TAKING THE FEAR OUT OF FACEBOOK (AND OTHER SOCIAL MEDIA)

Presenter’s Name, Presenter’s Title

DATE: XX/XX/XX
What is Social Media?

The incoming class of 2016 was born into cyberspace

- Using a computer has always been a part of their lives
- Outdated icons with images of floppy disks for “save,” a telephone for “phone,” and a snail mail envelope for “mail” have oddly decorated their tablets and smart phone screens
- For many students, email is passé – even watches have been replaced with cell phones
- They spend more time on social networking sites than on email

Source: Beloit College’s Mindset List www.beloit.edu/mindset
What Are the Big Social Media Sites?

- **Facebook**
  - More than 1 billion monthly active users

- **Twitter**
  - More than 100 million active users

- **LinkedIn**
  - More than 160 million members

Source: Facebook.com (Second Quarter 2012 Results), Twitter.com and LinkedIn.com, respectively
What’s In It for My School?

► **You can meet students where they are**
  - Get the message out in the most effective way, using the most effective means

► **Larger reach using fewer resources**
  - Field common questions
  - Reduce phone calls by addressing simple issues
  - Shorten lines and office traffic
What Are the Risks for My School?

- Don’t have a full resource to dedicate to it
  - It’ll take too long to monitor

- Don’t have familiarity with the technology
  - Don’t know what to say

- Don’t have control over what others say
  - Don’t know how to handle negative comments
Lay Those Concerns to Rest

► You can dedicate as much (or as little) time to it as you want
  ▪ It need not consume all of your time

► Set internal guidelines for tone and content
  ▪ Don’t be afraid to “hire” a student to run your page
Stop, Listen…and Learn!

► What’s being said about you?

► Keywords – make sure they’re spelled correctly!

► Listening tools for social media management:
  ▪ Google Alerts
    • Email updates of the latest Google results (Web, news, etc.) based on your choice of query or topic
  ▪ Social Mention (www.socialmention.com)
    • Similar to Google alerts but for social media
    • Receive daily email alerts about what’s influencing your reputation
What’s Facebook Already Saying About You?

► Wikipedia has the right to create a Facebook page based on its content

► If this was your Facebook page, is this what you’d want it to say?

► Would you rather control the message and interact with your fans?
What is Twitter?

- Posts called “tweets” go out at 140 characters or less
- Conversations are much more difficult
  - While perfect for celebrities who want to send a message to a lot of people at once, tougher to interact with individuals
- Think of it as the ticker tape in Times Square
  - Your message gets out there, but you can’t control it once it’s out
What is LinkedIn?

► Used primarily as a business networking tool

► Great for your alumni office, but your students probably don’t use it yet
  ▪ About 9 million members (worldwide) are recent college graduates

► You may want to use it personally to build your own professional network!
If I Can Only Be On One, Which One Should it Be?

- Allows you more control of your message
- Easier to manage
- Turns a post into a conversation
- Lets you post more content
Facebook and Twitter icons on your website

Cross-promote
- Such as signature lines in general email account
  - “Like us on Facebook @YourSchool Financial Aid Office”

Host contests to gain followers

Interact
- Use your website to push information
- Make students, faculty, alums your advocates
Create

- 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
Example: Princeton University

Princeton University
95,166 likes · 2,471 talking about this · 136,270 were here

Since 1746, a vibrant community of learning that endeavors to fulfill its informal motto, "in the nation's service and in the service of all nations."

An alumni couple have given $4 million to support the Bridge Year Program. If you've taken part in the program, we'd love to see comments on what it meant to you.

Michael Novogratz, a member of Princeton's Class of 1987, and his wife, Susan Carnahan Novogratz, of the Class of 1989, have given $4 million to establish a fund supporting the Bridge Year Program.

Did you know that Princeton has more than 75 pages on Facebook? Check out the department that matches your desired field of study, campus life, dining and more! Here's a full list.
Sallie Mae’s Preferred Social Media Channels

**Facebook**
- **Role:** Provide a friendly forum for Sallie Mae and consumers to engage in meaningful, relationship-building dialogue.
- **Content:** Education hot topics, tips for and outreach to Sallie Mae customers, relevant articles.

**Twitter**
- **Role:** Serve as a timely, mass-messaging system to keep our consumers “in the know” and allow for targeted resolution of consumer issues.
- **Content:** Bite-sized news or advice that consumers would benefit from knowing right now.
What Sallie Mae Does on Facebook

- Assist our customers
- Develop a community where “fans” can learn about how to save, plan and pay for college
- Share other helpful information about financial literacy and other relevant topics
Interactive Question and Answer Session
Discussion Topics

- How to utilize social networking to improve communication with students and families

- How to successfully integrate social networking into day-to-day business goals

- Best practices

- Lessons learned
  - Challenges faced and overcome
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