Dean’s toolbox
Communicating effectively with social media

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Virginia Tech

CGS Summer workshop - July 2016
Savannah, Georgia
Social media communication plan

• select social media (more than 1)
• connect across platforms
• audience(s) and constituencies
• content and messages
• assessment and impact
• Q&A
Key concepts

Communication
Continuity
Connectivity
Commitment

purpose, message(s), audience(s), consistency
Some guiding questions:

• What do I want to communicate?
• Why should I use social media
• To whom should I communicate? Who are my constituencies and audiences?
• Which social media is best for which message and audience(s)?
• How often to communicate?
• Who should use social media?
Social Media Landscape 2013

Publishing
- wikia
- Mahalo
- TypePad
- LiveJournal
- Wikipedia
- WordPress
- YouTube
- Vimeo
- Blogger
- Overblog
- LinkedIn
- Viadeo
- Xing
- Tagged
- Badoo
- Mixi
- Renren
- VK

Sharing
- Tumblr
- Vine
- Pinterest
- Fancy
- Slideshare
- Soundcloud
- Buzzfeed
- Spotify
- Digg
- Reddit
- Github
- StackExchange

Networking
- Facebook
- Google+

Discussing
- Kik
- Snapchat
- WhatsApp

FredCavazza.net
today .....
Examples of social media for toolbox

- Twitter
- Facebook
- Storify
- Blogs
- Website

and we have to talk about email and official communication
......and we have to talk about the website

connecting individuals to and thru website
social media on website

links to blog post
twitter app on computer

my primary account - as graduate dean

InclusiveVT account

Global perspectives

Graduate School account
And recently one more - iPhone

my primary account - as graduate dean

Graduate School account

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Global perspectives

Academy for GTA excellence
multiple blog sites
transforming graduate education
musings about change for higher education
Little Hokie™ Hangout now enrolling for Fall semester

Posted on 22 June, 2016 by Cathy Grimes
GPPSwiss16: People!
by Mohammed Seyam • June 11, 2016
It's not easy to write about reflections of our recent #GPPSwiss16 trip, given that I've spent long time since I came back

Arts Collisions and the Global Perspectives Program
by Blog_GPP - Willie Caldwell • June 10, 2016

Environmental stewardship in Swiss culture
by Emily • June 7, 2016
During our travels in Switzerland, I enjoyed observing how deeply ingrained environmental

Eve of departure: GPP’16 Year 11
by Karen DePauw • May 19, 2016
Once again, I find
From individual posts to collections

Global Perspectives Program (tweets, hashtag, Storify, Facebook & beyond)

Thriving in Graduate School (tweets, Storify)
#gppswiss16

Mohammed Seyam @ms_seyam · Jun 18
Thanks Ambassador @Martin_Dahinden for hosting #GPPSwiss16, and for the wonderful view of Washington Monument!
We've updated the GPP Swiss 2016 adventure Storify, adding photos and posts from the June 17 Swiss Embassy visit...

Virginia Tech Global Perspectives Program, Summer 2016

by Cathy Grimes
We've updated the GPP Swiss 2016 adventure Storify, adding photos and posts from the June 17 Swiss Embassy visit...

Virginia Tech Graduate School's Global Perspectives program launched its 2016 session in May, with 15 graduate students from across the university Dean Ka... storify.com
From individual posts to collections

Global Perspectives Program (tweets, hashtag, Storify, Facebook & beyond)

Thriving in Graduate School (blog, tweets, Storify)
Thriving in Graduate School

Thriving has not been the typical term used to describe the graduate education experience; rather “surviving” has been the term associated with earning a graduate degree. But now it is time to question this existing paradigm and move from surviving to thriving through the implementation of affirming, and yet still challenging, environments for advanced learning and research. High expectations and quality standards can be and should be maintained but the academic bullying (subtle or overt) and questionable professional behaviors must be eliminated.
daily tweets for a month

Thriving in graduate school Tip#4 Know that you can say no and saying no. @VTGradCommunity @CGSGradEd @VTGradSchoolNCR
9:39 AM - 11 Mar 2016 · Virginia, USA, United States

Thriving in GradSchool Tip#3 seek and find supportive colleagues and take time to be with them. @VTGradCommunity
7:52 AM - 10 Mar 2016

Thriving in Graduate School Tip#2 Find a rhythm of graduate school, work and life outside graduate school @VTGradCommunity @GPPVT
8:14 AM - 9 Mar 2016
Tips for thriving in Grad School

Virginia Tech Vice President and Dean for Graduate Education Karen P. DePauw shares tips on how to thrive (not just survive) in graduate school.
impact and reach of social media
check the activity
<table>
<thead>
<tr>
<th>Tweet Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Karen DePauw</strong> @kpdepauw</td>
</tr>
<tr>
<td>Wonderful way to end <strong>#gppswiss16</strong> w/ @GPPVT @GPPUniBasel at @SwissEmbassyUSA &amp; @Martin_Dahinden. Thx all!! pic.twitter.com/wN1snFxkQf</td>
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<table>
<thead>
<tr>
<th>Impressions</th>
<th>1,172</th>
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<tr>
<td>Total engagements</td>
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<tr>
<td>Media engagements</td>
<td>47</td>
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<tr>
<td>Link clicks</td>
<td>10</td>
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<tr>
<td>Likes</td>
<td>7</td>
</tr>
<tr>
<td>Retweets</td>
<td>5</td>
</tr>
<tr>
<td>Detail expands</td>
<td>4</td>
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<td>Profile clicks</td>
<td>3</td>
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<tr>
<td>Hashtag clicks</td>
<td>2</td>
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Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started
Your Tweets earned 16,846 impressions over the last week

View your top Tweets
Hi Karen,
Here's an update on Virginia Tech Graduate School for the week of June 20 – June 27.

**Insights For Your Page**

<table>
<thead>
<tr>
<th>METRIC</th>
<th>LAST WEEK</th>
<th>PREVIOUS WEEK</th>
<th>TREND</th>
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<td>Page Visits</td>
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<td>50</td>
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<tr>
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<td>↑15.6%</td>
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<tr>
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email sent weekly
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<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
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<tr>
<td>1</td>
<td>4.5K</td>
<td>▲ 0.1%</td>
<td>21</td>
<td>68</td>
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<td>2</td>
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<td>319</td>
<td>▲ 0.3%</td>
<td>0</td>
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Social media

- sharing and pushing info out
- telling a story
- helps with official communication
  effective for crisis communication
Musings and suggestions - Part I

• Topics to share (e.g., grad ed, global HE, inclusion, future faculty)
• Content for sharing - professional or personal
• Morning (?) routine
• Tweet, retweet and quote tweet
• Live tweeting and hashtags #
• Multiple accounts - across platforms
• Tag colleagues and key individuals (e.g., Presidents, Ambassadors, Legislators, CGS colleagues)
And recently one more twitter account - iPhone

my primary account - as graduate dean

Graduate School account

InclusiveVT account

Global perspectives

Academy for GTA excellence
Musings and suggestions - part II

- Photos and graphics
- Timing for sharing
- Preparing to tweet
- Hesitations, deletes and oops
- Tweets and posts into collections
- Check impact (likes, retweets, impressions)
- Informative and fun
- Current and immediate
- Don’t overthink - be spontaneous, authentic
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• **How** often to communicate?
• **Who** should use social media?
Social media communication plan

- select purpose(s) and social media (more than 1)
  - sharing, networking, publishing, discussing
- content and messages
- audience(s) and constituencies
- connect across platforms
- assessment and impact

When do I start? Now
Q&A