

A scenic view of Niagara Falls with the city skyline of Niagara Falls, New York, visible in the background under a bright, hazy sky. The water is cascading over the rocks, creating a large plume of white mist.

The Good, The Bad, and the Ugly: Developing A Social Media Platform

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@WNYAdvising

Social Media Revolution

Source: Erik Qualman - Socialnomics 2014

<https://www.youtube.com/watch?v=zxpa4dNVd3c>

The Good, the Bad, & the Ugly

Good

- Reach of Social Media
- Building & Sustaining Relationships
- Current Trends / Professional Development

Bad

- Blending Public & Private
- Not a Silver Bullet

Ugly

- Inappropriate Posts, Unintended Consequences
- Flame Wars, Personal Attacks, Trolls



About John

@JohnPSauter

Managing:

- Personal
- NU Arts & Sciences
- WNY Advising
- Read A Classic Challenge

Using:

- Facebook
- Twitter
- LinkedIn
- Goodreads
- Instagram
- Pinterest
- Google+ (rarely)



About Melanie

@SApro_Melly

Managing:

- Personal
- UB Dazzlers
Dance Team

Using:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest

About You

What accounts do you manage...

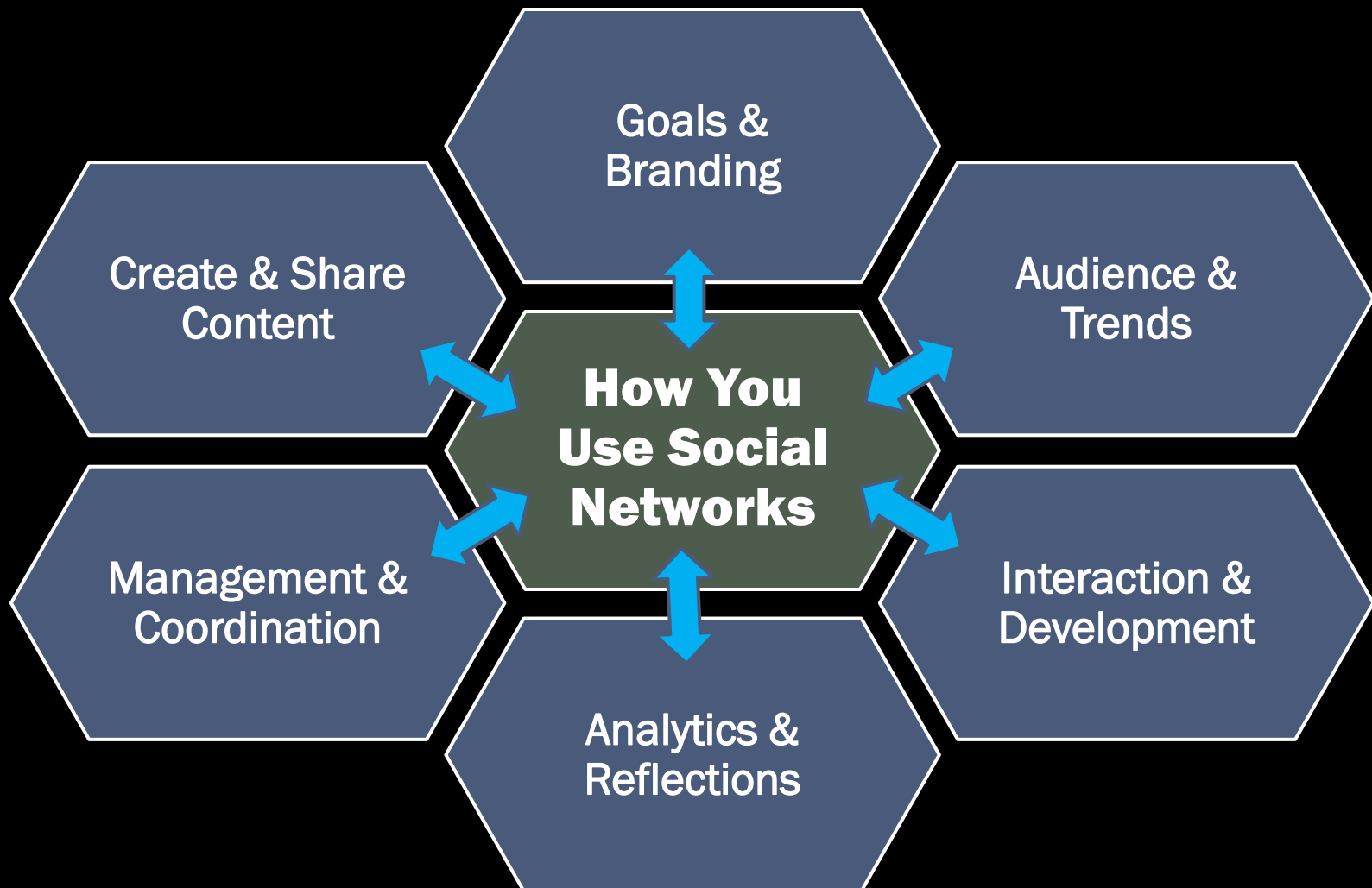
- Personal Profile?
- Professional Profile?
- Departmental?
- Professional Organization?
- Something else? Blogs, etc...

Which Social Networks?

- Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Snapchat, Tumblr, or a Blog?



Select Your Social Media Platforms



Which Social Network?

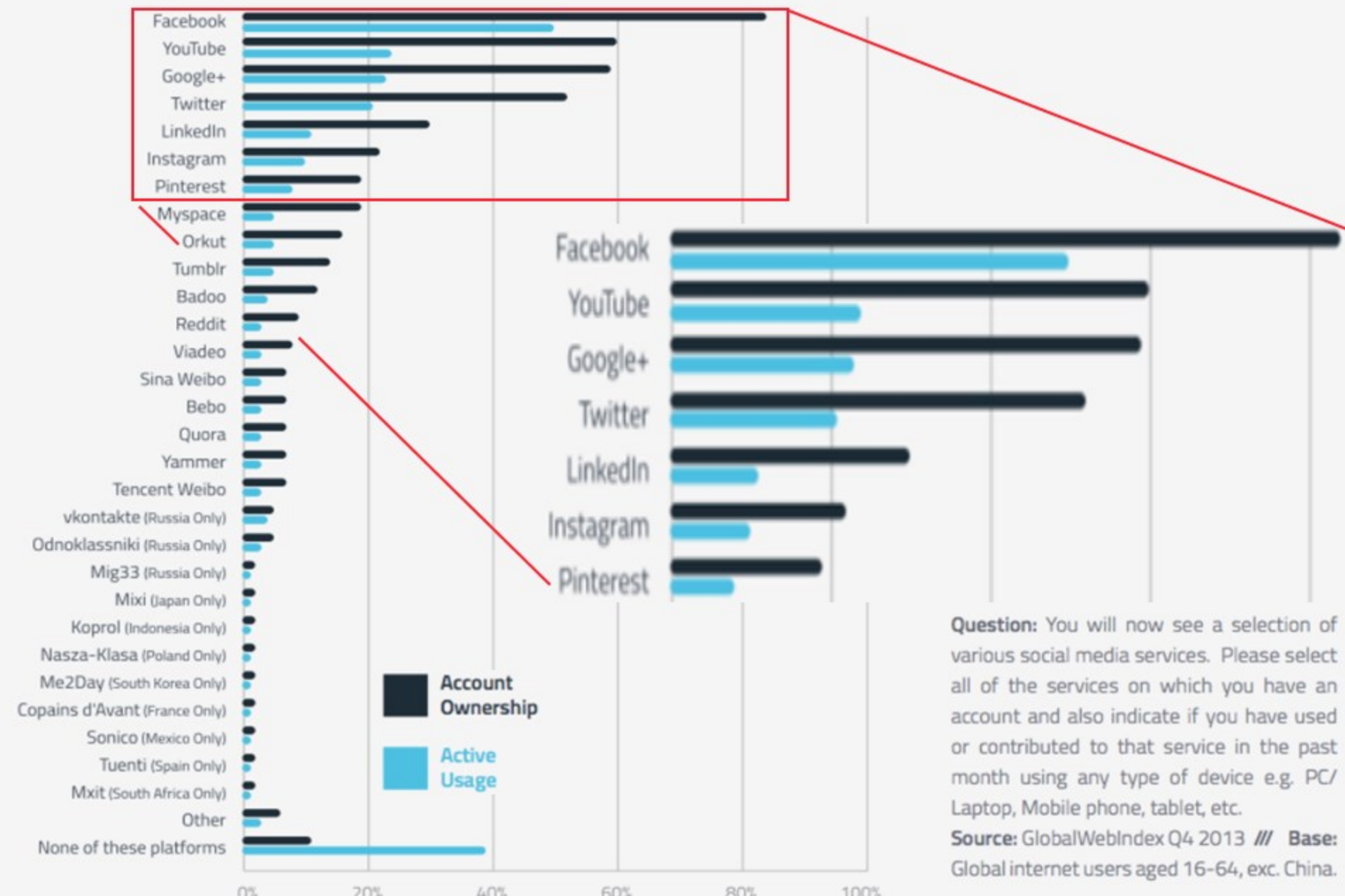
Consider Functions

- Personal / Professional
- Networking / Content
- Options for Interaction

Consider Usage / Audience

- Common Social Networks
- Global Reach
- Alternatives
 - Texting Systems (textem.net)
 - Video Conferencing (Skype, Google Hangouts)
 - Screen Sharing

CHART 1: Global Penetration Of Social Platforms - Account Ownership And Active Usage



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For more information
check out conversationprism.com

Facebook



Basics:

- Like, Comment, Friend, Tag, Share, Follow, Links
- Page, Profile, Groups (Private, Public), Events

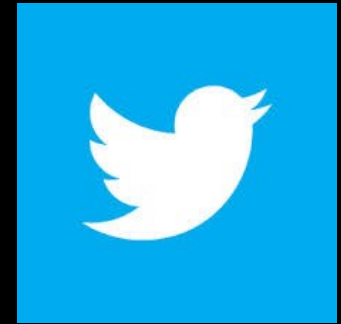
Benefits:

- Flexible Topics, Community, Connections, Photo Albums, Networks & Groups

Disadvantages:

- Difficult to Collect Likes / Followers, Privacy, \$ for Promotion/Boosts, Oversharing

Twitter



Basics:

- 140 Characters, Follow, retweet, Tag
- @Usernames, #hashtags

Benefits:

- Direct Connections, Trends, Best Practices, Articles, Professional Development, Conference Back Channels, Ok to Follow

Disadvantages:

- Using too many hashtags, Speed, Oversharing

Twitter Lingo:



- @_____ : Creates a link to another account
- # (hashtag): organizes tweets, creates a page that categories tweets that include this hashtag
- RT (Retweet): copy someone else's original tweet
 - Best way to spread a message
- Reply: Starts with @username for more direct conversation
- Favorite: Bookmarks tweet
- Example Tweets for Higher Ed...
 - Can anyone share some strategies for social media and #highered ? #sachat #advtech #sapro
 - Hey @WNYAdvising can anyone share some #advtech strategies for #socialmedia and #edtech?

LinkedIn



Basics:

- Professional Profile, Job Info, Organizations
- Recommendations & Skills, Likes, Comments

Benefits:

- Professional Networking, Jobs

Disadvantages:

- Limited Group Interaction

Instagram



Basics:

- Share Photos, Like, Comment, Tag
- Share on Facebook, Twitter, Tumblr, Flickr

Benefits:

- Content, Quick shares, Photos

Disadvantages:

- Few details, Limited Searching

Pinterest



Basics:

- Pin, Share, Collect Resources on Boards
- Pin it Apps & Extensions

Benefits:

- Trends & Best Practices, Infographics

Disadvantages:

- Dead Links, Blind/Insecure Links, Can't pin all sites

Ways Colleges are Using *Pinterest*

Celebrate Mascots:



Drake University has a board devoted to bulldogs, the school's mascot.

Highlight Uniqueness:



Schools like Yale and Bennington College have boards that focus on what makes them special.

Share Tips:



Some colleges' boards suggest fun things to do around campus or where students can find cheap eats.

Feature Alumni:



The University of Maryland highlights notable alumni and their accomplishments.

Sources: pinterest.com/drakeuniversity | pinterest.com/yaleuniversity | pinterest.com/atbennington | pinterest.com/multnomahu | pinterest.com/stocktoncollege | pinterest.com/umdwrestling

YouTube



Basics:

- Post videos, View Videos
- Channels, Playlists, Likes

Benefits:

- Visual tutorials, Screen Captures, Topical Videos, Marketing, Embedded Video

Disadvantages:

- Oversharing, Privacy

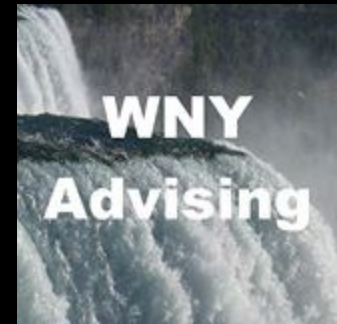
<http://www.youtube.com/user/NCCCAAdvReg>

Websites

Support & Coordinate Social Media

Example: WNY Advising

- Designed to be Interactive
- Mobile Friendly
- Blogs, Contributors, Polls
- Conferences
- Professional Development
- Resources
- Social Networks:
 - Facebook, Twitter, LinkedIn, Pinterest



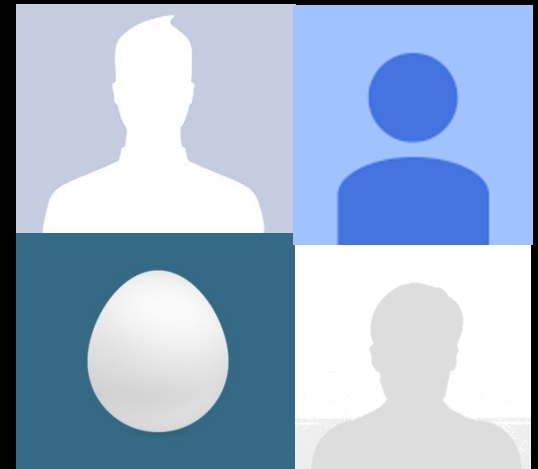
Goals & Branding

What are your Goals?

- Personal: Social, Development
- Professional: Interaction, Marketing
- What is your timeline?

Branding

- Personal vs. Professional
- What is in a Name / Picture? [BN LinkedIn](#)
- Simple, Short, Consistent, Reserve It



Developing your Brand

- Active Engagement
- Integration (Signature, Business Cards, Website, Contests)
- How does it contribute to the learning outcomes of your office, department, etc.

Setting Up a Page

Consider Your Audience

- What do they use?

What Do You Need?

- Carefully choose your name
- Basic profile information
- Ideas for continuous content
- Who do you need approval from?

Who Can Help?

- Engaging examples
- Involved users
- Content creators

Developing a Site

Posting:

- Use Common Sense
- Big Events!
- Timeliness, Scheduling

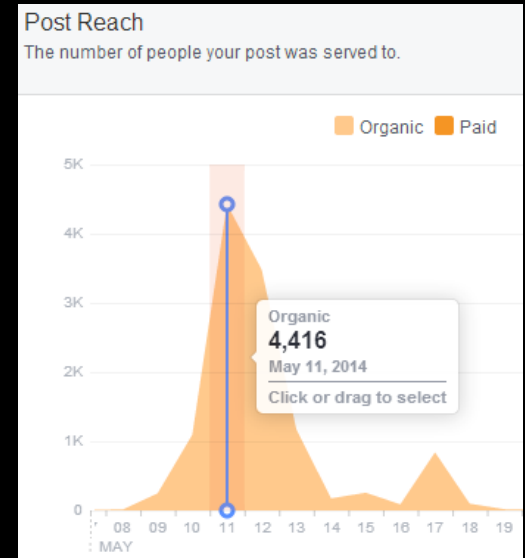


Attracting Followers

- Challenging at best
- Active engagement
- Push to Social Media

Be Willing To Make Mistakes

- Review the available analytics
- What works / doesn't work



7,808 People Reached		
589 Likes, Comments & Shares		
504 Likes	7 On Post	497 On Shares
49 Comments	0 On Post	49 On Shares
36 Shares	0 On Post	36 On Shares
19,743 Post Clicks		
19,227 Photo Views	0 Link Clicks	516 Other Clicks
Reach		Engagement
9.3K		21.1K 596

Interacting on Social Media

Depends on Platform

Be Genuine

Info vs. Media

- Video, Photos, Infographics

Direct vs. Indirect

Public vs. Private

- Privacy Settings
- Avoid Confrontations
- Don't be Big Brother

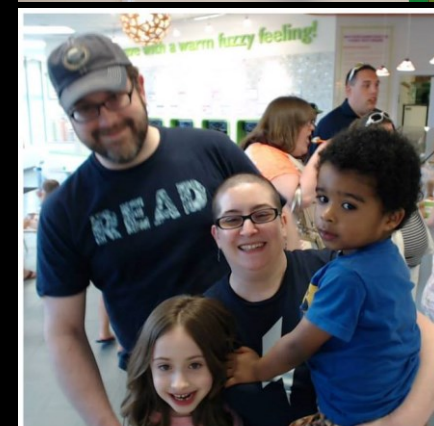
Cross-Posting

Personal / Professional

- Family
- Friends
- Students
- Alumni
- Faculty / Staff
- Employers
- Professionals
- Community
- Strangers
- Trolls

Creating & Sharing Content

Content	Creating	Shared (Following)	Resources
Video (Short)	Mobile Phones Screencasts Students	Mobile Phones YouTube, Vine, PR Contests	iMovie, Adobe, PowToon etc...
Images & Galleries	Image Software Picture Apps Screen Captures	Students, Faculty, Submitted Contests, Photo-ops Scavenger Hunts	Photoshop, GIMP Paint.NET
Hashtags & Tagging	Easy to create, but do your research.	Make you easy to tag Connect to similar groups or issues.	Search for them? Use by other posters
Infographics	Need Photo on Main Website	Need Photo on Main Website	Piktochart, Infogr.am Vizualize.me, Easel.ly
News	Posts & Website Create Events	PR, Local News, Alumni, Students	RSS Readers, PR, Alumni Newsletter
Events	College, Department, Clubs	PR, Clubs, Departments	Texts, Emails Flyers
Words	Keep it short	Students, Faculty, PR	Staff Bloggers?
Links	Give Context 1st	Review the source	Shortening sites?



WhiteRabbitFrozenYogurt.com
 @LuvWhiteRabbit /whiterabbitfrozenyogurt

White Rabbit East Amherst

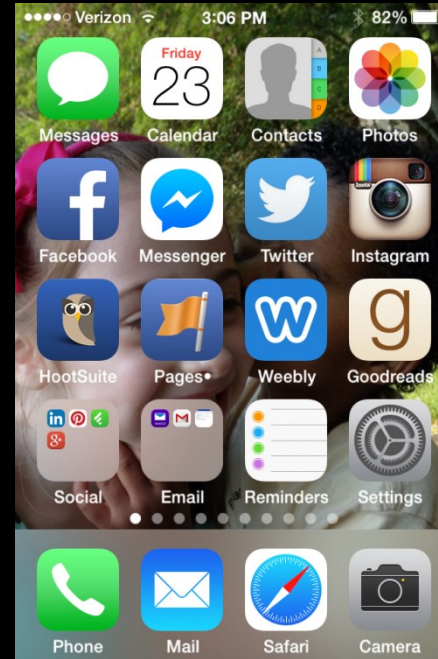
Managing Social Media

Computer

- Linked Accounts
- Multiple Browsers
- Web Apps

Mobile Device

- Specific Apps
- Platform Apps



Managing Tools

- Hootsuite
- Pages
- Tweetcaster
- TweetDeck (web)
- Buffer
- CoTweet
- CrowdBooster
- Edgerank
- Everypost
- Postling
- Scroon
- Shoutlet
- SocialBro
- Social Flow
- Social Mention
- Social Oomph
- Spreadfast
- Sprout Social
- Tweepi
- Twitter Showdown

Managers, Content Editors

- Shared Technology
- Shared Resources (Dropbox, SkyDrive, Google Drive)

Organization Coordination/Strategy

Developing Students & Staff

Professional & Student Development

- **Be supportive**
 - **Cultivate a willingness to learn**
 - **Understand their comfort level**
 - **Provide time for social media**
- **Discuss appropriate social media use**
- **Note influence on career / networking**
- **Ask for feedback**

Assessment

- Have you reached your objectives?
- Review analytics and how you can improve
 - Fans, Followers
 - Likes, Favorites
 - Comments, Retweets
- Conduct an assessment to determine what your audience wants from social media, what tools they are using, etc.

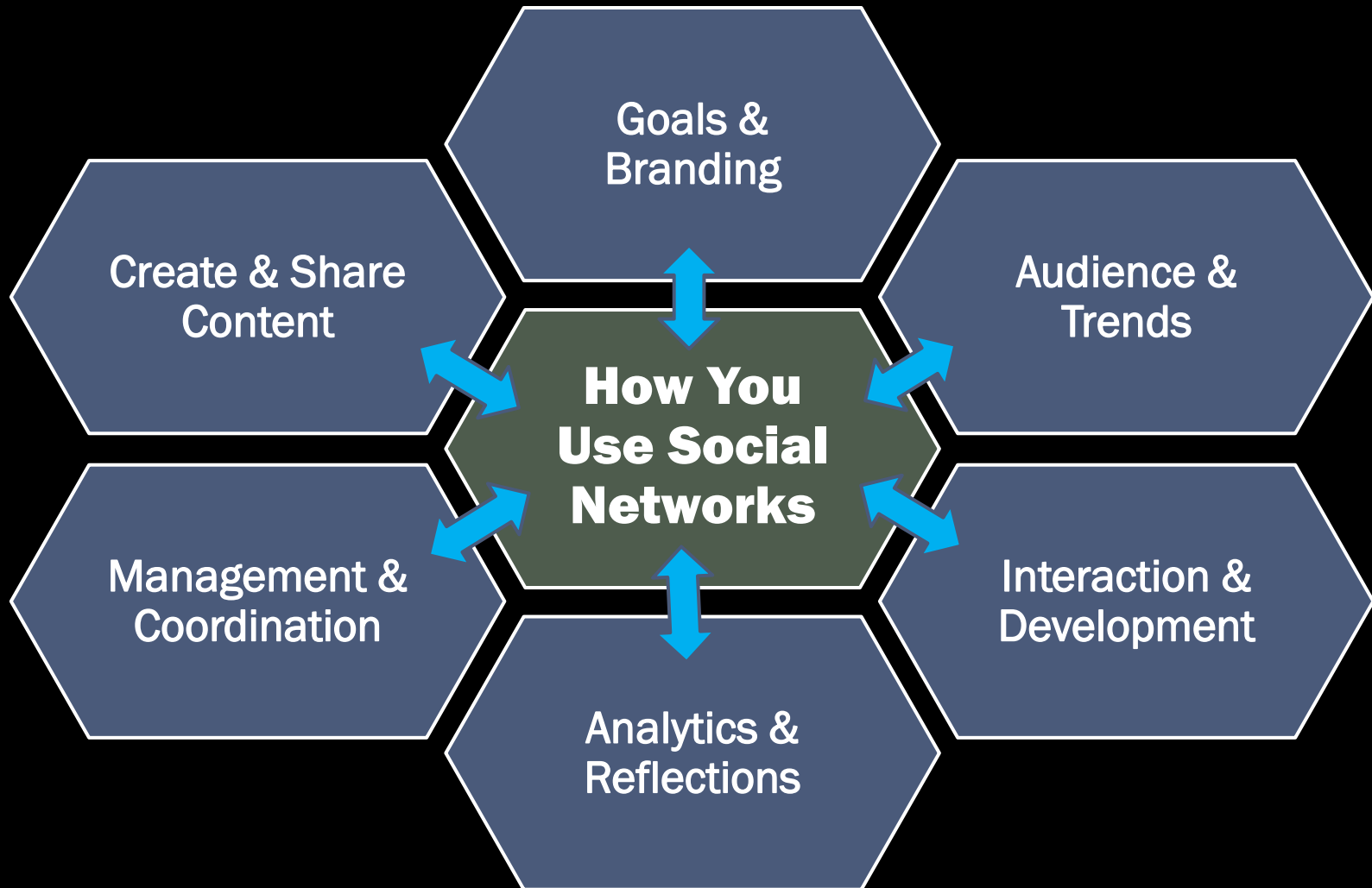


Where Do We Go From Here?



tumblr.

Select Your Social Media Platforms



Questions & Follow Up

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