

How to Use Social Networking Sites to Communicate with Families

KASFAA Conference

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- The incoming freshman class of 2015 was born in 1993
- So using a computer has always been a part of their lives
- Few know how to write in cursive
- "Caramel macchiato" and "venti half-caf vanilla latte" have always been street corner lingo
- For many students, email is passe – and because of cell phones, wrist watches are no longer necessary

Beloit College's 2011 Mindset List
www.beloit.edu/mindset

- Communication is no longer a one way street
- People now spend more time on social networking sites such as Facebook and Twitter than on personal or work email
- Generational
 - Millennials are the heaviest users
 - Baby Boomers are the fastest growing users
 - Two-Thirds of all U.S. adults use social networking sites*
 - 42% of Americans over age 50 are social media users*

Shifts in Communication

*Pew Research Center, 2010

- You can meet students where they are
 - Get the message out in the most effective manner in the most effective means
- Larger reach with fewer staff resources
 - Field common questions
 - Reduce phone calls on simple issues
 - Shorter lines and less walk-in traffic in your offices
- Competitive advantage
 - If you aren't out there meeting your audience, who is?
 - Other institution's Financial Aid Offices
 - Getting the right message out is CRUCIAL
 - You are the best source of information about your organization

What's in it for the Financial Aid Office?

Be interactive!

Create great conversation starters!

Use relevant keywords in "About Us" box

Include FAQ's and photos when appropriate

Use email to announce your page

Create – Social Media is the creation and exchange of "user generated content"

40 Most Popular Social Networking Sites of the World
www.sorajain.com



What do we want to achieve?

Who do we want to reach?

What social media channels are the right ones for our institution/office?

What will work best for our audience?

Plan your strategy!

Common Channels

What's most effective for you?






Common Social Media Channels




Have you seen the the movie "The Social Network" ??

- About the life of Mark Zuckerberg – who invented Facebook
- Started @ Harvard as a social club site
- Now 800+ million users
- 20 million applications installed daily
- Millions of websites have integrated with FB

- Twitter** is a website, owned and operated by Twitter Inc., which offers a [social networking](#) and [microblogging](#) service, enabling its users to send and read messages called *tweets*.
- Now 200+ Million users

- Facebook has over 800 million users
- If Facebook were a country, it would be the third largest
 - 1.3B/China, 1.2B/India, 800M/FB, 312M/USA
- An average Facebook user spends:
 - 55 minutes a day on Facebook
 - 6.5 hours a week on Facebook
 - 1.2 days a month on Facebook
- More than 30 billion pieces of content shared each month

Facebook

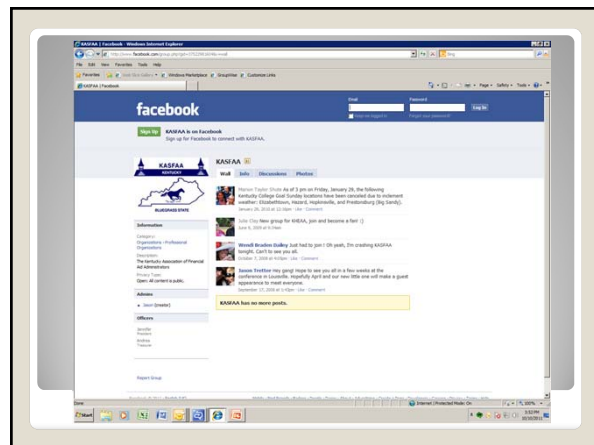
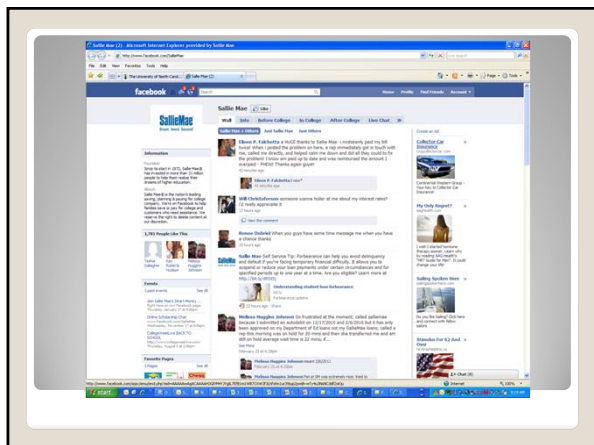
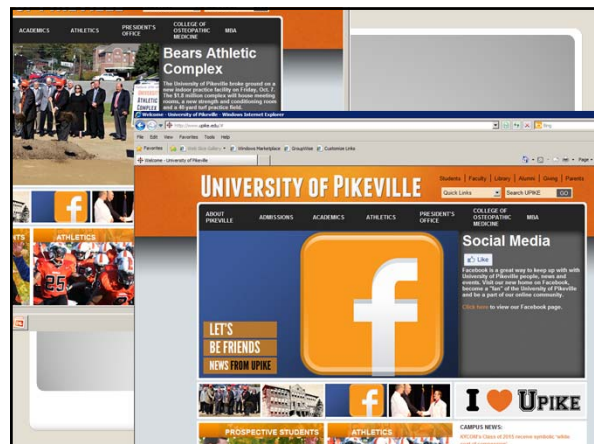


- Provide real-time status updates
- Promote events & important deadlines
- Monitor and answer questions
- Link to school website (or other sites)

What Can You Do On Facebook?



Facebook is most commonly used social media channel on college campuses



- Status Updates
 - Text, links, photos
 - Meet the your students and families where they are
- Facebook Events
 - Promote Financial Aid Events and Deadlines
 - Easy to share
- Facebook Questions
 - Answer and keep track of common questions
 - Provide quick, short answers
 - Answer the questions as directly as you can

What can you do with Facebook?

- Students don't use the school website much – using FB can potentially drive students to the website for pertinent info
- FB posts – what is too little? What is too much?
- Use the Notes section of Facebook (use hyperlinks to important info)
- Use FB polls and discussions
- Most colleges say to focus on Facebook more than any other social media application
- Podcasts

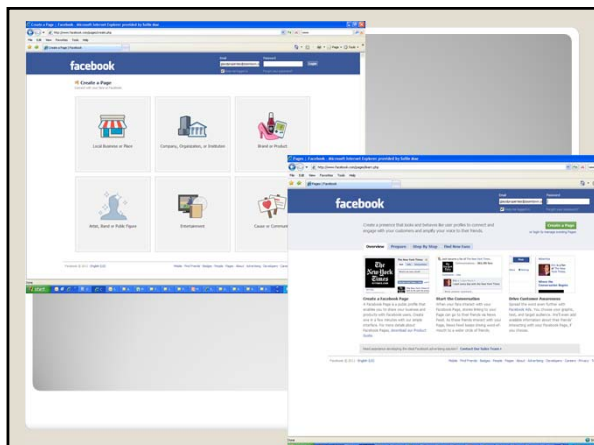
What can you do with Facebook?

- What does it take to create a Facebook page?
- Negative comments on Facebook?
 - Concerns?
- Monitor 24/7?
- Reputation, maintenance, repair and defense – for students as well as colleges and universities

Facebook

- Official rep of an organization
- <http://www.facebook.com/help/?page=904#!/pages/create.php>
- Create a Facebook page
- <http://www.facebook.com/pages/learn.php>
 - A public profile that enables you to share your organization's information with the public

How do you create a Facebook page?



- Pick a category and name
- Add a profile picture
- Add information
- Make it rich and engaging
- Publish
- Update regularly

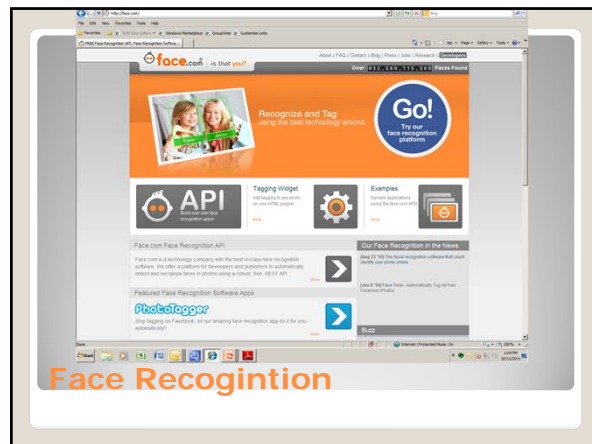
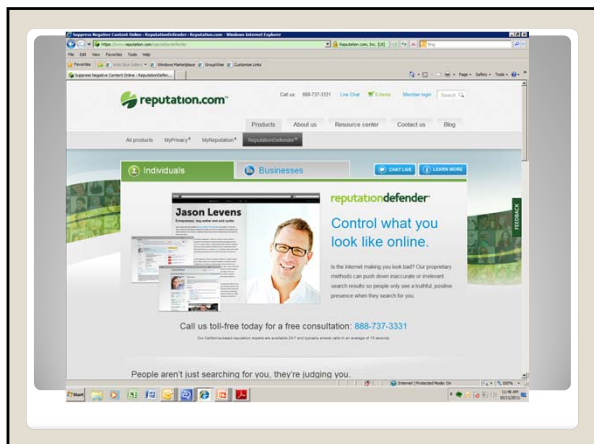
- <http://www.facebook.com/pages/learn.php>

Step by Step - Facebook

- Many admissions offices use social networks to research prospective students.
 - Verify candidates for scholarships
 - Screen individuals who are candidates for high demand programs with limited spaces
 - Precautionary exercise to assist with decisions
- Warnings for students – don't put things out there that you don't want anyone else to know about
 - This is public information
 - When working with students – remind them to be careful

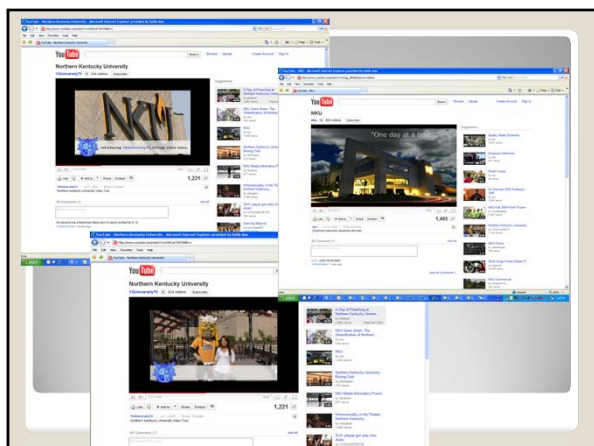
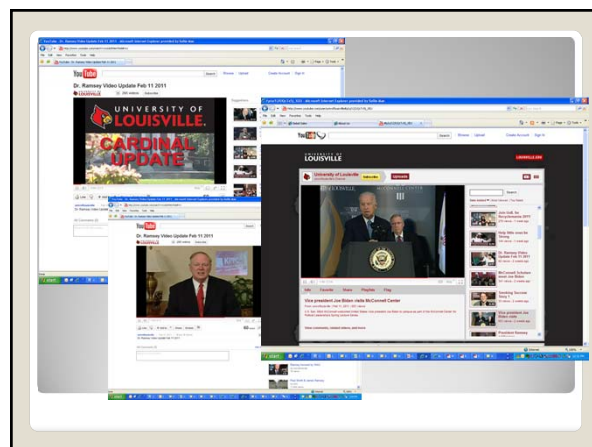
Using search engines and social media for research

- Reputation Defense:
 - ReputationDefender – founded by Michael Fertik, a Harvard Law School Grad
 - Troubled by young people being forever tainted by online youthful indiscretions
 - For a fee RD will monitor your on-line reputation by contacting websites individually and ask them to take down offending items.
 - Will also push neutral and positive content to the web
 - Sallie Mae Insurance Services - New
 - Covers:
 - Tuition Insurance
 - Student Protection Plan – which will include a reputation protection feature.



- Northern Kentucky University YouTube Video
 - <http://www.youtube.com/user/nku>
 - Inspirational commercial about NKU
 - Could also be used as instructional video on the SAP or billing process at your institution
 - College Application Process
- University of Louisville YouTube Video
 - <http://www.youtube.com/user/univoflouisville>
 - Collective page of all UoL YouTube videos
 - First place student's go – they don't read text heavy pages; they want to watch/be entertained to learn more about your institution

YouTube/Podcasts



- Podcasts
 - UNC Greensboro podcast on Satisfactory Academic Progress
 - <http://fia.unca.edu/sap/>

UNC has podcast videos for:

- SAP Policy
- Appeal Process
- Campus Resources
- SAP Success Plan
- Graduation Plan

Podcasts

Sallie Mae Podcasts

Submitting your FAFSA

Podcasts

FAFSA
Free Application for Federal Student Aid

Earn, save, and pay for college with Uprromise by Sallie Mae

Submit your FAFSA

Earning money

Saving money

Paying for school

Earn with everyday spending

Earn more by making savings for college a family affair

Save the smart, easy way

Uprromise is now as mobile as you are!

Find local restaurants, retailers, services, and gas stations that give you Uprromise savings

Over 50,000 participating locations — and more to come

Download to your smartphone for FREE

3 ways to get Uprromise on the go:

iPhone

Android

Uprromise app

<http://shop.upromise.com/mall/mobile>

80% Twitter on mobile devices

Over 50 million tweets in 2010 up to 230 million per day today

1.6 Billion search queries per day

Over 200+ million current users

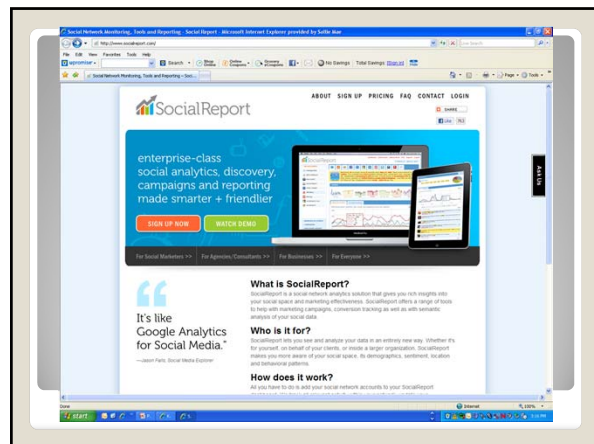
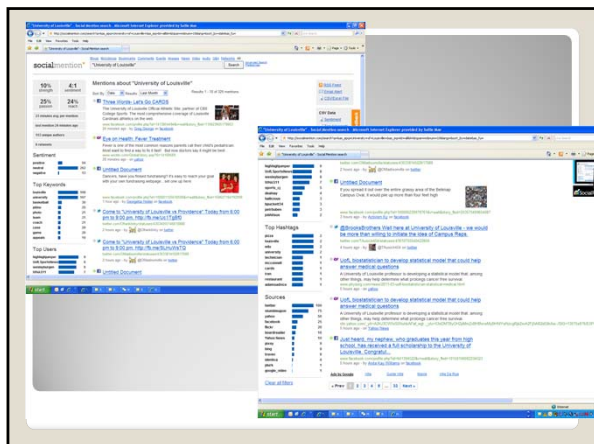
UofL Admissions

UofL News

CWRU Financial Aid

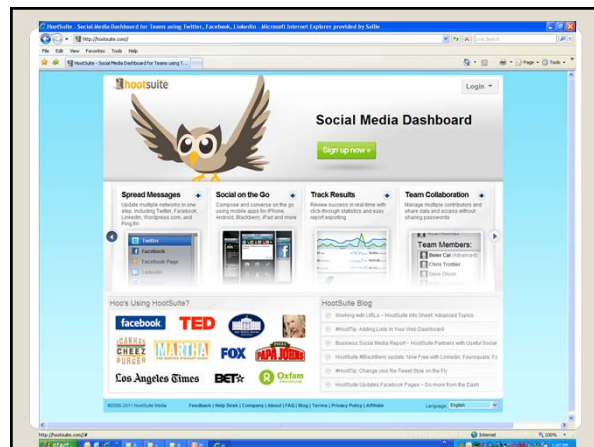
Sign up

Stay in touch with CWRU Financial Aid



- Hootsuite
 - <http://hootsuite.com>
 - HootSuite helps organizations use the social web to launch marketing campaigns, identify and grow audience, and distribute targeted messages across multiple channels.
 - Social media dashboard for teams using multiple social media
 - You can follow "mentions" on Twitter
 - Can be used to schedule postings in advance for FB, Twitter, and YouTube
 - Spread message at one time - update multiple networks at one time, FB, Twitter, LinkedIn, etc.

Stop, listen, and learn!



- How do you get started?
- Conversations on campus
- Which social media outlet(s) do you choose?
- What is the plan of attack for your office?
- Who will manage the pages?
- What information do you share?

Questions

- How much is too much? How much is too little?
- How do you create a Facebook page and Twitter account?
- Concern about students being able to post to pages?
- How do you deal with negative responses?
- How do you choose status updates?

Questions

- What are you hearing from your audience?
- How do you gain followers?
- What are the best means of promoting your offices social media outlets?

Questions

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