Presenters:

Facilitator:
❖ Joe Sabado, Associate Director of Information Systems and Software Development, SIS&T

Panelists:
❖ Susan Goodale, Programs Director, UCSB Alumni Association
❖ Rod Tucknott, Adventure Programs Supervisor, Recreation
❖ Julie Levangie, Coordinator of Communications, Marketing & Social Media, Housing
❖ JudyAnn Dutcher, Web Developer, Associated Students
❖ Keri Bradford, Publications Coordinator, Daily Nexus

WSG Co-Chairs: Ann Dundon/Heidi Straub
Agenda

- General overview of social media
- Use of social media in higher education
  - How other universities use social media
  - Social media at UCSB
- Strategies, guidelines, best practices, tools
- Demos: UCSB implementations
- Questions
Goals

- Provide framework, resources to use in deciding whether social media is appropriate for your dept

- Provide ideas based on higher education social media use and from implementations at UCSB

- Start conversations on how as a campus, we can learn from each other and discuss issues
Introduction

Social Media has different meaning to everyone....

❖ As technology service provider:
  ❖ How can we use social media for outreach to alumni, parents; enrollment, engagement, retention of our students?
  ❖ What are the policy, security considerations?

❖ As a manager:
  ❖ How can I use social media for professional development in light of budget cuts?
  ❖ How do I know my staff is not wasting time on fb/twitter?
As student org staff advisor/mentor:
- How do I connect with students that is not too intrusive, yet understand their perspectives?
- How do I mentor them about the concept of leadership, digital citizenship in the context of social media?

Other questions:
- How can social media be used as learning tools?
- How do I separate personal/professional presence?
1995
“Why do we need web pages?”

2011
“Why do we need social media?”
Overview/Intro of Social Media

Social Media Landscape

http://www.fredcavazza.net/files/Q2-08/SocialMediaLandscape.jpg
What is Social Media?

Officially, social media is an “umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.”

http://www.wikipedia.org

Social media is about conversations, community, connecting with personalities and building relationships. It is not just a broadcast channel or a sales and marketing tool.
Social Media Overview – Most Popular Sites

Facebook: largest of social networks.
Users can create profiles, businesses can create fan pages to post info, events, announcements.
http://www.facebook.com

Twitter: Info shared through tweets with max 140 characters.
http://www.twitter.com

LinkedIn: LinkedIn is most popular with business-to-business users and those looking for jobs.
http://www.linkedin.com

Flickr: A popular photo-sharing community.
http://www.flickr.com
Social Media Overview – Most Popular Sites

YouTube: YouTube is the most popular video hosting and sharing platform.
http://www.youtube.com

Blog: A blog, by definition, is a web log, where you can post anything you want.

Foursquare: A location based service (LBS), allows customers/visitors to “check in” at your place of business/event. Other LBS – gowalla, facebook places.
Social Media’s Impact

What role did social media play in the recent Middle East revolutions?

Egypt government attempted to disrupt communication by disconnecting internet access.

Images courtesy of:
Social Media in Higher Education

Social Media in Higher Education

StudentAdvisor – Top 100 Social Media Colleges
http://www.studentadvisor.com/top-100-social-media-colleges

#1 – Harvard University
Posterous - http://harvardsocial.posterous.com/
Facebook - https://www.facebook.com/Harvard
YouTube - http://www.youtube.com/user/Harvard
iTunes - http://itunes.harvard.edu/
Twitter - http://twitter.com/#!/Harvard
Foursquare - https://foursquare.com/harvard
Social Media Group - http://abcd-socialmedia.scribo.harvard.edu/
Universities admissions offices are using social media

- In 2009, 87% of admissions departments use social networking (i.e., Facebook)
- 59% have a Twitter account

http://www.umassd.edu/cmr/studiesandresearch/socialmediaandcollegeadmissions2010study/
http://www.utexas.edu/world/univ/state

Many schools have fully embraced social media

http://socialmedia.tufts.edu
http://socialmedia.ucsd.edu
Social Media in Higher Education

- Recruitment/Marketing
  - UC Davis Undergrad Admissions
- Engaging alumni
  - UCSB Alumni Association
- Learning Tools/Engaging Students
  - Purdue University SM in classroom, Dr Rey Junco Twitter study, Khan Academy
- Providing a Platform to Broadcast Events
  - UCSB Career Services
- Emergency Notification
  - North Texas, UCSB Alert
Social Media in Higher Education

- Creating a Dialogue and Communicating to Students
  UCSB Gradpost (for Grad Students)
- Facebook Office Hours
  Stanford University Deans hold office hours
- Location-Based Promotions
  University of Houston Gowalla competition
- New Students Info/Community
  Seton Hall University Class of 2014
In 2009, 87% of admissions departments use social networking (i.e., Facebook)

Social Media in Higher Education – As Learning Tool

Purdue Hotseat – Use of social media/mobile computing to increase student engagement in large lectures

Opening the Backchannel in Large Lectures


http://www.itap.purdue.edu/studio/hotseat/
Social Media in at UCSB

- UCSB hiring Executive Director of Marketing & Communications
  
  *Develops and oversees the application of new media technologies advancing UC Santa Barbara's message ... that incorporate the use of electronic communications, campus website, online resources and other social networking tools along with traditional modes of print communications.*

- Student Affairs partnering with Inigral (Schools app) to create UCSB network in facebook – UCOP sponsored

- UCSB departments/orgs using social media
  
  http://www.ucsbalum.com/programs/alumnitools/socialmedia

- Dr. Don Lubach Transfer Students Wiki
  
  http://ucsbtransfers.wikispaces.com/
Why Social Media at UCSB

Social media is here ... Understand & use it OR fall behind

http://www.triumphantevents.co.uk/images/684-full-Using_Social_Media_to_Grow_your_Business.jpg
Millennials (18-29 yrs old) are very engaged with technologies

Why Social Media at UCSB?

Social media and mobile computing together are changing how we communicate.

![Image showing mobile users exceeding desktop internet users within 5 years.](image-url)
Why Social Media at UCSB?

Students are already talking about UCSB – good/bad. Shouldn’t we be listening?
Social Media Communication Strategy
Social Media Communication Strategy

❖ **Purpose**
   ❑ Why are you participating in social media?

❖ **Objectives/Goals**
   ❑ What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information do you want to share or receive?

❖ **Marketing Plan**
   ❑ How will this differ from your primary website and marketing communications? How do you envision incorporating it with your traditional marketing plans?

http://socialmedia.ucsd.edu
Social Media Communication Strategy

❖ **Target Audience**
- Who will be reading and commenting on your social media? Who are you trying to engage?
- How will you identify them and attract them to your networks?

❖ **Execution and Maintenance**
- What social media networks will you be using?
- How often will it be updated? Will you create an editorial calendar?
- Do you have a budget for the project? What assets do you need? What do you already have?
Social Media Communication Strategy

Assessment

Q: “What is the Return of Investment (ROI) of Social Media investment?”
A: “What is the ROI of phone calls?”

- Number of “click-throughs” to your website
- Event participation
- Anecdotal success stories
- Analysis of content of/number of mentions in blogs
- Donations
- Surveys of target audiences
- Number of applications for admission
Security, Governance and Assurance

- **Risk Assessments/Mitigation Strategies**
  - Assess Threats/Vulnerabilities
  - Define Risks
  - Risk Mitigation

- **Assurance Considerations**
  - Strategy and Governance
  - People
  - Processes
  - Technology

I DON'T KNOW WHAT'S WRONG. WE POSTED OUR BRAND OF LUG NUT TO EVERY SOCIAL MEDIA SITE AND NO ONE IS TALKING ABOUT US.

MUST BE A TECHNICAL ERROR

WE DO HAVE 5 FANS!

THAT'S THE 5 OF US

ASK FOR A REFUND
Keri Bradford, Publications Coordinator, Daily Nexus

JudyAnn Dutcher, Web Developer, Associated Students

Susan Goodale, Programs Director, UCSB Alumni Association

Julie Levangie, Coordinator of Communications, Marketing & Social Media, Housing

Rod Tucknott, Adventure Programs Supervisor, Recreation
Department of Recreation
Social Media

Rod Tucknott, Director
UCSB Adventure Programs
Which Ones?

- Facebook
- Youtube
- Twitter
- LinkedIn
- Foursquare
- Yelp
- Google Places
What Works Well?

• Viral Nature of SN
• Dedicated Students/ Staff
• Caught on Campus
  – Give Away Posts
• Groups
  – Trainee Cohorts (Closed)
  – ESS 7 Classes (Closed)
  – Floatopia 2 NO! (Way Open)
Challenge- Timely Content
Challenge - Student Enthusiasm

- Events Created by Students
- 3rd Parties Creating and Claiming
Challenge- “Attending”
Challenge - Spammers
Challenge - Negative Reviews/Posts

Rush Limbaugh

Other than on MSNBC, Earth Day is not a story today. I can remember as recently as three years ago when Earth Day got wall-to-wall, 24/7 coverage. We at the EIB Network could declare victory in a sense. We almost single-handedly made Earth Day a national joke, along with the global warming hoax.

We've Made Progress! Earth Day is Now a Joke
www.rushlimbaugh.com

"You think man can destroy the planet? What intoxicating vanity.... We've been residents here for the blink of an eye. If we're gone tomorrow, the earth will not miss us." - Charlton Heston on the EIB Network, reading from Michael Crichton's book.

1385 people like this.

Harry Balzac
Lesley One, Rush is ALWAYS right.

Kristin Carlson
Edwards
Thank you!

Guy Murphy
I recommend nuclear power plant day! !!!!
Why do you think China is doing so well? They can do what they have to to survive!
We are delusional in this country and have too much time on our hands.. Start drilling, get off foreign oil, build nuclear power plants all over the desert and make gas a quarter and the country will actually have a future without an F in it!

11 minutes ago · Like
Contribute to UCSB Marketeers
Social Networking on the Internet Guide for UCSB Employees, Departments, and Registered Organizations

Best Practices/Guidelines

- Be smart
- Identify yourself
- Be Professional and ethical
- Add value
- No endorsements

Adapted from http://socialmedia.ucsd.edu
Best Practices/Guidelines

❖ Obtain Permissions

❖ Keep it Legal

❖ Campus Contacts

Policies
Meta Clow
meta.clow@vcadmin.ucsb.edu
Policy & Information Stewardship

HIPAA
Karl Heins
karl.heins@oist.ucsb.edu
UCSB HIPAA Privacy Officer/Chief Information Security Officer

FERPA
Marsha Bankston
marsha.bankston@sa.ucsb.edu
Acting Registrar
References

Studies/Research


The Integration of Technology with the Management of Student Services, *New Directions for Student Affairs: Using Technology to Promote Student Learning: Opportunities for Today and Tomorrow*, 78,5 – 16.

Strategies, Guidelines

Accessibility - http://www.mediaaccess.org.au

Social Media in Higher Education

UC Berkeley - http://technology.berkeley.edu/policy/socialmedia.html
UC San Diego - http://socialmedia.ucsd.edu
Tufts University - http://socialmedia.tufts.edu
UCLA Facebook Policy - http://www.facebook.com/pages/UCLAs-Facebook-Comments-Policy-and-Discussion-Digest/32745841672
Dr Rey Junco studies (twitter engagement) – http://www.reyjunco.com
StudentAdvisor.com Top 100 Social Media Colleges - http://www.studentadvisor.com/top-100-social-media-colleges
References

Social Media at UCSB
Intro to University – Transfer Students wiki - http://ucsbtransfers.wikispaces.com/
Adventures Program/Recreation Department
http://facebook.com/UCSBRecSports

Alumni Association

Associated Students
http://twitter.com/AS_UCSB
http://www.facebook.com/AssociatedStudentsUCSB

Daily Nexus
http://facebook.com/dailynexus
http://www.flickr.com/dailynexus
http://www.youtube.com/dailynexus
http://www.twitter.com/dailynexus
http://www.dailynexus.com

Housing & Residential Services
UCSB Housing & Residential Services | DigiKnow
UCSB Housing & Residential Services | Facebook
UCSB Housing & Residential Services | Twitter
UCSB Housing & Residential Services | YouTube
**Tools**

**Content Management**
- Seesmic - [http://seesmic.com/](http://seesmic.com/)
- Tube Mogul (video) - [http://www.tubemogul.com](http://www.tubemogul.com)
- [http://accessibletwitter.com/](http://accessibletwitter.com/) - Twitter app optimized for disabled users
- Facebook scheduled posts - [http://thesocialmediaguide.com/social_media/how-to-schedule-posts-to-your-facebook-page](http://thesocialmediaguide.com/social_media/how-to-schedule-posts-to-your-facebook-page)

**Monitoring**
- Twitter Advanced Search - [http://search.twitter.com/advanced](http://search.twitter.com/advanced)
- KGB People – [http://www.kgbpeople.com](http://www.kgbpeople.com)
Tools

Assessment
- Facebook Insight
- Tweetburner - http://tweetburner.com/
- Tweetstats - http://tweetstats.com/
- Tweetreach – http://www.tweetreach.com

Other
- Facebook Social Plug-Ins - http://developers.facebook.com/docs/plugins/
- Involver (facebook page enhancement) - http://involver.com/applications/

Tutorials

Facebook pages materials
https://facebook-inc.box.net/shared/9e5jiyl843
http://www.facebook.com/FacebookPages
http://developers.facebook.com/docs/plugins/

Twitter basics
http://business.twitter.com/basics/what-is-twitter