Using Social Media to Promote and Achieve Grant Outcomes

September 15, 2016

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CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

Webinar Details

- For this webinar you will be in listen only mode using your computer or phone

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*ATE*CENTERS

The CCTA is led by

- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)

- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC

- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL

- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA

- **Networks Resource Center** at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees

- Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds

- Deliverables
  - Topical webinars on existing and new solutions
    - Live/recorded with attendee Q&A
  - Identify and document best practices
  - Host convenings

Poll #1: Your Affiliation

A. I am involved with an NSF grant

B. I am involved with a TAACCCT grant

C. Both

D. Neither

Poll: How many people are listening with you?

A. 1

B. 2

C. 3

D. 4 or more

TODAY'S PRESENTERS

Gordon Snyder
Presenter
Associate Director
OP-TEC

Ann Beheler
Presenter
Executive Director,
National Convergence
Technology Center

Joe Ippolito
Presenter
Senior Project Director
Education Development Center

Agenda

- Context for Discussion – Two NSF ATE Centers, Several Projects

- Planning tips to consider before you begin a social media campaign

- Top Social Media Tools and suggested use

- Current Research Project Framework - "It's More Than Tools"

- What We've Learned So Far

- Educational Development Center's Foundation and More Resources

Background

- EDC's NSF-ATE New Media Technician Project

- National Center for Information and Communications Technologies

- National Convergence Technology Center

National Convergence Technology Center

National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College:

- 2004 forward, first as a regional
- 8 main partners
- **Community of Practice with 57+ college and university partners**
- Primarily in the area of networking infrastructure/mobility/data communications
- Designed with lock-step cooperation with regional and now national business to ensure employment for graduates

Poll: If you currently have a social media outreach for your group what tools do you use?

- A. Twitter
- B. Facebook
- C. LinkedIn
- D. Snapchat
- E. Instagram
- F. Google +
- G. Pinterest
- H. Blog

Planning Tips and Tools

Social Media Seems Simple....

But, it requires planning if it is to be used to accomplish goals

- Requires Time
- Requires Training in more than just tool usage
- Requires consistency and persistence
- Requires thoughtful consideration of goals and demographics
- Requires planning on messaging and content
- Requires attention to analytics
- Requires tracking intermediate results and willingness to adjust

Before you start – Plan ahead

- Know your goal (s) and target audience
- Define key messages/themes
- Figure out where to get content – it does not have to be all original
- Map out an editorial strategy & calendar

Content Marketing Calendar

	Topic/Campaign	Component	Initial Publish Point	URL	Distribution Points	Target Publish Date
▼ Apr 29, 2013						
	All About ABC	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	May 1, 2013
	Secrets of XYZ	Shared Content	Partner Blog	http://partner.com/blog/secrets-of-xyz	Twitter, Facebook, LinkedIn	May 2, 2013
	General	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	May 3, 2013
▼ May 6, 2013						
	All About ABC	Infographic	Blog	http://www.company.com/blog/abc-infographic	Twitter, Facebook, LinkedIn, Pinterest	May 6, 2013
	Secrets of XYZ	Shared Content	Partner YouTube	http://www.youtube.com/link	Twitter, Facebook, LinkedIn, Pinterest	May 9, 2013
▼ May 13, 2013						
	All About ABC	Video	YouTube	http://www.company.com/blog/abc-video	Blog, Twitter, Facebook, LinkedIn, Pinterest	
▼ May 20, 2013						
	All About ABC	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	
	Secrets of XYZ	Shared Content	Partner Blog	http://partner.com/blog/secrets-of-xyz	Twitter, Facebook, LinkedIn	
	General	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	
▼ May 27, 2013						
	All About ABC	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	
	Secrets of XYZ	Shared Content	Partner Blog	http://partner.com/blog/secrets-of-xyz	Twitter, Facebook, LinkedIn	
	General	Article	Blog	http://www.company.com/blog/all-about-abc	Twitter, Facebook, LinkedIn	

Build a content creation engine that uses all the resources you have at your disposal

Look outside your college, center, or project
- Industry news
- Social conversations

Look inside your sphere of influence
- Reuse and re-purpose content
- Evergreen library

Pay attention to copyright if you copy content
- Link to content when possible

Tip #1: Follow Industry News

Follow related organizations and influencers to reinforce messages and as content source (re-shares)

Put your spin on the news and identify trends that support key messages

Set up Google Alerts and RSS feeds for RSS, recommend flipboard.com

Women in STEM Example

Influencers that support key themes: Women in technology, STEM education, regional content, sister educational institutions, etc, etc

- IWITTS
- STEMforher
- Women in Technology WITI
- National Center for Women in Technology
- Girls Who Code
- Girls in Technology
- Wired and Bloomberg Business Magazines
- Flipboard RSS
- Twitter filters (Tweetdeck, etc)

Tip #2: Monitor Social Conversations

Re-post content from your audience

Use comments to generate ideas

Use tools such as TweetDeck, HootSuite, Buffer, and Sproutsocial to automate postings on different platforms

Polk State Facebook Examples – Reusing An Image

Polk State College Networking
Yesterday at 11:40am · 🌐

Did you know the median annual salary of network and computer systems administrators is $77,810? It's true. We checked with the Bureau of Labor Statistics. Did you know Polk State's Network Systems Engineering Technology Program can prepare you for a career as a computer/systems admin? It's true. All you gotta do is register. More info:
https://www.polk.edu/network-systems-technology/

https://www.polk.edu/network-systems-technology/
WWW.POLK.EDU

Polk State College Networking
July 15 at 10:55am · 🌐

What can you do with $7,800. You could buy a dozen or so smartphones. Or you could get an associate's degree in Network Systems Engineering Technology. Who needs that many phones???? Get the degree. More info:
https://www.polk.edu/network-systems-technology/

https://www.polk.edu/network-systems-technology/
WWW.POLK.EDU

👍 Like   💬 Comment   ➤ Share

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Polk State Facebook Example

Tip # 3: Re-purpose and Reuse Content

- Quick, easy, available
- Re-sharing makes for easier engagement
- Use currently available and professionally developed content pieces
- Collect via RSS feeds, Twitter hashtags, email subscriptions, etc
- Again, watch copyright
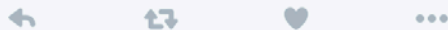
Reusable content examples:

Tip #4: Keep a Supply of Evergreen Content

Common content types
- Lists
- Top Tips
- Instructional "How To" Tutorials
- Product Reviews
- Videos
- Infographics
- Podcasts (recorded by others or you!)

Evergreen content examples:

Advanced Technological Education Television

Primo video content and loads of it!

"When educating the minds of our youth, we must not forget to educate their hearts."
-Dalai Lama

"I don't want a job. I want a *career*. I want to work somewhere where I'm going to love it, I'm good at it, and I want to go there every day. That's what I want."
— HCC student Frances Rivera-Diaz
HOLYOKE COMMUNITY COLLEGE

What Evergreen content is NOT:

- News articles
- Statistics or numerical
- Season content (holidays)
- Current trend or pop culture fad
- Latest clothing and fashion trends
- Sports
- Anything dated
- Anything political or religious

Selected Tools and Posting Frequencies
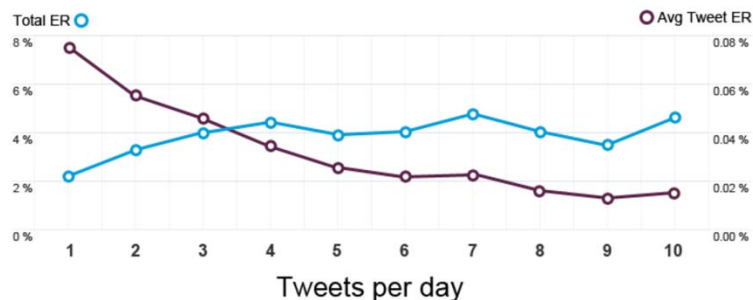
Twitter – 3 times per day, or more

Engagement decreases after 3rd tweet

CUNY Admissions @CUNYWC · Aug 18
One week left until the first day of the #CUNY fall 2016 semester!
These #Pokemon are excited, are you? #BackToSchool

Facebook – 2 times per day, at most

2x per day is the level before likes & comments begin to drop off dramatically.

When a brand posts twice a day, those posts only receive 57% of the likes and 78% of the comments per post. The drop-off continues as more posts are made in the day.

Source: Track Social [http://tracksocial.com/]
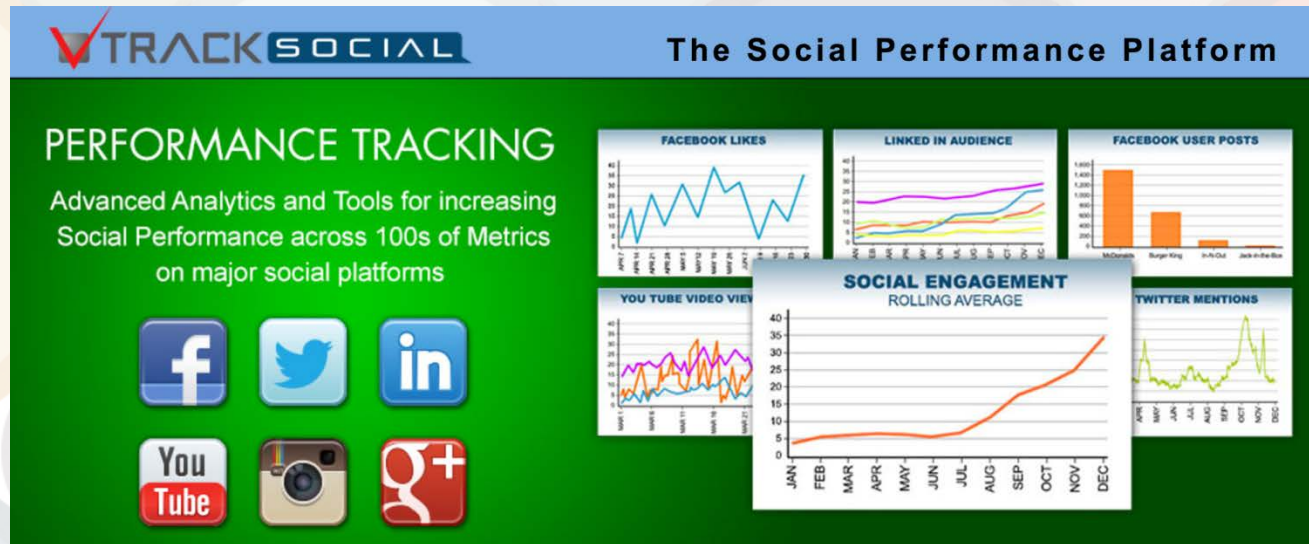
LinkedIn – 1 time per day

20 posts per month (1x per weekday) allows you to reach 60 percent of your audience

Source: LinkedIn Small Business Guide
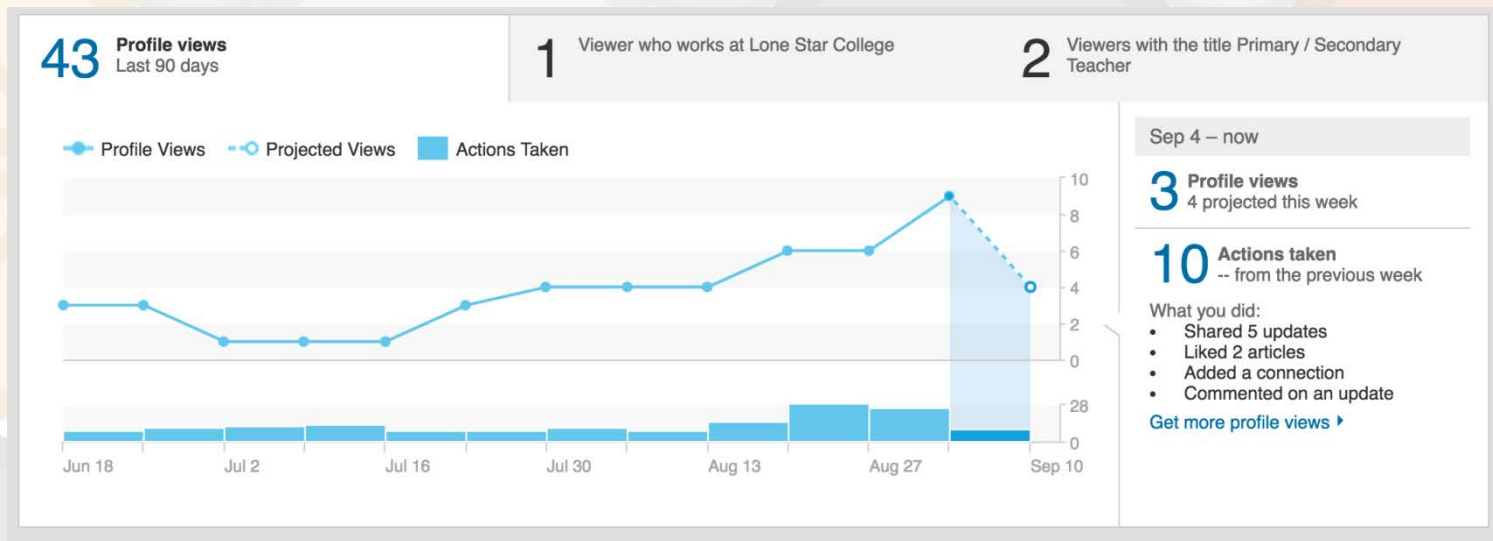
Snapchat - 3 times per day, or more

64% of Internet users between 18 and 24 now use Snapchat, up from just 24 percent in 2013

Source: [Comscore](#)

Instagram – 1.5 times per day, or more

Major brands post an average of 1.5 times per day to Instagram. There's no drop-off in engagement for posting more, provided you can keep up the rate of posting.

Source: [Union Metrics Data Primer For Brands On Instagram](#)

Google+ – 3 times per day, at most

The more often you post, the more activity you'll get. Users have found a positive correlation between frequency and engagement. When posting frequency wanes, some have experienced drops in traffic up to 50%.

Source: [Stone Temple Consulting's Mark Traphagen](#) and [Socialmouths' Daniel Sharkov](#)

https://plus.google.com/+GoogleAnalytics
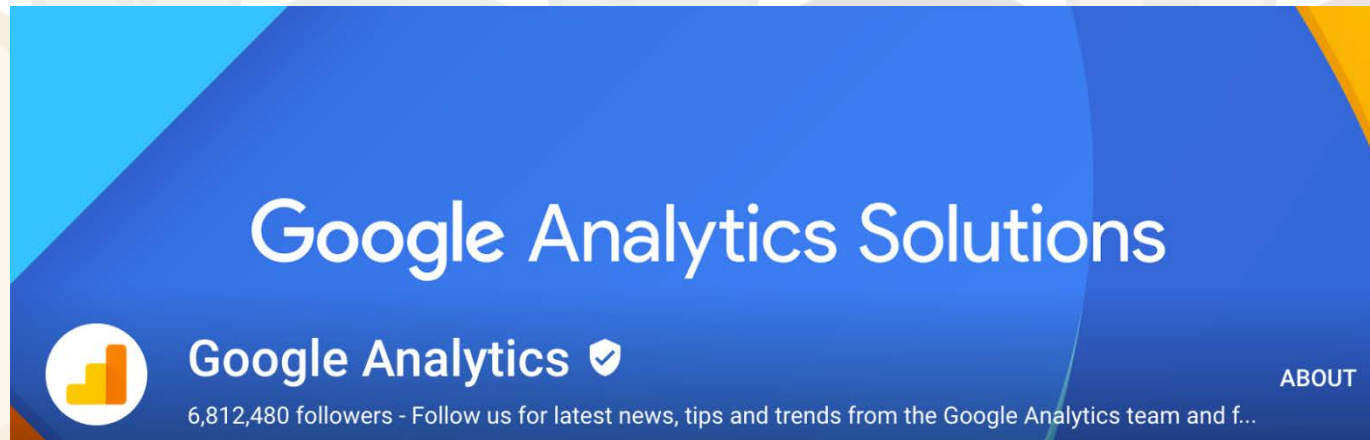
Pinterest – 5x per day, or more

The top brands on Pinterest have experienced steady growth – and in some cases rapid or sensational growth! – by adopting a multiple-times-per-day posting strategy.

Source: Olapic

https://analytics.pinterest.com/
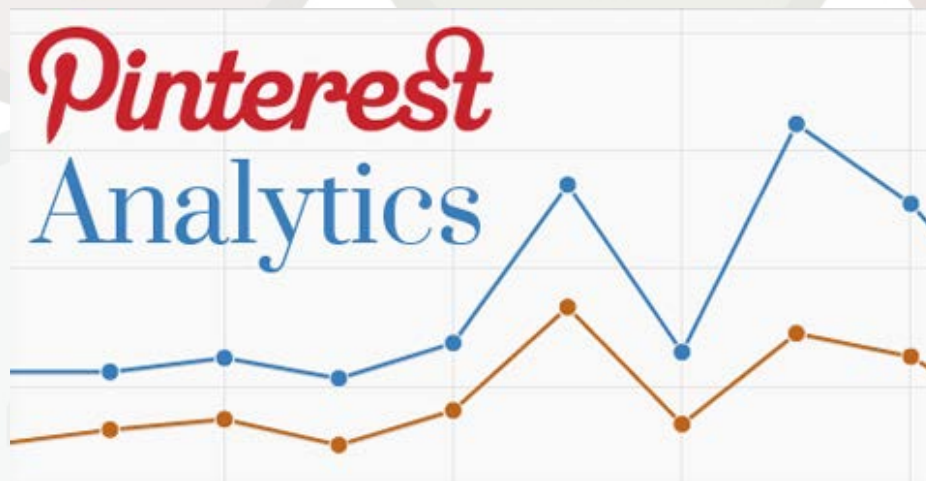
Blog – 2x per week

Companies that increase blogging from 3-5X/month to 6-8X/month almost double their leads.
Source: [Hubspot](#)

Applying What Looks Easy to Accomplishing Grant (Project) Goals

Background and Rationale

- Previous social media experience and projects; administrative background getting new programs approved

- Need to grow IT enrollments in light of full IT employment

Framework

- Three pilot institutions wishing to grow IT enrollment, each with different demographic goals, each a part of the CTC

- Workshops and pre-work for teams resulted in initial Social Media Plan for each

- Regular contact with each team; Monthly meetings/reporting

Example of Social Media Plan

REVISED SOCIAL MEDIA PLAN (Version 2)

Platform	Frequency	Days Content Will Be Posted	Social Analytic Tool
Facebook	2 Times Daily	M, T, H, F	Assumed Facebook Insights
Twitter	2 Times Daily	M, T, H, F	Assumed Twitter Analytics
Instagram			
YouTube	2 Times Monthly		Youtube Analytics
LinkedIn	2 Times per Day	M, T, H, F	LinkedIn Analytics

Example Social Media Tracking

Facebook	Plan	Posts	Reach	# Likes	# Comments	# Shares
May-16	32	6				
Jun-16	32	9				
Jul-16	32	20				

July 8th	What could you do with $7,800?
July 8th	Polk State updated their cover photo
July 11th	What could you do with $7,800?
July 11th	Learn Something New Every Day
July 11th	Work Avoidance Cycle
July 12th	Did you know the median annual salary for computer support specialists is $51,470?
July 12th	Is Smapchat ready for prime time social media?
July 12th	Top 10 Technology Trends Signal the Digital Mesh
July 12th	Forget Amazon delivering packages, I want one to these…..
July 13th	What could you do with $7,800?
July 14th	Time is slipping away… Calculate # of years you have left. Then make the most of everyday.
July 15th	Don't forget the Palo Alto Network Academy
July 14th	Polk State is authorized Cisco Networking Academy, Microsoft IT Academy, CompTIA Authorized Academy, VMWare IT Academy, LPI Academy, & member of EMC Academic Alliance.
July 14th	Poorer than their parents? Latest research involving 25 advanced economies throughout the world by McKinsey…
July 15th	What could you do with $7,800?
July 18th	What could you do with $7,800?
July 19th	Did you know the median annual salary of network and computer systems administrators is $77,810
July 20th	Computer network technician.
July 21st	Being a network administrator is for a like being a superhero.
July 22nd	What could you do with $7,800?

Tracking Continued

Twitter	# Posts in Plan	# Actual Posts	# Tweet Impressions	# Profile Visits	# Mentions	# Retweets	# New Followers
May-16	32	2					
Jun-16	32	2					
Jul-16	32						

YouTube	# Posts in Plan	# Actual Posts	# Views	# Likes	# Dislikes
May-16	0	0			
Jun-16	2	0			
Jul-16	2				

LinkedIn	# Posts in Plan	# Actual Posts	# Profile Views
May-16			
Jun-16	36		
Jul-16	36		

Tips and Realities

- Getting approval for social media initiatives has to be supported by administration

- Possible barriers
  - Institutional policies can prohibit departmental initiatives
  - Staff to do the work is usually not in the budget
  - Cannot just be layered on
  - Content can be controversial

Tips and Realities

- PR/Marketing involvement is very important but not sufficient
  - Some institutions, especially the larger ones, control messaging centrally and focus on "umbrella" messaging
  - Others allow departments to have their own messaging, but departmental faculty and staff must do the work

Strategic Messaging Is Key

- Techies know how or can learn how to use the tools; marketing typically not their forte

- Messaging varies by demographic

- Messages that will attract younger women won't necessarily attract older women nor men and vice versa

- Subject matter experts help; role models for the target demographics help

Takes More Time

- Time needed for execution, tracking, and adjusting the plan has been much more than expected
  - Organizing and postings required take hours per week, but can be streamlined
  - Difficult in light of having a "regular job"
  - A single individual is often responsible for the work and has no backup if unexpected events occur

Unforeseen Events Happen

- In early July, 5 police officers were ambushed and the assassin was eliminated at one partner's location
  - Major disruption for people and the college
  - Major disruption in the facilities and equipment needed for the work
- Vacations and Illnesses happened
- Could have key people leave, though we have not

Education Development Center

EDC has Identified Best Practices

- Foundational materials
  - Profile of Social Technology Enabled Professional
  - Performance Based Rubrics
  - Problem Based Lessons
  - eBook
- Identified Subject Matter Experts

Profile of a Social Technology Enabled Professional (STEP)

Learning Occupation: The Social Technology Enabled Professional builds, maintains, manages and leverages online social networks to engage with customers, business partners, employees and key influencers with the goal of building organizational success.

DUTIES	TASKS											
1. CONDUCT RESEARCH	1A. Consults with communications or marketing colleagues.	1B. Identifies target market.	1C. Determines value of social media to organization.	1D. Evaluates social network platforms.	1E. Evaluates new methods, tools and devices (technologies).	1F. Determines required skill set and resources to implement strategy.	1G. Analyzes social networking activities of competitors/ influencers.	1H. Identifies applicable legal and regulatory policies.	1I. Adopts best practices in social media deployment.	1J. Assesses hard costs for implementing social networking strategy.		
2. CREATE A SOCIAL NETWORKING STRATEGY	2A. Defines goals and objectives of social media strategy.	2B. Creates strategies to support the organizational goals and objectives (e.g. business plan).	2C. Defines success metrics aligned to organizational objectives.	2D. Determines content tactics to achieve social network strategy objectives.	2E. Aligns social networking strategy to business/ marketing strategy.	2F. Defines social media policy, guidelines and procedures.	2G. Incorporates key messages to promote business.	2H. Creates budget to support strategy.	2I. Allocates resources, staff, etc.			
3. ESTABLISH AN ONLINE PRESENCE	3A. Ensures professional persona supports organizational objectives.	3B. Sets up accounts on selected social network platforms.	3C. Ensures consistent visual and key message branding across platforms (style guide)	3D. Enables users to share content across platforms.	3E. Links accounts to each other, to the website, and email signatures.	3F. Establishes initial voice (i.e. subject matter expertise).	3G. Promotes social accounts across all media and platforms.	3H. Posts relevant content to social networks.	3I. Invites others to engage with online presence.			
4. CREATE CONTENT TO ENGAGE COMMUNITY	4A. Establishes editorial calendar.	4B. Monitors industry news for topical content.	4C. Crafts content that supports organizational functions.	4D. Solicits content from internal/ external sources.	4E. Creates content meaningful to audience and consistent with organizational brand and voice.	4F. Produces compelling content using relevant media (text, audio, video....).	4G. Assigns tags and key words to content to optimize discoverability.	4H. Syndicates content across social platforms and existing markets.	4I. Requests content contributions from online community.			
5. MANAGE ONLINE PRESENCE	5A. Collects social analytic data.	5B. Analyzes social analytic data.	5C. Refines social strategy based on established metrics.	5D. Refines the profile based on experience.	5E. Monitors personal and professional brand mentions.	5F. Engages in online reputation management.	5G. Optimizes size and quality of online community to achieve organizational goals.	5H. Manages online community (don't feed the trolls)	5I. Responds (to both positive and negative comments) to community in a timely fashion and constructive manner.	5J. Creates new communities in response to needs.	5K. Utilizes new and emerging technologies and platforms.	5L. Integrates social networking into core organizational processes (e.g. sales, customer support, HR, fund raising)
6. ENGAGE IN PROFESSIONAL DEVELOPMENT/ON-GOING LEARNING	6A. Seeks out mentors.	6B. Stays current on emerging technologies.	6C. Attends relevant conferences.	6D. Maintains professional online C.V.	6E. Maintains professional library.	6F. Participates in professional organizations.	6G. Mentors others.	6H. Engages in cross discipline training.	6I. Articulates value of social networking activities to other departments/ functions of the organization.	6J. Articulates a changing role in supporting organizational goals.		

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Sample STEP Rubric

FINAL/ DUTY ONE: CONDUCTS RESEARCH

Performance Area	Level One Novice	Level Two Approaching Proficiency	Level Three Proficiency	Level Four Expert
1.1 DETERMINES VALUE OF SOCIAL MEDIA TO ORGANIZATION'S BUSINESS GOALS **(Includes Tasks A, B, C, G)**	1.1.1.1 Studies marketing analysis surveys.	1.1.1.2 Gathers analytical/ anecdotal/ demographic data.	1.1.1.3 Identifies target market (audience).	1.1.1.4 Identifies new markets by interpreting trends.
	1.1.2.1 Identifies competitors and influencers.	1.1.2.2 Monitors competitors' activities on social networks.	1.1.2.3 Evaluates effectiveness of competitors' use of platforms.	1.1.2.4 Adapts own strategy based on evaluation.
	1.1.3.1 Identifies organization's marketing goals.	1.1.3.2 Researches use of social media platforms by target demographic groups.	1.1.3.3 Defines impact of different social media platforms for specified target market.	1.1.3.4 Prioritizes different types of social media based on organizational needs.
	1.1.4.1 Reviews similar industry case studies/ successes/ failures (e.g. Facebook page reviews).	1.1.4.2 Quantifies benefits of reaching target markets through social media.	1.1.4.3 Communicates value of social media to key stakeholders.	1.1.4.4 Manages expectations of colleagues (e.g. communications and marketing people).

11.00 x 8.50 in

Social Media Planning Guide
A Great Resource for All

- Social Media Planning Template

- Social Media Reporting Template

- Resources

  Profile, rubrics, lessons: https://sites.google.com/site/edcsteppublic/

Additional References

All of the Social Media Metrics That Matter
http://sproutsocial.com/insights/social-media-metrics-that-matter/

The Ultimate Guide To Snapchat In 2016 – Strategy, Tutorials, Case Studies, And More
http://responster.com/blog/snapchat-guide

What Is a Snapchat Story?
http://webtrends.about.com/od/Snapchat/fl/What-is-a-Snapchat-Story.htm

Getting started with TweetDeck
https://support.twitter.com/articles/20169620

Hootsuite Quick start guide
https://help.hootsuite.com/hc/en-us/articles/204598140-Quick-start-guide

LinkedIn Students
https://students.linkedin.com/

Look at OZ: 'Pokemon Go' impacts campus
http://www.oswegonian.com/2016/09/08/look-at-oz-pokemon-go-impacts-campus/

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http://www.atecenters.org/ccta

Questions?

Join Us – All Webinars 3 pm Eastern

October 13, 2016
Strategies for Business Engagement (Includes Credential/ Curriculum Alignment)
The Business Industry Leadership Team (BILT) was developed by the National Convergence Technology center in 2004 created a lock-step cooperation with regional and national business to ensure employment for graduates. This BILT process has been recognized as a best practice by many entities, and has been shared with colleges nationwide. This session will discuss adaptations of the BILT concept from the National CTC.
Presenters:
Ann Beheler, Principal Investigator, National Convergence Technology Center
Michael Lesiecki, Director, MATEC
Meri Winchester, Instructor, McHenry County College

For Other Upcoming Webinars See: http://www.atecenters.org/ccta

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