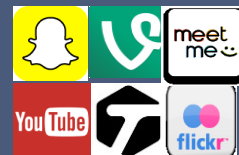




# The Good, the Bad & the Ugly: Developing a Social Media Platform



## The Good, the Bad, & the Ugly

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- **GOOD:** Reach, Building/Sustaining Relationships, Professional Development
- **BAD:** Blending of Public & Private, Not a Silver Bullet
- **UGLY:** Inappropriate Posts, Unintended Consequences, Personal Attacks, Trolls

## Goals & Branding

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- **What Are Your Goals?**
  - Personal, Professional, Timeline
- **Branding**
  - Name, Picture, Consistency
- **Developing Your Brand**
  - Active Engagement, Integration, Contribution to Learning Objectives

## Which Social Network?

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- **Consider Usage/Audience**
- **Consider Functions**
  - Personal / Professional, Networking / Content, Options for Interaction

## Setting Up a Page

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- **Consider Your Audience**
  - What Do They Use? What is Trending?
- **What Do You Need?**
  - Carefully Choose your Name, Basic Profile Information, Ideas
- **Who Can Help?**
  - Content Creators, Engaging Examples, Involved Users

## Developing a Site

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- **Posting**
  - Use Common Sense, Scheduling, Big Events, Timeliness
- **Attracting Followers**
  - Be proactive, active engagement, Push to Social Media
- **Be Willing To Make Mistakes**

## Interacting on Social Media

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- **Public Vs. Private, Info Vs. Media**
- **Creating & Sharing Content (Resources)**

## Managing Social Media

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- **Linked Accounts, Browsers**
- **Mobile Device, Apps**
- **Managers, Content Editors, Organizational Coordination**

## Assessment

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- **Review Analytics**
- **Conduct An Assessment To Determine Audience Needs from Social Media**
- **Reflection**

## Social Media & Technology Conference

May 29<sup>th</sup>, 2014  
Niagara University, NY

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### Presentation Resources

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[WNYadvising.weebly.com](http://WNYadvising.weebly.com)  
Presentation Slides  
Handout

### WNY Advising

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[WNYadvising.weebly.com](http://WNYadvising.weebly.com)

WNY Advising's mission is to foster collaboration and networking among advisers and higher education professionals in the greater Western New York (WNY) area and beyond.

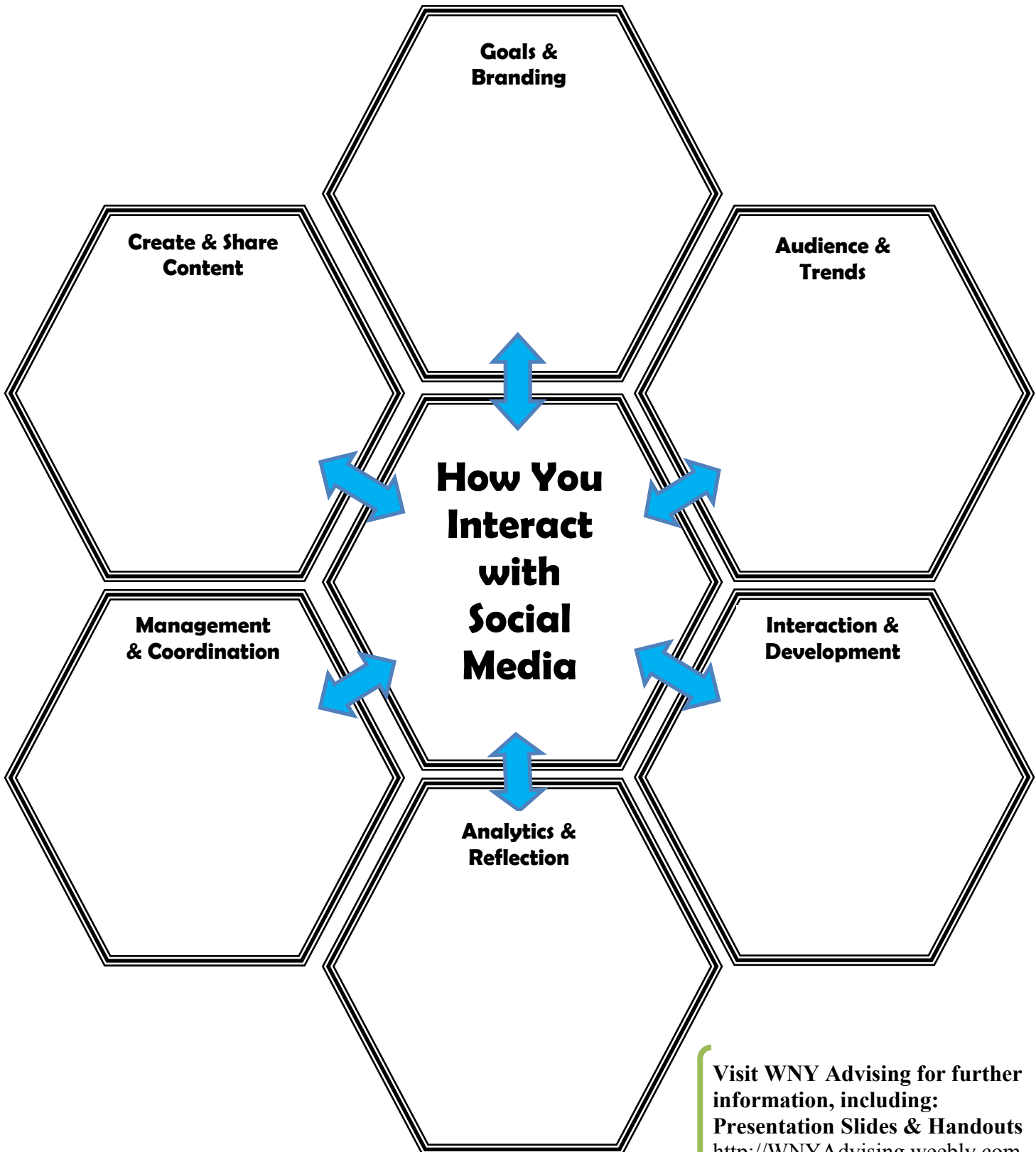
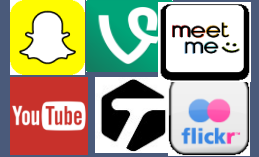
Collaboration & Networking  
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# Developing a Social Media Platform

John P. Sauter, Jr., Ph.D. & Melanie Warren  
WNY Advising Social Media & Technology Conference  
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