CGS workshop:
(Advanced) Social Media Strategies

Kevin Archer, Central Washington University
Karen P. DePauw, Virginia Tech
Frances Leslie, University of California-Irvine

CGS Summer workshop - July 2017 Denver, Colorado
Working timeframe for workshop

9:00 Welcome and introduction (DePauw)

9:10 Overview of selected social media strategies (DePauw, Leslie) & response (Archer)

10:10(ish) break/breakout groups

10:30 Framing and individual/group work; develop new & enhance strategies for social media

11:45 Sharing next steps
Topics for today

• social media strategies
• connections across platforms
• audience(s) and constituencies
• content and messages
• assessment and impact
• concerns
• next steps
Identify 3 concerns regarding use of social media
Social media for graduate education

- sharing and pushing info out
- telling a story
- connecting with constituencies
- gathering information
- providing official communication effective for crisis communication
- other?
Basic 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 to connect across platforms?
• How often to communicate?
• Who has responsibility for social media?
To ponder:

- Professional
- Personal
- Political
- Legal

- Information
- Advocacy
- Acknowledgement
- Messaging
- +++
Underlying concepts

Communication
Continuity
Connectivity
Commitment

purpose, message(s), audience(s), consistency
Examples of social media (be selective):

- Twitter
- Facebook
- Storify
- Blogs
- LinkedIn
- YouTube
- & more

and we have to talk about email and official communication
Identify the top 3 social media you want to learn more about.

Facebook, Twitter, LinkedIn, Instagram, Pinterest, Youtube, Livestreaming, Storify, App Development, Roads, Blogs.
Social media - it is about sharing stories

graduate students
graduate education
A 21st-Century Graduate Community
News

Graduate students awarded prestigious immunology fellowships

The fellowship is designed to support the career development of young scientists by providing one year of salary support. Only

Smartwatch app could inspire more frequent physical activity, Virginia Tech study finds

The study found that the ability of participants to use a glanceable interface

Virginia Tech team works in Louisiana testing water

Virginia Tech researchers are working to develop low-cost, practical remediation and communication strategies that will set
GradImpact Submissions Gallery

The CGS GradImpact project tells the larger story of graduate education through featured examples from our member institutions. Our goal is to demonstrate the importance of graduate education not only to degree holders, but also to the communities where we live and work.

The GradImpact gallery highlights our most recent featured stories. Do you have a great story to share about the impact of master’s or doctoral education? Visit the CGS website for more information.

- **Researching Community Factors to Improve Wellbeing of Senior Citizens**
  - **Jessica Finlay**
  - Geography & Gerontology, University of Minnesota

- **Helping Indigenous Tribes Relearn Ethnobotany & Traditional Ecological Knowledge**
  - **Rick Flores**
  - Environmental Studies, UC-Santa Cruz

- **Protecting Our Food Supply while Reducing Use of Harmful Pesticides**
  - **Joseph Taylor**
  - Entomology, Washington State University

Jessica Finlay is researching how community factors can improve the wellbeing of senior citizens.

Rick Flores is helping indigenous tribes relearn ethnobotany and traditional ecological knowledge.

As a child, Joseph Taylor loved dinosaurs and wanted to be a paleontologist, but during high school he was exposed to entomology and became passionate about it.
Follow our social media accounts for updates and news

Transforming Graduate Education blog

- On the eve of departure for GPP'17: 12 + 4 May 13, 2017
- Higher education as public good from a global perspective Mar 09, 2017
- Post-2016 election challenge and opportunity for higher education Jan 19, 2017
- Global Perspectives Program'16 Ecuador (GPP'16): Reflections beyond Dec 18, 2016

Tweets by @VTGradCommmunity

@VTGradSchool Retweeted

Cathy Grimes @cadgrimes .@VTGradCommunity Ph.D. candidate designs real tool to increase fitness activity: vtnews.vt.edu/articles/2017/...

Looking forward to seeing grad dean colleagues & @CGSGradEd in Denver. On my way. #cgsww17 https://t.co/0c4KoAiCYz
Blogs
Little Hokie™ Hangout now enrolling for Fall semester

Posted on 22 June, 2016 by Cethy Grimes
Higher education as public good from a global perspective

International students and higher education around the world are definitely on my mind given the most recent Executive Order issued on March 6, 2017 by the Trump administration ("Protecting the Nation from Foreign Terrorist Entry into the U.S.") (more information, see FAQs) and dealing with the impact of such actions at Virginia Tech. On a national level, the news and social media are filled with stories of those impacted and
Twitter tips from VT:
naming conventions, descriptions & bios
twitter accounts

my primary account - as graduate dean

Graduate School account

InclusiveVT account

Global perspectives

Academy for GTA excellence
Twitter tips/examples from VT:

photos - documents, context, panoramas, meeting materials, people, actions

links to reports - twitter or website

tweets, retweets, quotes, tagging, location tools, likes
Twitter examples from VT:

congratulations and thanks
tweet and retweet
share information & reports

Karen DePauw @kpdepaupw
See what our @euatweets colleagues are doing. @GPPVT @VTBeyond @VTGradCommunity

EUA @euatweets
Working towards #FullOpenAccess - aims and recommendations from universities bit.ly/AchievingOpenA... pic.twitter.com/oYKRCYMwjq

Karen DePauw @kpdepaupw
Interesting data about Unis w/ most GAs, The Chronicle of Higher Education chronicle.com/article/Colleg... via @chronicle @vtgradcommunity

Karen DePauw @kpdepaupw
See article from UWN re Surveys split on outlook for international enrolment. Pertinent for discussions #cgssw17 universityworldnews.com/article.php?st...
photos to show event
connect with hosts
strengthening connections with Swiss Ambassador
Reception in the Garden at Steger center w: #gppch17 @GPPVT @uzh_news_en @UniBasel_en participants in Global perspectives program.
Inform Univ President

Connections with University
• group photos
• connections with President and Provost
• University news
welcome to external groups
internal notifications

recruitment and diversity office

University President
Karen DePauw @kpdepauw

Coleman: higher ed is a public good!! We can't say it enough
#gppch17 @GPPVT @VTGradCommunity @VTSandsman

Karen DePauw @kpdepauw

Research universities have key role. Higher education is a public good & global concern. Words from AAU Pres Coleman
@#gppch17 @GPPVT
Karen DePauw @kpdepauw
Keep up the great work. Tweeting is fun. More graddeans should join us #cgssw17

Replied to @hawkgraddean1 and others
Hawkgraddean1 @hawkgraddean1
Hawkgraddean1’s first anniversary on twitter!

Karen DePauw @kpdepauw
Graddeans gather for summer workshop. Looking forward to sessions. Follow & tweet #CGSsw17 @GrassoDrmgrasso @Jeff4877 @hawkgraddean1 @CGSGracEd

CGS colleagues

Denver, Colorado
SUMMER WORKSHOP AND NEW DEANS INSTITUTE
July 8-12, 2017 MEETING PROGRAM
Karen DePauw @kpdepauw

Agreed. Much impt work to do. And we can do it!! #CGSsw17 @CGSGradEd

Maureen Grasso @GrassoDrmgrasso

Graduate Deans are leaders first! @CGSGradEd @Jeff4877 @huntleyed @hawkgraddean1 @HironaoOkahana

Karen DePauw @kpdepauw

Looking forward to seeing grad dean colleagues & @CGSGradEd in Denver. On my way. cgssw17

CouncilofGradSchools @CGSGradEd

The hashtag for the CGS Summer workshop in Denver is #CGSsw17. See you there!
Retweeted

CouncilofGradSchools @CGSGradEd
And the recent CGS Data Sources article with more insight specific to graduate education #CGSsw17 #CGSresearch bit.ly/2tu3rmR

Hironao Okahana @HironaoOkahana

Here is an @IIEglobal report on int'l admission yields, which @CGSGradEd is a partner of. #CGSsw17 --> iie.org/en/Research-an...
Replying to @mmcdanielsphd and 1 other

Hironao Okahana @HironaoOkahana
Yes! So great to finally see you in person! So excited to find another #HigherEd researcher at #CGSsw17!

Hironao Okahana liked a Tweet you were mentioned in.
So fun to meet Tweeps in person at #CGSsw17 @kpdepauw @HironaoOkahana

Melissa McDaniels @mmcdanielsphd
So fun to meet Tweeps in person at #CGSsw17 @kpdepauw @HironaoOkahana

Replying to @kpdepauw and others
Hawkgraddean @hawkgraddean1
6 word advocacy moment!
Musings and suggestions - part I

• Topics to share (e.g., grad ed, global HE, inclusion, future faculty)
• Content for sharing & for learning
• Morning (?) routine
• Tweet, retweet and quote tweet
• Live tweeting and hashtags # (summary)
• Multiple accounts - across platforms
• Tag colleagues and key individuals (e.g., Presidents, Ambassadors, Legislators, CGS colleagues)
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
From individual posts to collections

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

Thriving in Graduate School (tweets, Storify)
Martin Dahinden Retweeted

Mohammed Seyam @ms_seym • Jun 13

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 • 207 • 1 • 44
Global Perspectives @GPPVT · Jun 23
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...
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
Trip vis
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.

THRIVING, NOT JUST SURVIVING, IN GRADUATE SCHOOL

© December 14, 2015 • Cathy Grimes • Leave a comment

Dean Karen P. DePauw posts regularly about issues related to graduate education on her blog, Transforming Graduate Education. Recent posts have looked at academic bullying, interdisciplinary thinking, vulnerability, and expectations of graduate education.
Karen DePauw
@kpdepauw

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

Karen DePauw
@kpdepauw

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

Karen DePauw
@kpdepauw

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

daily tweets for a month
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.

Thriving in GradSchool

Karen DePauw

Thriving in GradSchool Tip1: When I’ve learned from owning a dog, being a Grad School Sherrisessor. Remember to always do your homework.

Karen DePauw

Thriving in GradSchool Tip2: I hard to thrive without a mentor. Find at least one. Maybe more than one. (#VTGradCommunity)

Karen DePauw

Thriving in GradSchool Tip3: I noticed that there are many grad students, but few graduate students. So, always look for opportunities to grow and develop.

Karen DePauw

Thriving in GradSchool Tip4: Learning through active listening and observing. Always look for opportunities to learn and grow.

Seeing the unobservable: For Ed X and other visualists

In higher ed, we are taught to find meaning and to make sense of our world. We work with ideas (although these are defined differently by different disciplines).
Wonderful way to end #gppswiss16 w/ @GPPVT @GFPUiBasel at @SwissEmbassyUSA & @Martin_Dahinden. Thx all!!

check the activity
**Tweet Activity**

**Karen DePauw @kpdpauw**

Wonderful way to end #gppswiss16 w/ @GPPVT @GPPUniBasel at @SwissEmbassyUSA & @Martin_Dahinden. Thx all!!

[Link to Twitter post](pic.twitter.com/wN1snFxkQf)

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
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<td>1,172</td>
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<tr>
<td>Total engagements</td>
<td>78</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>
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<tr>
<td>Retweets</td>
<td>5</td>
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<td>Detail expands</td>
<td>4</td>
</tr>
<tr>
<td>Profile clicks</td>
<td>3</td>
</tr>
<tr>
<td>Hashtag clicks</td>
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**Reach a bigger audience**

Get more engagements by promoting this Tweet!

[Get started button]
Your Tweets earned 16,846 impressions over the last **week**

View your top Tweets
Your Tweets earned **38.5K impressions** over this **28 day period**.
Karen DePauw @kdpdepauw 15h
Great work by @VTGSA exec board regarding words describing GSA, accomplishments & aspirations.

Your Tweet activity
Your Tweets earned 1,086 impressions over the last 24 hours

Who to follow
- VT Student Affairs @VTSA
- VT Engage @VTEngage
- Cranwell Intl Center @CranwellIntl
- VTDSA @VTDSA

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**

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<thead>
<tr>
<th>METRIC</th>
<th>LAST WEEK</th>
<th>PREVIOUS WEEK</th>
<th>TREND</th>
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<tr>
<td>Page Visits</td>
<td>68</td>
<td>50</td>
<td>↑36.0%</td>
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<tr>
<td>Weekly Total</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Reach</td>
<td>3.30K</td>
<td>2.88K</td>
<td>↑15.6%</td>
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<tr>
<td>People Engaged</td>
<td>370</td>
<td>230</td>
<td>↑58.8%</td>
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email sent weekly
<table>
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<tr>
<th>Page</th>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>YOU</td>
<td>5.1K</td>
<td>0%</td>
<td>11</td>
<td>42</td>
</tr>
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<td>Penn</td>
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<td>3</td>
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<td>39</td>
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<td>4</td>
<td>Georgia Tech</td>
<td>1.5K</td>
<td>0.5%</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>The Graduate School at</td>
<td>69</td>
<td>0.1%</td>
<td>0</td>
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<tr>
<td>6</td>
<td>Stony Brook Graduate School</td>
<td>4K</td>
<td>0%</td>
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<td>0</td>
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</tbody>
</table>
if you are not on social media (twitter), you are missing out
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(s) and audience(s)? how to connect across platforms
- **How** often to communicate?
- **Who** should be responsible for social media?
When do I start?  Now

Social media plan(s)

• 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
Sharing, networking, publishing, discussing

- select purpose(s) and social media (more than 1)
- audience(s) and constituencies
- content and messages
- connect across platforms
- assessment and impact
big picture thinking - visualize

details come later - someone will help you
learn new social media platforms
Next steps - what will you do?
What are your 3 next steps in using social media?