March 2017

Workshop: Training on Effective Use of Social Media in Higher Education

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Recommended Citation
DOI: https://doi.org/10.58188/1941-8043.1665
Available at: https://thekeep.eiu.edu/jcba/vol0/iss12/11

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Effective use of social media in higher education

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Published by The Keep, 2017
“Focus on how to be social, not on how to do social.”
Social Media Best Practices

• General Guidelines
• Social Media Policy
• Mobile HR
• Engagement
• Performance Management
• Customer Service
• Professional Development
• Recruitment

VSU: Actionable Intelligence
Big Data
I’ve been asked to recruit for a position on campus. What Social Media platform would be most beneficial?
• Set up your own accounts (pages vs. groups on Facebook)

Public
Anyone can see the group, its members and their posts.

Closed
Anyone can find the group and see who's in it. Only members can see posts.

Secret
Only members can find the group and see posts.

All members and admins will receive a notification that the group privacy settings have changed.
Get ready

- Set up lists
Get ready

- Select a Twitter manager (Tweetdeck, Hootsuite, etc.)
• Set up Google alerts (alerts.google.com)
• Recruit a helper (or two or seven) for your accounts, when you know you could be slammed. (Use Tweetdeck teams)

• Discuss messaging, tone, and limits

• As you identify major events or issues, collect information and consider responses in advance

• Verify accounts
• Who are your targets, and which platforms are best for reaching them?
• What tone is most appropriate for your audience?
• Target your audience with social media advertising.
What to post

• News articles about your organization, higher-ed topics, etc. (Use Google alerts to collect.)
• Press releases, blog posts, and other applicable public pages of your website
• Public information about activities, meetings, reminders
What to post

• Share posts from organizations on your campus, other universities, etc.
• (Quality) photos and video of your activities
• Even when you’re not confined to 140 characters, streamline your message as much as possible
• Call to action
• It’s OK to repeat yourself (timed posts)
What not to post

• Photos taken in private settings of people who ask not to be photographed — or of people in public settings who aggressively object
• Personal rants
• Attacking and/or libelous comments
• Unconfirmed/inaccurate information
• Content or images that violate copyright and other laws
• Use caution with memes
Managing comments

- Respond to questions in posts or messages as soon as possible (Set up push or email notifications.)
- Only delete when things get nasty
- The hide feature (You can unhide.)
- The block feature
How to be social (and get more people to like you)

• Follow (back) groups of interest in your region or industry (departments, student groups, faculty, coaches, etc.)

• Lists — make your own and subscribe

• Interact with posts in which others tag you (if appropriate)
Like and share posts from your friends and supporters. As of March 2017, here’s where you click to view posts of pages you’ve liked as your Facebook page.
How to be social (and get more people to like you)

• Tag people in your posts and people you want to see your posts
How to be social (and get more people to like you)

- It’s OK to show a little personality

- Get others involved. Consider turning over your account to a faculty member, student, etc. for a day or week.
How to be social (and get more people to like you)

• Use quality graphics — with permission

• Some sites where you can make your own graphics:
  Pixlr.com
  Someecards.com/usercards/create
  Canva.com

An ugly graphic can hurt you instead of help you
• Use hashtags (You can do this on Facebook now, too), but do so with restraint. Search for hashtags before you start using them. Be consistent.
How to be social (and get more people to like you)

- Ask questions (Be careful of contests.)
- Answer questions (Use discretion.)
- Publicize your handles. Include them on correspondence, in your email signature, etc.
What we’ve done
What we’ve done

• Facebook Live

A special announcement from APSCUF President Dr. Kenneth...
September 23, 2016 • 16K views

Chancellor Brogan discusses negotiations with the faculty...
October 4, 2016 • 15K views

Welcome to our press conference for student journalists. Student...
October 5, 2016 • 4.1K views

A few more words from Ken Mash
October 18, 2016 • 17K views

Announcement from APSCUF President Dr. Kenneth M. Mash....
October 20, 2016 • 28K views
What we’ve done

• #withAPSCUF
• ActionSprout overlays and petition
A continued investment in the universities comprising the State System of Higher Education is an investment in the success of

**EVERY PENNSYLVANIAN**

Pennsylvania’s State System of Higher Education serves

MORE THAN 100,000
degree-seeking students.

Your State System is the largest provider of higher education in the Commonwealth.

$4,000 LESS PER YEAR than other public bachelor’s-degree-granting universities.

Pennsylvania residents who receive scholarships and grants can attend one of our universities for about

Every $1 the Commonwealth invests in your State System generates $11 in local and state economic impact.

By 2020, more than 60 PERCENT of jobs will require at least some postsecondary education ... and ONE-THIRD of the state’s projected job openings will require a bachelor’s degree or higher.

Despite the changing demographics that led to an 11 percent decrease in enrollment, our universities have conferred 10 PERCENT more bachelor’s degrees over the last five years.

Published by The Keep, 2017
Edinboro coach Justin Lustig resigns to take position at Syracuse:
@Edinboro @Edinboro_FB #coach @CoachLustig resigns to take position at @SyracuseU @CuseFootball:
by @ETNdudley via @GoErie h/t @edinboronow

@Edinboro @Edinboro_FB @CoachLustig headed to @SyracuseU @CuseFootball:
by @ETNdudley via @GoErie h/t @edinboronow

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Current Litigation and Such...

- Mining the Data Cases
  - Facebook posts
  - To Like or Not to Like
The strength of your SOCIAL MEDIA Is determined by The strength of your CONTENT.

- Haroon Rashid & Khemeia Consulting
Scenario #1
Protected Tweets

In January 2015, after a customer tweeted out thanks for a freebie at Chipotle’s, Kennedy tweeted back, “@ChipotleTweets, nothing is free, only cheap #labor. Crew members only make $8.50/hr how much is that steak bowl really?”
Scenario #2
Scenario #2

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Northwestern University
Scenario #3
Scenario #4
Scenario #4
Best Time to Post to Social Media

Posting Dead Zones

Literally the worst times to post on social media.

- **Twitter**: 8 AM - 8 AM
- **Facebook**: 12 AM - 8 AM
- **LinkedIn**: 9 AM - 5 PM
- **Instagram**: 12 AM - 8 AM
- **Tumblr**: 12 AM - 12 PM
- **Pinterest**: 1 AM - 5 PM, 5 PM - 7 PM
- **Google+**: 6 PM - 8 AM

Timing Is Everything

Post smarter right meow.

- **Twitter**: 1 - 3 PM
- **Facebook**: 1 - 4 PM
- **LinkedIn**: 5 - 6 PM
- **Instagram**: 5 - 6 PM
- **Tumblr**: 7 - 10 PM
- **Pinterest**: 8 - 11 PM
- **Google+**: 9 - 11 PM

All times are Eastern Standard Time.