The World of Social Media
TWEET TWEET!!

Social Media
Bandwagon
What is Social Media?

Social media is a conversation online. Look who’s talking:

- Students
- Customers
- Donors
- Volunteers
- Employees
- Investors
- Critics
- Fans
- competition....
- anyone who has internet access and an opinion.
Social Media is changing our world

The power to define and control a brand is shifting from corporations and institutions to individuals and communities.
The Social Media World is composed of programs such as these:

Facebook
YouTube
Twitter
LinkedIn
Flickr
Digg
On YouTube, the average user spends 15 minutes a day on the site. More video is uploaded to YouTube in 60 days than all 3 major U.S. networks created in 60 years.
Facebook, a social networking site, is the #1 website worldwide with more page views than Google

33% of Facebook users are fans of brands – the #1 reason: To get special offers and promotions.
Facebook

Began as an online network of colleges/universities - now it’s open to everyone!

Stay connected with “friends” or “fans”

Share photos, videos, links, etc.

Facebook complements:
- Marketing/PR
- Event creation/management/recruitment
- Networking

To learn how to use Facebook, click on the link to the left.
Facebook + Student Development

- Inform everyone of your Facebook presence
  - Embed links within admissions materials, memos, other social media websites, etc.

- Create and manage events
  - Guests can RSVP, send messages to update
    - Example: Campus Activities Board events

- Post photos/videos of various events or projects
  - “Tag” students, faculty and staff to keep them connected
Began as a resource for entertainment - now popular with universities, non-profits, corporations, etc.

Publish videos and send links via email, Facebook, etc.

YouTube complements:
- Marketing/PR
- Education
- Training

If you want to learn how to further use YouTube, click on the link to the right.

How to use YouTube
YouTube Best Practices

- Produce and publish videos about:
  - Programs/Offices
  - Issues
  - Policies/Rules
  - Events
- Linking or embedding within other sites
- Example profiles/videos:
  - CCE
  - WVWC Bobcat Sports
  - Trayless Tuesdays video
  - Study Abroad video @ OkState
Twitter

- Uses status updates (like Facebook)
- A “tweet” = 140 characters
- Popular amongst “older” users
  - Majority are over 35
  - Even Congress uses it!
- Twitter complements:
  - Sharing resources (photos, videos, documents, etc.) via links
  - If you want to learn how to use Twitter, click on the link to the right.

How to use Twitter
Google Apps

- A series of office applications that is Google centralized
- Includes:
  - Calendar, Docs, Gmail, Forms and more!
- Google Apps complement:
  - Document collaboration and sharing
  - Calendar sharing
  - Gathering information via forms
- Applications like it:
  - Wiggio
  - SurveyMonkey (Forms/ Surveys)

Learn more about how to use Google Apps by clicking links below.

How to use Google Apps with your own Domain
How to set up Google Apps Email
Google Apps Student Development

**Staff Calendar**
- Keeps track of events, meetings and deadlines

**A hub for personal/office documents**
- Keeps documents and presentations centralized — available from anywhere in the world!

**Create forms for student activities**
- Inserts information directly into an Excel file for simple organization
- Example: Social Media Interest Survey
Google Apps Best Practices

- Share individual/office calendars as a group
- Edit, share or publish office documents (Word, Excel and PowerPoint)
- Create basic forms and surveys
- Examples:
  - CCE Staff Calendar (wwwc.pbwiki.com/Calendar)

Social Media Interest Survey

Please answer the following questions to the best of your ability. Your responses will help the facilitator customize the training to fit your interests and needs.

* Required

Please indicate your status.*

Administrator

Please indicate your department/office/organization.*

(i.e. Student Development)

What applications of social media are you interested in using in your department? *

Check all that apply. If "Not Sure", the facilitator can help brainstorm ideas specifically for your department/office/organization.

- Facebook
- Wikis
- Blogs
- YouTube
Twitter + Student Development

- Update the campus on deadlines, events and links
- Event and deadline reminders for students, faculty and staff can be posted
- Post links to sections of your website or other social media sites
Twitter Best Practices

- Share links to important resources
- Post deadlines for students, faculty and staff
- Follow other schools, students, faculty, staff, and organizations
LinkedIn is the world’s largest professional network with over 100 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

LinkedIn gives you the keys to controlling your online identity.

Have you Googled yourself lately?

LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you online.
Your LinkedIn homepage is your professional dashboard.
Learn how to use LinkedIn: Clink Here!

How to change the world: 10 ways to use LinkedIn

Click Here!
Social Media Implementation

- **Recruit**
  - Assistants, employees, or volunteers can help your office plan, create and manage social media tools.

- **Plan**
  - Be strategic - allow various tools to complement each other.
  - Use the same information with each application.

- **Share & Learn**
  - Embed links to your social media tools within all of your media outlets - from websites to brochures.
  - Learn by doing - it’s the best way to harness the ins and outs of any application.
Social network and blogging sites are now the 4th most popular activity online, even ahead of personal e-mail.
75% of Americans and 66% of the global Internet population visit social networks.
Social media is not a fad. It’s a fundamental shift in the way all of us communicate.
These disruptive forces never stop, either. Some first-generation electronic media are already being supplanted by new social media tools. For example, in many instances micro blogs, blogs, newsfeeds, and social networking sites are replacing e-mail.
Protect your privacy and your friends' privacy...get their okay before posting something about them or their pic online!
Be aware of the Dangers in ALL CHATROOMS!
Use your critical thinking:

- People may be trying to get information or items from you
- People who offer to give you something for nothing
Don’t reply to strangers - keep passwords private.

Block or ignore people you don’t know.

Change your passwords often.

Google your name often.

Only share information that you want everyone in the world to know about.

Deleted pictures & information are NEVER gone and can be found years later.

Keep this information private!
Last name
Address
Phone numbers
Social Security Numbers
Passwords

More private information!
Credit card numbers
School name
Pictures
Mother’s Maiden Name; Birthday

Log off when done!!
CAUTION

YOU HAVE REACHED THE
LAST PAGE
OF THE INTERNET

TURN OFF YOUR BROWSER AND GO BACK TO WORK
THERE'S NOTHING ELSE TO SEE HERE