TAKING THE FEAR OUT OF FACEBOOK (AND OTHER SOCIAL MEDIA)

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What is Social Media?

- The incoming class of 2016 was born in 1994
  - Using a computer has always been a part of their lives
  - For many students, email is passé – even watches have been replaced with cell phones
    - People spend more time on social networking sites than on email

Source: Beloit College’s 2010 Mindset List www.beloit.edu/mindset
What Are the Big Social Media Sites?

- **Facebook**
  - More than 800 million active users

- **Twitter**
  - More than 100 million active users

- **LinkedIn**
  - More than 120 million members

Source: Facebook.com, Twitter.com and LinkedIn.com, respectively
What’s In It for My School?

► You can meet students where they are
  ▪ Get the message out in the most effective way, using the most effective means

► Larger reach using fewer resources
  ▪ Field common questions
  ▪ Reduce phone calls by addressing simple issues
  ▪ Shorten lines and office traffic
What Are the Risks for My School?

- Don’t have a full resource to dedicate to it
  - It’ll take too long to monitor

- Don’t have familiarity with the technology
  - Don’t know what to say

- Don’t have control over what others say
  - Don’t know how to handle negative comments
Lay Those Concerns to Rest

► You can dedicate as much (or as little) time to it as you want
  ▪ It need not consume all of your time

► Set internal guidelines for tone and content
  ▪ Don’t be afraid to “hire” a student to run your page

► You can delete or hide posts as you see fit
  ▪ This is considered relatively standard practice
Stop, Listen…and Learn!

► What’s being said about you?

► Keywords – make sure they’re spelled correctly!

► Listening tools for social media management:
  ▪ Google Alerts
    • Email updates of the latest Google results (Web, news, etc.) based on your choice of query or topic
  
  ▪ Social Mention (www.socialmention.com)
    • Similar to Google alerts but for social media
    • Receive daily email alerts about what’s influencing your reputation
What’s Facebook Already Saying About You?

- Wikipedia has the right to create a Facebook page based on its content

- If this was your Facebook page, is this what you’d want it to say?

- Would you rather control the message and interact with your fans?
What is Twitter?

- Posts called “tweets” go out at 140 characters or less
- Conversations are much more difficult
  - While perfect for celebrities who want to send a message to a lot of people at once, tougher to interact with individuals
- Think of it as the ticker tape in Times Square
  - Your message gets out there, but you can’t control it once it’s out
What is LinkedIn?

- Used primarily as a business networking tool
- Great for your alumni office, but your students probably don’t use it yet
  - About 9 million members (worldwide) are recent college graduates
- You may want to use it personally to build your own professional network!
If I Can Only Be On One, Which One Should it Be?

- Allows you more control of your message
- Easier to manage
- Turns a post into a conversation
- Lets you post more content
How Do You Create a Facebook Page?

- **Official rep of an organization**
  - A public profile that enables you to share your organization’s information with the public

Step By Step - Facebook

► Pick a category and name
► Add a profile picture
► Add information
► Make the content rich and engaging
► Publish
► Update regularly

► www.facebook.com/pages/learn.php
Promote

► Facebook and Twitter icons on your website

► Cross-promote
  ▪ Such as signature lines in general email account
    • “Like us on Facebook @YourSchool Financial Aid Office”

► Host contests to gain followers

► Interact
  ▪ Use your website to push information
  ▪ Make students, faculty, alums your advocates
Create

- Be interactive!
- Create great Conversation starters!
- Use relevant keywords in “About Us” box
- Include FAQ’s and photos when appropriate
- Use email to announce your page
Great photos in filmstrip showing off the campus

Sharing updates on campus news
- Example: the latest from Dining Services

Using polls to Interact with fans and learn what they want to see on this page

“Likes” other Princeton pages
- Enable swift fan traffic from page to page.
- Be Consistent and Unique
Sallie Mae’s Preferred Social Media Channels

**Facebook**

- **Role:** Provide a friendly forum for Sallie Mae and consumers to engage in meaningful, relationship-building dialogue.
- **Content:** Education hot topics, tips for and outreach to Sallie Mae customers, relevant articles.

**Twitter**

- **Role:** Serve as a timely, mass-messaging system to keep our consumers “in the know” and allow for targeted resolution of consumer issues.
- **Content:** Bite-sized news or advice that consumers would benefit from knowing right now.
What Sallie Mae Does on Facebook

- Assist our customers
- Develop a community where "fans" can learn about how to save, plan and pay for college
- Share other helpful information about financial literacy and other relevant topics
Interactive Question and Answer Session
Discussion Topics

- How to utilize social networking to improve communication with students and families
- How to successfully integrate social networking into day-to-day business goals
- Best practices
- Lessons learned
  - Challenges faced and overcome
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