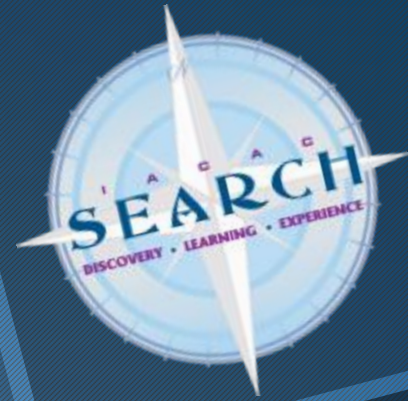


Session: D29



Follow Us: A Social Media Discussion

Moderator: Brenda Jones, Crystal Lake Central High School
Presenters: Kristin Guido, North Central College
Ashley Chubirka, North Central College

Our Goals

- “ Research highlights
- “ Popular social media platforms
- “ Communication plans
- “ Workshop
- “ Share & discuss
- “ New social media platforms

Trends & Techniques

“ Respect =
results/content


“ Quick & accessible=
more traffic

Trends & Techniques

“ Stats (The Lawlor Group, 2012)

“ 44% of prospective students “liked” a college on a social network

“ Of , 57% watched videos created by the college

“ Of , 53% read posts about the college

Trends & Techniques

“ Remember

- “ Successful social media is interesting, unique, and relevant
- “ Market your marketing
- “ Social media should be the **amplifier**, not the **musical instrument** (Davis III et al., 2012)
- “ Social media is **perceived** authenticity
- “ Everything in moderation
- “ Social media is:
 - “ Interactive
 - “ Exciting
 - “ An environment where an audience can learn from the author, but also the author can learn from the audience

Early Social & Moral Development

Erikson's Stage Theory in its Final Version

Age	Conflict	Resolution or "Virtue"	Culmination in old age
Infancy (0-1 year)	Basic trust vs. mistrust	Hope	Appreciation of interdependence and relatedness
Early childhood (1-3 years)	Autonomy vs. shame	Will	Acceptance of the cycle of life, from integration to disintegration
Play age (3-6 years)	Initiative vs. guilt	Purpose	Humor; empathy; resilience
School age (6-12 years)	Industry vs. inferiority	Competence	Humility; acceptance of the course of one's life and unfulfilled hopes
Adolescence (12-19 years)	Identity vs. Confusion	Fidelity	Sense of complexity of life; merging of sensory, logical and aesthetic perception
Early adulthood (20-25 years)	Intimacy vs. Isolation	Love	Sense of the complexity of relationships; value of tenderness and loving freely
Adulthood (26-64 years)	Generativity vs. stagnation	Care	Caritas, caring for others, and agape, empathy and concern
Old age (65-death)	Integrity vs. Despair	Wisdom	Existential identity; a sense of integrity strong enough to withstand physical disintegration

Erickson's Identity Development Theory: stage 5: identity (Evans, Forney, Guido, Patton & Renn, 2010)

College Student Development

College Student Development

“ Schlossberg’s theory of
marginality and
mattering:

“ social media as an
initial interaction point
(Evans et al., 2010)

“ Fluid interchange = challenges in moving on

“ Kohlberg’s Theory of Moral Development

Level/Stage	Age Range	Description
I: Obedience/Punishment	Infancy	No difference between doing the right thing and avoiding punishment
I: Self-Interest	Pre-school	Interest shifts to rewards rather than punishment – effort is made to secure greatest benefit for oneself
II: Conformity and Interpersonal Accord	School-age	The “good boy/girl” level. Effort is made to secure approval and maintain friendly relations with others
II: Authority and Social Order	School-age	Orientation toward fixed rules. The purpose of morality is maintaining the social order. Interpersonal accord is expanded to include the entire society
III: Social Contract	Teens	Mutual benefit, reciprocity. Morally right and legally right are not always the same. Utilitarian rules that make life better for everyone
III: Universal Principles	Adulthood	Morality is based on principles that transcend mutual benefit.

The Psychology Notes Headquarter - <http://www.PsychologyNotesHQ.com>

Development
Moral

Leadership

“ Social media = PUBLIC &
CURRENT

“ Transparency statements

“ Maintenance => growth

“ Be a lifelong learner

Leadership

“ Leaders

“ Communicate expectations

“ Provide resources

“ Empower followers (in the office)

“ Make the social media vision clear

“ Transform communication culture to incorporate social media

“ (Sashkin, 2012)

- “ Created in 2004
- “ The Facebook “news feed” is free advertising for a college because whoever the college’s followers or “friends” are will be notified when a new post is made (Barnes, 2009).
- “ Pages v. Profiles



Facebook

North Central College Class...

Timeline Now



North Central College Class of 2017

Good luck Cardinals competing this weekend! #CCIWtourneys #WeAreNC #CardinalPride

Like · Comment · @NCCardinalAdmit on Twitter



North Central College Class of 2017

March 1st is 8 days away. We recommend you file the FAFSA before March 1. #NCfinancialaid <http://t.co/RcjhGdn9Oh>

FAFSA - Free Application for Federal Student Aid
1.usa.gov
Apply now! Federal Student Aid has more than \$150 billion available to help you pay for school.

Unlike · Comment · @NCCardinalAdmit on Twitter

North Central College Class of 2017 likes this.



Write a comment...

Recent Posts by Others

See All



Hey everybody! Can't wait to meet you all next fall... But w...

1 · February 19 at 8:02am



Can't wait to meet everyone this fall!

February 18 at 1:11am



So I'm curious...is there anyone else who plans on majoring i...

1 · February 11 at 4:40pm



Hey! Super excited to meet people

February 9 at 8:35pm



NCC Whaddup!?

4 · February 7 at 4:40pm

More Posts

Recommendations

“ 40% of Twitter users do not “tweet” very often, but rather sign in to read others’ posts (Davis III, Deil-Amen, Rios-Aguilar & Gonzalez Canche, 2012).

“ Stealth applicants : millions consume while a few thousand create (Selwyn, 2011)

“ #’s (Hashtags) as connectors



Twitter

Feb 18



In love with NCC! 😊 #visitingday #mynewhome
#bestdecisionmade @northcentralcol

Expand

Feb 19



NCCAdmissions @NCCardinalAdmit
@ [redacted] Glad you enjoyed the visit program! Let us know
if you have any questions about the next steps. #WeAreNC

Expand

Feb 20



@NCCardinalAdmit Thank you, I definitely will!
[Hide conversation](#) ← Reply ↻ Retweet ★ Favorite ⋮ More

5:04 p.m. - Feb 19, 2013 - Details

Reply to [redacted]

Communication Plans

“ Secondary

“ Post-Secondary

“ Social media counselor v.
communication team;
one author v. multiple
voices

“ Social media sharing
meetings in house

Social Media Workshop

- “ Secondary
- “ Post-Secondary - Public
- “ Post-Secondary - Private
- “ Social Media Savvy
- “ Social Media Novice
- “ ...

Social Media Workshop

- “ Brainstorm catchy “handles” for your department’s Twitter page (or explain the one(s) you manage.)
- “ Write a “tweet” (140 characters) about your experience at Conference!
- “ Use at least 1 # (hashtag)
- “ As if you are managing a Page, write an interactive Facebook post for your institution.
- “ Someone has posted something inappropriate on your Page: write a response to that person/the Page community.
- “ Brainstorm how you can market your new Twitter or Facebook page (i.e. using your e-mail signature)
- “ Brainstorm the make-up of your Communication Team/Resources.

Your Social Media!

- “ #ILoveConference
- “ #WeLoveSessionD29
- “ @NCCardinalAdmit
- “ @javilacuevas
- “ @BU[yourname]
- “ @Columbia[yourname]
- “ @MCAAdmissions
- “ @CLCCareerCenter
- “ I chose #Eureka #May1
- “ Completed my 2nd 5K #IACAC #StillGotIt
- “ Nothing is impossible #awesome #livewhatyoulove
- “ #visitnorthcentralcollege
- “ #BUopenhouse
- “ #selfiecentral

Social media platforms
can be considered a
microcosm of the college
community.

“
1. On Facebook, a college can have a Page and a counselor can have a Profile: Profiles are personal, Pages are general. Is it more important to provide personal communication over social media or to maintain the College front/facade? Can a college do both? What is your experience with Profiles v. Pages.
“

2. If we agree that social media was initially adolescent territory or that adolescents try to convene on one particular platform separate from the rest of the generations of social media users, does a college's presence on their platform help or hinder the popularity or interest of the college?
“

3. Social media can be used for advertising and interactions. What is the ideal balance? Is it different for each college? Is advertising or interaction more important for colleges on social media?

Social media platforms
can be considered a
microcosm of the college
community.

“ 4. You are part of your office’s communication team, and as you are posting about the latest visit program, you come across a student’s Facebook profile pic where there’s a beer in the background. You’ve seen this, but is it cause for judgment in relation to the student’s admission status? Do you address it?”

“ 5. “Colleges should manage their social media wholly: on positive or negative content creation.” What are your thoughts on this statement? How would you address a post reflecting negatively on the college by one of your students? Has this happened? What was done to address the post?”

“ 6. Discuss how inappropriate content on social media should be dealt with by admission offices (theoretical or past stories.)”

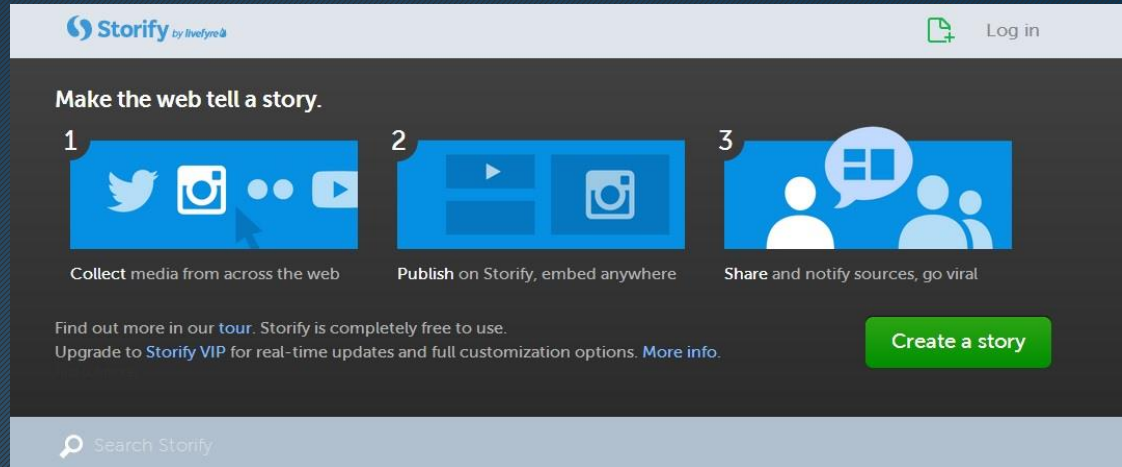
Best Practices

Newer Social Media Platforms

- “ Instagram
- “ Storify
- “ Thinglink
- “ Tumblr




Newer Social Media Platforms





Storify by livefyre

Log in

Make the web tell a story.

- 

1 Collect media from across the web
- 

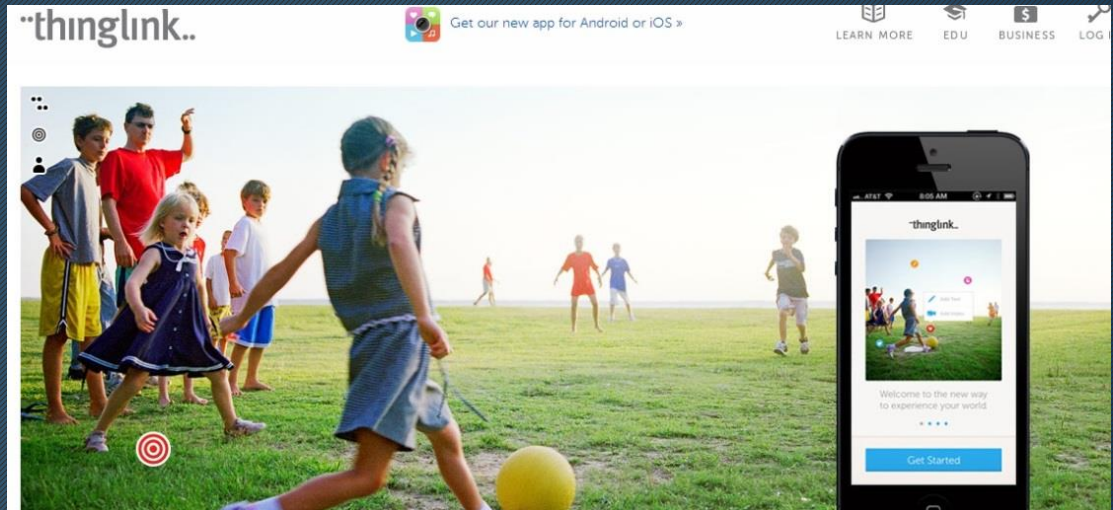
2 Publish on Storify, embed anywhere
- 

3 Share and notify sources, go viral

Find out more in our [tour](#). Storify is completely free to use. Upgrade to [Storify VIP](#) for real-time updates and full customization options. [More info.](#)

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Welcome to the new way to experience your world

Get Started

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