Social Media Use in Advising:

Possibilities & Precautions

Kaeleigh Peri
Graduate Coordinator, University at Buffalo

Workshop Outcomes

• Learn about students perceptions of social media as an advising tool

• Learn ways to integrate social media and technology into advising practices

• Learn how area institutions are using social media and discuss issues and trends

Digital Transformation

"We don't have a choice on whether we digitally transform. The choice is how well we do it"

-Eric Qualman

https://www.youtube.com/watch?v=6k_G_h41ZaQ

Social Media Usage By Demographic

2 Billion
Monthly Active Users[*]

Age of internet users who use Facebook[*]

18-29	88%
30-49	84%
50-64	72%
65+	62%

Network where millennials and Gen X are most likely to share content[*]

800 Million
Monthly Active Users[*]
500 Million
Daily Active Users

Age of internet users who use Instagram[*]

59%	18-29
33%	30-49
13%	50-64
8%	65+
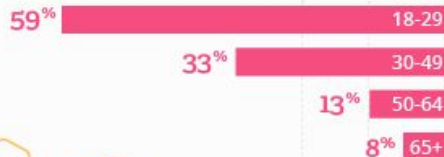
53% of teens say Instagram is the best platform to tell them about new products[*]

317 Million
Monthly Active Users[*]

Age of internet users who use Twitter[*]

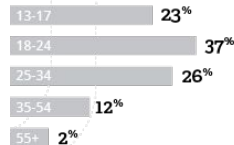|	
36%	18-29
23%	30-49
21%	50-64
10%	65+

29% of Americans with a degree use Twitter[*]

300 Million
Monthly Active Users[25]

39% of teens polled said that Snapchat was their favorite network[*]

Age[*]

13-17	23%
18-24	37%
25-34	26%
35-54	12%
55+	2%

Active Snapchat users open the app 25+ times each day[*]

Professional vs. Personal

- Department level use of SNS

- Creating personal advising groups
- Allowing students to add you on Facebook, Twitter, etc.

What are your goals?

- Before you embark on a social media adventure, you need to determine:

    1. What are your goals

    2. What is the best SNS to achieve these goals?

- Do you want another outlet to disseminate information to students?
- Are you hoping your deleted email will be read via Twitter or Instagram?
- Are you hoping to drive traffic into your office?
- Are you hoping to decrease traffic into your office?

What does the literature say?

- Traxler (2014)
  - Students who connected on Facebook with their advisor had a better relationship
  - Facebook helped the advisor learn more about the student and connect with them on a more personal level
- Amador & Amador (2014, 2016)
  - Study on Facebook use for help-seeking
  - Student groups created to discuss projects, assignments, emotions with schools
  - Used more for peer support vs. degree assistances
- Gaines (2014)
  - Students preferred access to information via e-mail vs. social media
  - Students taking online classes preferred face-to-face advising to communicate with their advisor, followed by phone calls, then email. Skype was the least preferred method
  - SNS "should be reserved for socializing and not used anywhere near the academic arena."

Thoughts?

Discussion Questions

1. Are you currently using SNS for advising?
2. What is working for your with your social media use?
3. What issues are you having reaching students with your current social media use?

Common Concerns

- Institutional policies
- "I don't have the time to post'"
- "I don't have the time to reply to comments or questions"
- "I don't want students seeing my personal page"
- "I'm not on social media"

..Overcoming them

- Schedule content in advance
- Hootsuite
  - Manage all networks in one place
  - Quickly respond to messages in any network on one dashboard
  - Analytics reporting to show you what is/isn't working
- Hire a student

What should I post?

- Videos
- Memes/GIFs
- Reminders and deadlines
- How-to's : register for classes, apply for graduation, navigate a CMS, etc.
- Self-care
- Motivation
- Tips
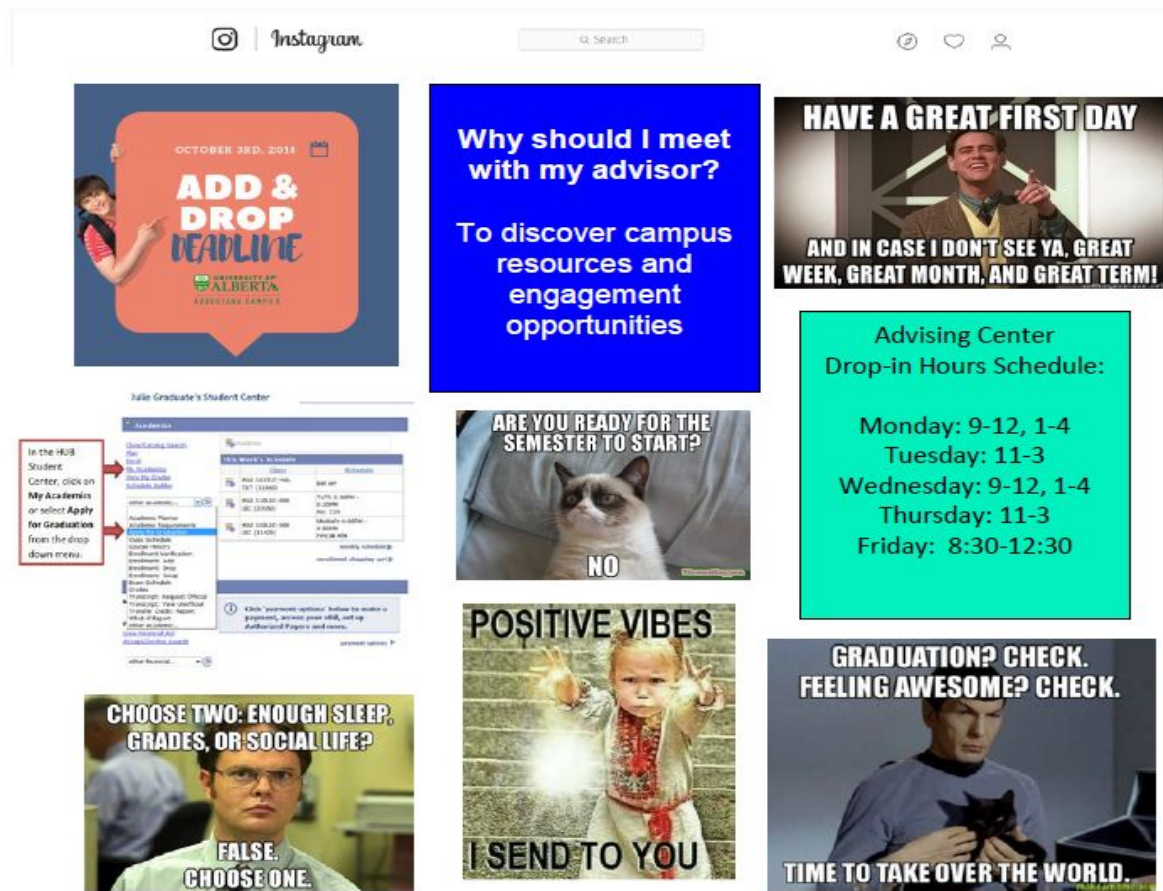
What might my instagram feed look like?

If you can relate to this...

Your students will like/retweet/comment on this...

Potential Issues

- Institutional policy
- Driving traffic to the SNS sites
- Infrequent updates will limit student engagement
- Monitoring content
- Privacy concerns

Opportunities

- Individual advisor Facebook groups can help advisors connect with students outside of campus
- Allow students to get to know advising staff on a more personal level
- Offers students another campus resource
- Great for both prospective and current students
- Reach students who are not reading their emails but are checking their SNS

Alternative Technology

- Texting Software
- Create a video library
- Online chat
- Resource hub
- Online scheduling

Thank you!

Kaeleigh Peri
State University of New York College at Buffalo, MS 2018
State University of New York at Fredonia , BS 2010

@kjperi