



2011 ILLINOIS

COLLEGE TOWN SUMMIT

*SOCIAL MEDIA AND CELEBRATORY DRINKING IN
OUR COMMUNITIES*

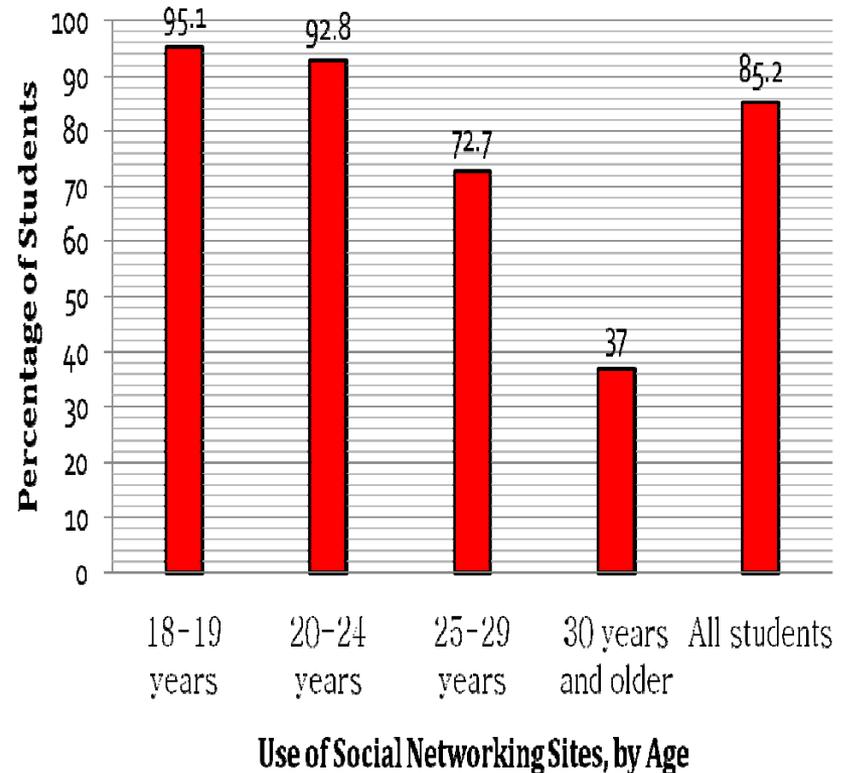
OCTOBER 19, 2011

Current Issues

- Social media has become the way we are getting our messages out, especially with those 13 to 25 years of age
 - Market research firm Experian Simmons reports that social media marketing reaches up to 98% of 18 to 24 year olds. (October 11, 2011)
- Blogging, friended, twittered, linked in or texted have become the primary means of communication.
- Unless you are connected you are more than likely not in the loop.

Current Issues

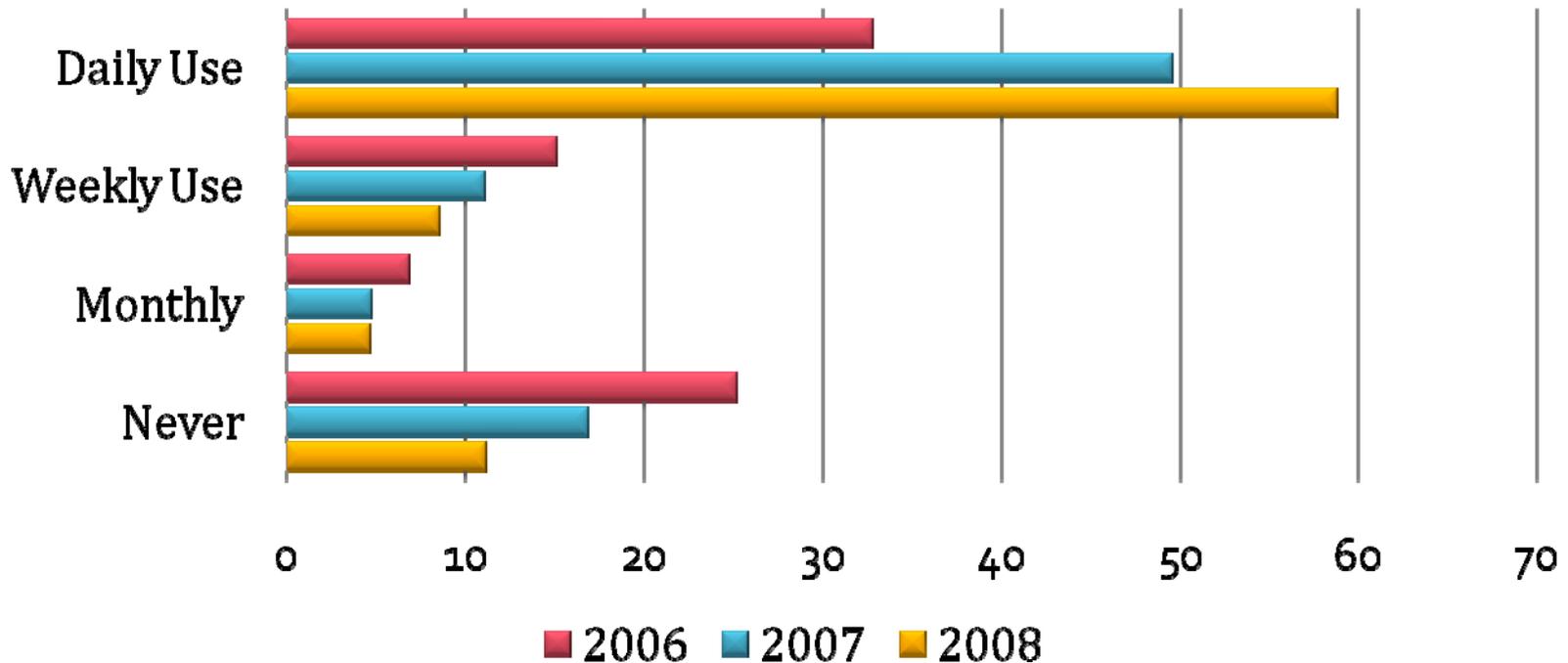
- College students are clearly drawn to the social networking world.
- Center on Alcohol Marketing and Youth (CAMY)
 - ▣ Underage youth have easy access to alcohol websites.



EDUCAUSE Center for Applied Research
ECAR Research Study 8, 2008

Frequency of Use

2006 - 2008 Change in How Often Social Networking Sites Are Used (44 Institutions)*



*Data are based on student responses from the 44 institutions that participated in each of the 2006, 2007, 2008 studies. Although the institutions remain the same, the actual students responding are different each year.

Current Issues

Percent reporting that:	Typical weekly time spent on online social networks		
	0-1 hours	1-5 hours	>6 hours
They occasionally or frequently drank beer	44%	54%	56%
They occasionally or frequently drank wine or liquor	48%	61%	65%
They had five or more alcoholic drinks in a row one or more times in the past two weeks	29%	40%	46%

- First-year students who spent more time on social networking sites also reported partying more
- These students also reported drinking more often

As reported in the High Education Research Institute –

September 2007 Research Brief

Alcohol Marketing



Proud consumers posting their own pictures is common place and promotions are a regular occurrence.

Social Media Driven Events

- Routinely events and information are being exchanged via social media that challenges our communities and law enforcement.



City attorney considers filing charges in near riot in Hollywood

Police arrest three after violence breaks out Wednesday during a deejay's performance in front of Grauman's Chinese Theatre before a movie premiere. The city attorney's office may charge event organizers.

When a deejay sent a Twitter message Wednesday telling people to come to a concert in Hollywood celebrating the release of a movie about raves, he wrote: "Let's see if the magic of social networking will work today."

Social Media Driven Events

1,500 Party Crashers Riot Over Viral Facebook Invite

Posted by Ruth Manuel-Logan on June 6th, 2011 11:14 AM

What happens when a 16-year-old German teen forgets to set her Facebook privacy settings with regards to invites? Well... all party central hell breaks loose!

A young girl who is being identified as Thessa planned to get together a few close friends to celebrate her birthday at her modest Hamburg home. When she sent out the invites to her party, 15,000 folks confirmed that they would attend the gathering.

When Thessa realized that she had made a whopper of a blunder, she tried to correct her error by cancelling the party, but it was too late. More than 1,500 people showed up at the teen's door this weekend ready to paaartaay.

In a state of desperation, Thessa's parents wound up calling local police and it took 100 officers, by foot and by horseback, to control the masses. Thessa and her family hightailed it out of the maddening crowd's way.

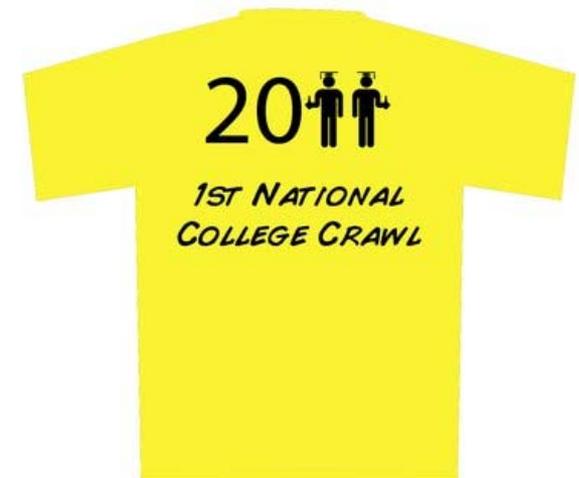
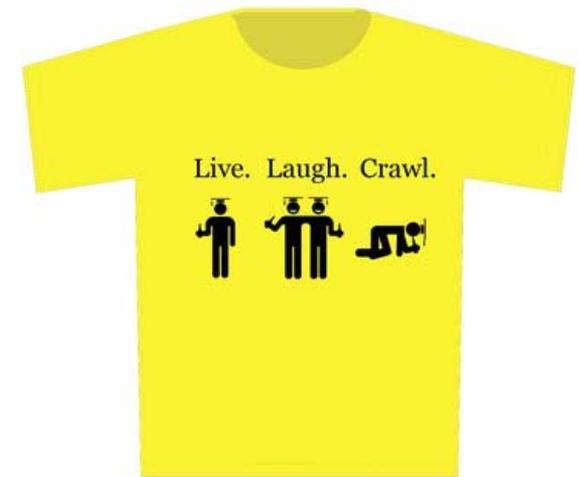


Spontaneous Celebratory Events

- Bin Laden Bar Crawl
 - Upon the death of Bin Laden students organized a celebratory bar crawl via social networking
 - Within in 3 days they had 3000 people committed to participating
 - The event flew under the radar of law enforcement until it was too late to put something together
 - Patrol officers were forced to deal with extra calls for service and issues related to over-intoxication.

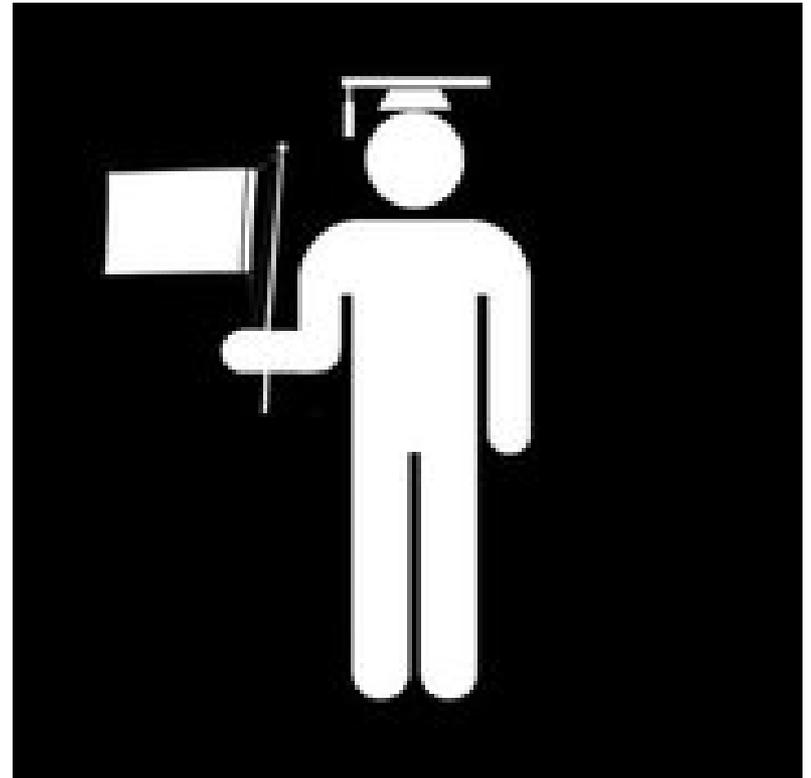
Spontaneous Celebratory Events

- The National College Crawl
 - Planned by students who had connections with students in other colleges across the country
 - Was designed to be a charity based event
 - Tee Shirts promoted excessive consumption
 - Planned involved a simultaneous bar crawl being held at participating campuses
 - Facebook posting reported 9 colleges in 6 states with several thousand committed to attend



Spontaneous Celebratory Events

- The National College Crawl
 - The event was stopped after designated beneficiary of the charity demanded that their name not be affiliated with the event.



Social Media Driven Events

The screenshot shows a Facebook event page for "UNOFFICIAL 2011 SAINT PATRICK'S DAY CHAMPAIGN, IL MARCH 4TH 2011". The event is public and scheduled for Tuesday, March 1, 12:00am - 1:00am at the University of Illinois at Urbana-Champaign, Green Street, Champaign, IL. It was created by "Unofficial Saint Patrick's Day". A note indicates that the date is incorrect on Facebook and that the event will actually run all day on Friday, March 4th. The page features a large green and yellow graphic on the left with a leprechaun and a barrel. On the right, there are buttons for "I'm Attending", "Maybe", and "No", along with "Friends' Events" and "Sponsored Stories" sections. The "Sponsored Stories" section contains three identical messages: "Thanks for your feedback. Over time, this information helps us deliver more relevant Sponsored Stories to you." The "Wall" section shows a post by Donald Krambeck asking for a "boozer shirt" and a comment by Tyler Davis.

facebook Search Home Profile Account

UNOFFICIAL 2011

Share · Public Event

I'm Attending **Maybe** **No**

Friends' Events [See All](#)

- Brantley Gilbert @ The Pageant**
Saturday, August 27, 9:00pm-12:00am
RSVP: Yes · No · Maybe
- Jason Aldean @ Illinois State Fair...**
Sunday, August 14, 7:00pm-10:00pm
RSVP: Yes · No · Maybe

Sponsored Stories

Thanks for your feedback. Over time, this information helps us deliver more relevant Sponsored Stories to you.

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Thanks for your feedback. Over time, this information helps us deliver more relevant Sponsored Stories to you.

Sponsored [Create an Ad](#)

Thanks for your feedback. Over time, this information helps us deliver more relevant ads to you.

Thanks for your feedback. Over time, this information helps us deliver more relevant ads to you.

Wall

Donald Krambeck
uhh, anybody think i can still get a boozer shirt? know anywhere i can get one?
March 6 at 6:30pm · Like · Comment

Tyler Davis likes this.

23,139 Attending [See All](#)

- Hope Eastin
- Krystin Wagner
- Lisa Meid
- Antonia Dietrich
- John 'djKosmo' Kosmopoulos

Defining the problem

- Events and issues often fly under the radar.
- Promoters can have a level of anonymity that makes it difficult to identify who may be involved (if you are not privy to the page you don't know).
- Requires continual monitoring to stay on top of potential problems.
- It's not who you are connected to but who your friends are connected to that can create the bigger problems.
- It's new to all of us and is continually changing. With that laws are always catching up to the trend.

End Result

- More people, more intoxication, more arrests, more hospitalizations and **MORE RISK!**



Celebratory Drinking



Challenges

- Keeping up with the Jones....are we keeping on top of what is occurring in our community
- Developing sources....because they won't always friend us!!!
- Privacy v. Public domain....it's really important to stay on top of the legal issues
- Level of expertise....keeping our staff trained.
- Creating plans for flash mobs and events gone bad.

Challenges

- Placing responsibility for promoting these events...who needs to pay for the police response?
- Educating the public on what should and should not be put out there...If you are at “X” I know you are not at “Y”



Positive Steps

The image shows a screenshot of a Facebook event page for "Fool's Fest". The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The event title "Fool's Fest" is prominently displayed, along with a "Share" button and a "Public Event" label. Below the title, there are buttons for "I'm Attending", "Maybe", and "No".

The event details section provides the following information:

- Time:** Friday, April 1 at 7:00pm - April 3 at 11:30pm
- Location:** All over Illinois State University campus.
- Created By:** Budweiser Bloomington-Normal, Joe Brennan

The "More Info" section contains a paragraph: "SIU has Polar Bear, U of I has Unofficial St. Patrick's Day, and now, it is our turn. Starting this year, 2011, our beloved Bloomington-Normal is finally getting a day devoted entirely to celebrating all that this one of a kind student community has to offer." Below this is a welcome message: "Welcome, to the first annual Fool's Fest! Forever starting on the first weekend in April, Fool's Fest is a campus wide celebration. This years inaugural celebration will s... See More".

The "Wall" section features three posts:

- Jeremy Ber:** "Hahaha, Bowman crackin down on all you drunks! 2 minutes ago · Like · Comment"
- Nick Kulavic:** "Al Bowman is concerned!!!! hahaha 2 minutes ago · Like · Comment"
- Amanda Cody:** "please help us out! all you need to do is 'like' our bus where it says vote for us! we're trying to win a trip to australia and we're currently in 10th place were only 200 away from the 1st place bus. PLEASE heres the link its so easy and your sitting on facebook bored anyway :) huge party if we win jello shots galore. heres the link go do it now!!! https://apps.facebook.com/getonthebus/?bus_id=get-down" Below the text is a link to "Get On The Bus" with the URL "apps.facebook.com". A disclaimer follows: "This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. Contiki is a part of the Travel Corporation family of brands © Copyright 2011". The post is dated "47 minutes ago · Like · Comment · Share".

On the left side of the page, there is a list of attendees and their status:

- 10,730 Attending (See All)
- Shawn Fackin Hayes
- Elise Zaborowski
- Angelica Orzel
- Sam Arnold
- Lanie Harper
- John 'djKosmo' Kosmopoulos
- Cody Hatcher
- Amber Siggins
- 3,596 Maybe Attending (View)
- 10,977 Awaiting Reply (View)
- 6,776 Not Attending (View)

On the right side, there are several promotional sections:

- Recommended Pages:** "Wings for Chris" by Dale Grimm, suggested by Dale Grimm. Includes a "Like" button.
- Which city do you live in?:** "Urbana, Illinois" with 21 other friends live here. Includes a "I live here" button and a "Choose another city" link.
- Sponsored:** "The Plum Card® from Open" by americanexpress.com. Includes an image of a credit card and text: "Payment flexibility. The Plum Card helps you manage your business's cash flow."
- Real Flight Simulator:** profightsimulator.com. Includes an image of a fighter jet and text: "Now you can experience Real Flying with new Flight Simulator. The most Realistic Flight Simulator ever created. Find out here."
- ESPN:** Includes an image of a woman and text: "Need a hug after your bracket's been busted? 'Like' ESPN and share your sob story with millions of others." Below is a "Like" button and text: "3,637,636 people like this."
- IPAD's for Dirt Cheap!** ipad.net. Includes an image of an iPad and text: "How is it possible? We show how you can easily find Apple IPADS for up to 95% off!"

At the bottom of the page, there is a taskbar with icons for various applications, including a globe, a folder, a presentation, a browser, and a word processor.

Fool's Fest

- Lets hear what Bloomington /Normal and ISU did to address a event that may be coming to a campus near you.

