilities of a mining corporation. Currently, Professor Welker is developing two new projects. One is an ethnographic and historical examination of Sampoerna, a dove cigarette firm in Indonesia that was founded by a Chinese immigrant and controlled by his descendants at different junctures in the dove cigarette commodity network, focusing on contract tobacco farmers, Javanese factory workers, urban and rural vendors, consumers, corporate managers, and anti-tobacco activists. The second project she is preparing is an ethnographic study of U.S. business schools that will ask how MBA students learn to think about knowledge, ethics, and personhood over the course of their degree programs.

Topics of Interest: Corporations and capitalism, international development, extractive industry, tobacco industry, business education, Indonesia, USA

Key Networks: University of Michigan, University of California, Telluride Association, American University Abroad


Upcoming Works: "Ethical Technologies of Corporate Rule: An American Mining Company in Postauthoritarian Indonesia"

[click here to view full curriculum vitae](#)
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http://seap.einaudi.cornell.edu/pressroom_map

ONLINE PRESSROOM

- **Launch and then reach out to targeted media professionals**
 - **Work to link faculty (and post-fieldwork graduate students) to media professionals**
 - **Social media as an avenue for linkages**
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EVALUATION

- **Vocus Pro—through Cornell Press Office**
 - **Google Analytics—website (including online pressroom)**
 - **Other online presence (Wikipedia etc.)**
 - **8C's of Social Media—for Facebook (Twitter, YouTube, LinkedIn)**
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8C'S OF SOCIAL MEDIA

- **Counting**—likes, shares, reach, talking about this
- **Content**—analysis of posts for topic, tone
- **Conversations**—which posts generated comments, shares
- **Cohesion**—extent to which followers coalesce, share focus
- **Community**—core group with common interests
- **Connectedness**—how interconnected advocates are
- **Conversion**—referral source for website
- **Compare**—relative to other NRCs/centers

(adapted from Alan Chumbley's 7Cs by Rui Liu)

RESULTS (SO FAR)

- **Too early to gauge true impact**
 - **Anecdotally has raised profile on campus**
 - **Facebook reaching alumni and international followers (NOT undergraduates)**
 - **Has been a major driver of traffic to website**
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