Social Media and Higher Education
Social Media: Defined

- **Social media** refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks.
Social Media Revolution

SOCIAL MEDIA IS LIVING
Social Media: Value

• Students expect it.
• Creates instant online community.
• Focus group or crowd for sourcing opportunities.
• Offers immediacy.
• Economic value.
• Customer service.

✓ Companies using social media see an 18% improvement in customer service ratings.  
(Forbes online)
Social Media: Benefits

- Improves communication.
- Builds trust.
- Builds relationships.
- Diffuses rumor mill.
- Provides a personal voice to students in large institutions.
Social Media: at SCC

- Facebook
- Twitter
- Blogs
- Instagram
- YouTube
- Pinterest
- Flickr
- LinkedIn
- Google+
- Foursquare
“Gentlemen, our social media strategy is simple: the more time our president spends on Twitter, the less harm he can do elsewhere.”
Social Media: Getting Started

• Build a strategy.
  – Who is my audience?
  – What are my overall communications goals?
  – How does this fit into my communications plan?
  – What content do I have to share?
  – What platforms are right for me?
  – How will I measure my impact?
Social Media: Getting Started

• Personnel
  – Who will monitor and post?
  – Using student employees as content generators/implementers
  – Consideration of stylebook/branding guidelines
Social Media: **Do** Use photos and videos

Photo credit: tuaw.com
Social Media: **Do Show Your Face**
Social Media: **Do** Monitor and Respond to Interactions

Show that you are listening and appreciate the interaction.
Social Media: **Do** Build Relationships

- Building Relationships To Grow Your Business

Social Media Marketing
Social Media: **Do Create Campaigns**
Social Media: **Do Measure Effectiveness**

- **Reach**
  - Page likes
  - Followers
  - Subscribers
- **Engagement**
  - @ replies
  - Mentions
  - Retweets
  - Comments
  - Likes
  - Shares
- **Conversion**
  - Where did they go

Photo credit: iprospect.co.za
Social Media: **Do** Tailor Content for Network

I'm bored--you keep telling the same stories over and over again!
Social Media: Do Advertise

Photo credit:
http://generatecreative.ca/should-you-pay-to-advertise-on-facebook/
Social Media: Do not

- Take on more than you can handle.
- Be selfish.
- Let employees run free.
- Ignore or delete complaints.
- Expect instant results.
- Schedule posts too far in advance.
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