

# Social Media for Current Students

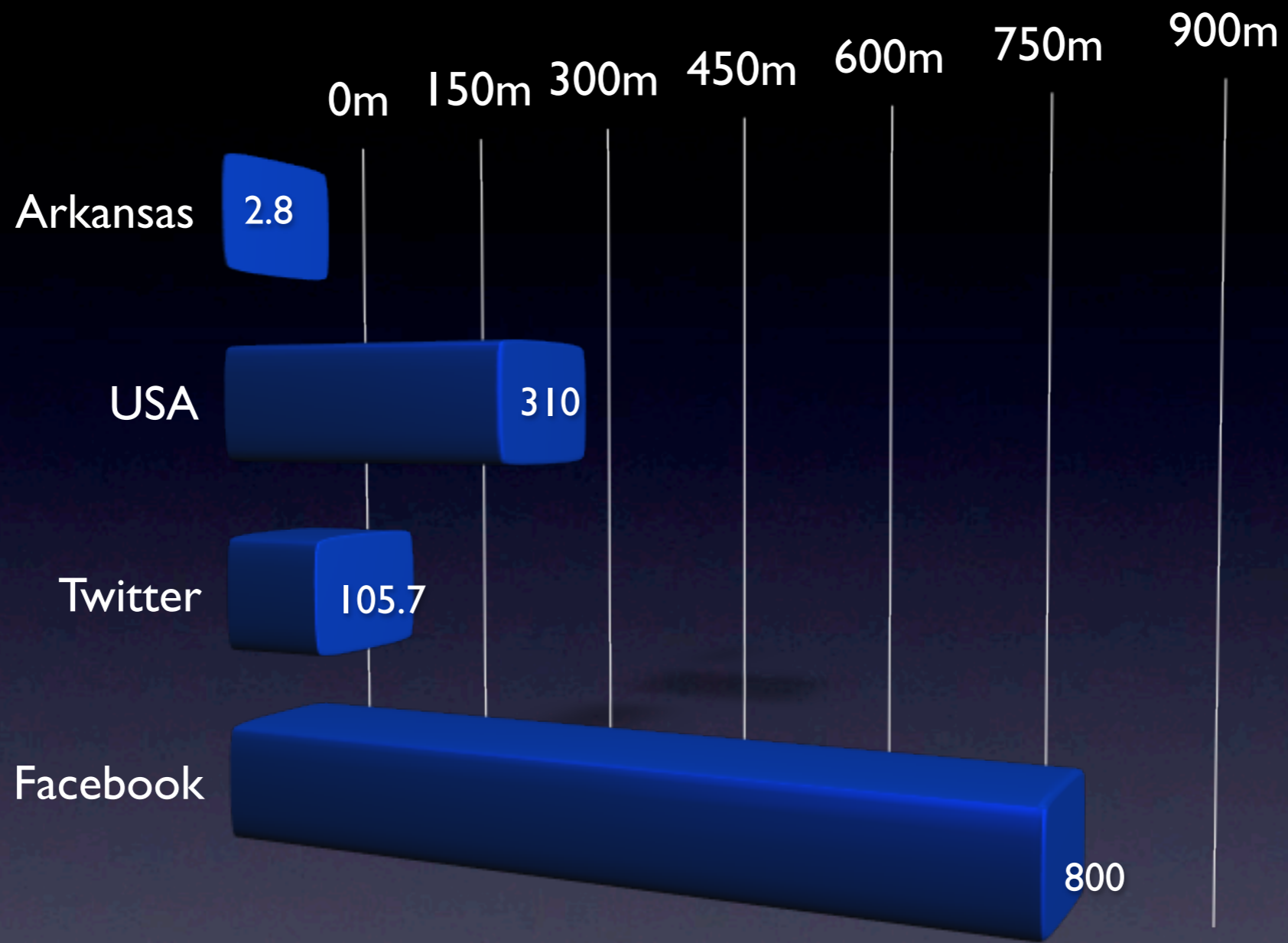
Blayne A. Stewart

b|media

# What is Social Media?

# Six Types of Social Media

- Collaborative Projects
- Blogs & Micro-Blogs
- Content Communities
- Social Networking
- Virtual Game Worlds
- Virtual Social Worlds



# Population

# Our Focus

- Facebook
- Twitter
- YouTube

Google+ ?

How do you use Social Media?

# Quality of Content



- Always be professional
- Direct reflection of Institution



b|photo

photo|b

# Sociality of Content

- Don't ask if you don't want to know!
- Expect the worst
- Be prepared...
  - For negative feedback
  - For positive feedback
  - For questions
- FERPA

- What do you do with negative comments?
  - Delete
  - Leave them be
  - Respond





Nikon

A photographer is only as good as the equipment he uses, and a good lens is essential to taking good pictures! Do any of our facebook fans use any of the NIKKOR lenses? Which is your favorite and what types of situations do you use it for?

Like · Comment · Share · September 28 at 4:21pm

 1,909 people like this.

 View all 4,135 comments

 View all 1,799 shares

Write a comment...

Write a comment...

View all 4,135 comments

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Nikon

We know some of you took offense to the last post, and we apologize, as it was not our aim to insult any of our friends. Our statement was meant to be interpreted that the right equipment can help you capture amazing images. We appreciate the passion you have for photography and your gear, and know that a great picture is possible anytime and anywhere.

Like · Comment · Share · September 29 at 8:16am

1,388 people like this.

View all 592 comments

View all 123 shares

Write a comment...



Nikon

A photographer is only as good as the equipment he uses, and a good lens is essential to taking good pictures! Do any of our facebook fans use any of the NIKKOR lenses? Which is your favorite and what types of situations do you use it for?

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# Separation of Content

- Prospective Students
- Current Students
- Athletics
- Alumni & Community



# Current Students

# Define Your Audience

- Are your students:
  - On Campus
  - Residential
  - Online
  - External Campuses
  - Concurrent, Undergrad, Grad, Technical, etc.

# Be Relevant

- Think like *your* audience
  - Example: Preview Days
- Fine line between personal and impersonal
  - Press releases are BORING!!

# What They Need

- Refund Check Availability
- Registration Dates
- Drop/Withdrawal Dates
- How to... information
- Graduation Application Deadline
- Graduation Ceremony Information
- When Grades Are Posted
- Scholarship Deadlines
- Campus Events

# What They Don't Need

- Application Deadlines
- Generic Press Releases
- Information created for recruiting purposes
- Orientation Information
- Campus Tour Information

# The Top 3

- Focus on the social aspect
- Define your audience
- Be relevant

# How to find me

- <http://bmedia.us>
- <http://bphoto.us>
- <http://twitter.com/ballanstewart>
- [b@bmedia.us](mailto:b@bmedia.us)

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