Engaging social media to improve graduate services

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Welcome and introductions

Overview of social media

Applications of social media
  Michigan State University
  Virginia Tech

Discussion/Q&A & Hands-on
Anticipated outcomes

Understand value of social media
Embrace use of social media
Accept social media as part of life for deans

Expand social media skills
  Twitter account and tweet during annual meeting
  (#CGS53)
  Blog, LinkedIn, Pinterest, iTunesU, YouTube, and more
Web 1.0 ~1993

...”an early stage of the conceptual evolution of the World Wide Web, centered around a top-down approach to the use of the web and its interface.”

“...users could only view webpages but not contribute to the content of the webpages. “

“.. users simply acting as consumers of content."

“...information is not dynamic...”

http://en.wikipedia.org/wiki/Web_1.0
Web 1.0 as metaphor for graduate schools

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Web 2.0 as metaphor...

“...web sites that use technology beyond the static pages of earlier web sites....

“...it does not refer to an update to any technical specification, but rather to cumulative changes in the ways software developers and end-users use the Web....

...a 2.0 site may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to websites where people are limited to the passive viewing of content. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups...”

seven years ago.....
.... a parking spot
an app
.... was something one sent to colleges
skype
.....a typo
a tweet
....was the sound made by a bird
a cloud
was actually a cloud
today .....
and more everyday

Thursday, December 12, 2013
Social Media 2013

1.15 Billion+ total users

751 Million users access Facebook from mobile with 7,000 different devices

There are over 10 Million Facebook apps so far

23% of Facebook user’s check their account more than 5 times a day

74% of marketers believe Facebook is important for their

Click to enlarge

Infographic by Digital Insights
Submitted by Harsh Ajmera

social media 2013
There are over 288 million monthly active users

28% of Retweets are due to inclusion of “please RT!”

Twitter’s fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account
500 Million+ total users

- Over 343 Million active users on Google+
- Platform has over 67% male users
- 80% users login at least once a week to Google+ and 60% users login everyday
- The +1 button is served more than 5 billion times per day
- 40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities
- Animated GIFs are still the most engaging type of post
Total number of LinkedIn groups are 1.5 million
27% users access LinkedIn thought their mobile
50% of LinkedIn users have their Bachelor's or Graduate degree
81% of users at least belong to one group
42% update their profile information regularly
Over 3 Million LinkedIn Company Pages
Over 1 Billion LinkedIn endorsements

238 Million+ total users
130 Million+ total users

- More than 16 Billion photos being already uploaded
- An average user on Instagram has 40 photos
- ‘MTV’ is the most followed brand on Instagram with over 1.2 million followers
- Every second 8000 users like some or other photo
- Instagram gets 1000 comments per second
- Over 5 Million videos being shared within 24hrs of launch
- More than 5 Million photos uploaded every day
More than 69% of users are female

Only 6% of users have connected their Facebook accounts

Food is the top category on Pinterest with 57% discussing about food-related content

80% of total Pinterest’s pins are repins

‘Nordstrom’ is the most popular brand on Pinterest with more than 4.4 Million followers

Garlic Cheesy Bread is the most repinned Pinterest Pin

70 Million+ total users
More Stats

- There are over 1 billion unique monthly visitors on YouTube
- 4.2 billion people use mobile device to access social media sites
- Social media generates almost double the marketing leads of trade show, telemarketing, daily mail, or PPC
- Women check out a brand’s social page more often than men
- More than 23% of marketers are investing in blogging and social media
- Around 46% of web users turn to social media for making purchase
- 60% consumer says the integration of social media makes them more likely to share product and services.
How professors are using social media
web 2.0 and beyond

blogs
Twitter
websites
wikis
podcasts
YouTube
Facebook
social media at MSU
Communication strategies

- Hobson’s (recruitment)
- Wiki use (resource for graduate coordinators)
- Face book (public and private)
- Graduate Catalog
- Virtual GLC
- On line chats
- Blogs
- iTunesU
- YouTube
- LinkedIn
- Twitter
- Pinterest

Thursday, December 12, 2013
virtual GLC
Website

new site

Thursday, December 12, 2013
Communication strategies

- Face book (public and private)
- Blogs
- iTunes U
- YouTube
- LinkedIn
- Twitter
- Pinterest
- Pinterest #2
Blogs

Expectations for graduate study

Interdisciplinary graduate education

global perspectives program
examples
http://graduateschool.vt.edu/graduate_school/gpp/
https://twitter.com/GPPUniBasel
https://www.facebook.com/GlobalPerspectivesProgramVirginiaTech
http://www.flickr.com/groups/globalperspectivesprogram/
https://plus.google.com/u/1/b/113127911155682294792
The Global Perspectives Program (GPP) was developed in 2005 by Karen DePauw (Vice President & Dean for Graduate Education, Virginia Tech) and offered through Virginia Tech's educational facility in Rio San Vito, Switzerland (CESA). GPP is an example of a program through which Virginia Tech (VT) graduate students participate in an integrated study-abroad and study-abroad curriculum to better prepare them to succeed as future faculty and global citizens. This program is an integral part of the Transformative Graduate Education (TGE) initiative offered through the VT Graduate School.

In 2010, a GPP relationship was solidified with UniBasel (UniBasel). The creation of a UniBasel GPP helped strengthen an already strong connection between the two universities. The annual GPP visits to UniBasel expanded to include trips to other universities in the Upper Rhine Region. Additionally, UniBasel GPP began participating in the annual GPP seminar at CESA and coordinating visits to select U.S. universities. Since 2010, each Global Perspectives Program concludes with a joint VT-UniBasel global summit held at the Swiss Embassy in Washington, D.C.

GPP enables graduate students to examine differences in academic practice and to develop innovative and effective approaches that foster international awareness and education. During the trip, participants gain firsthand knowledge about global higher education through 16 visits to selected European universities. (b) discussions with faculty, administrators, and students, and (c) dialogue among GPP participants. Through the GPP experiences, participants enhance their knowledge and understanding of global higher education, gain a cultural understanding of higher education contexts, engage with new colleagues across academic disciplines, and grow personally and professionally through shared experiences.

The GPP alumni network includes more than 100 participants from various countries across 6 continents.

http://www.linkedin.com/groups/Global-Perspectives-Alumni-4758880

Thursday, December 12, 2013
Twitter tips for writing a tweet selecting whom to follow retweet photos links and more # @signs