

Using Social Media to Promote and Achieve Grant Outcomes

September 15, 2016

Michael Lesiecki - Good day everyone today is September 15, 2016 and we're at the beginning of today's webinar titled Using Social Media to Promote and Achieve Grant Outcomes. I'm your host for today's event Mike Lesiecki.

Webinar Details

Michael Lesiecki – Let me tell you a little bit about the webinar details you'll be in listen-only mode using your computer or phone for audio and in the question window you'll have plenty of opportunities to ask questions the webinar is being recorded and you'll be sent a link to the recording and to the slides as well. This webinar is brought to you by the Centers Collaborative for Technical Assistance with additional support by the ATE Centers Project.

The CCTA is led by

Michael Lesiecki - What is the Center's Collaborative well its led by 5 ATE Centers and you can see them listed here; CTC, the SC ATE Center in South Carolina, Florida ATE Center, Bio-Link in San Francisco and the Network's Resource Center here at the Maricopa Community College's.

CCTA Purpose

Michael Lesiecki - The purpose of this project is responding to requests from the Department of Labor to provide technical assistance to a broad spectrum of grantees particularly from those from the Department of Labor TAACCCT side as well as those from the NSF ATE side. Our deliverables are topical webinars like this one and convenings which occur often in the summer associated with the High Technology Impact Exchange conference.

Poll #1: Your Affiliation

Michael Lesiecki - Let's start today by asking a question of you, I'd like to know about your affiliation so just a moment here I'm going to launch this poll you'll see the poll on the screen and just go ahead and please click on the buttons and then I'll display the results in just a moment. So you pretty much know that you're involved with an NSF grant, a TAACCCT grant, both or neither. Okay everyone's piling in their results, come on folks let's just finish clicking the buttons it's not hard we're almost done I'll give you 10 more seconds countdown 5,4,3,2,1 let's see who we have today I'm going to close the poll and now I'm going to show the results of the poll and there it is it's very interesting we've got a nice split today roughly equal amount of members from both the NSF and the TAACCCT side significant number of us having both grants and some showing neither. That's great, so welcome; today we want to know that information. Let me go ahead and close this poll and there we go let's move forward.

Poll: How many people are listening with you?

Michael Lesiecki - Here's the second polling question for you, many of us have convened our colleagues and are sitting around a conference table or a speakerphone and they're listening today's webinar so would you please respond to that takes just a moment here comes the poll, there we go so go ahead and click none, 1, 2, 3 or more and thank you for this. Oh lots of results pouring in good so either your by yourself or you have some colleagues with you okay closing the poll now, I'll countdown 5, 4,3,2,1 there it's closed. Let's take a look at the results, there they are most of us are by ourselves were quite a few have one two or three or more people good thank you for responding to that poll, let's close that out, excellent. Let's move forward.

Today's Presenters

Michael Lesiecki - It's my pleasure today to introduce today's presenters, I'm going to start with Ann Beheler, Ann is the Executive Director of the National Convergence Technology Center welcome Ann, say hello to everyone and please introduce your co-presenters.

Ann Beheler - Thank you Mike. I will let this time introduced the co-presenter Gordon Snyder is currently the Associate Director for the OP-TEC Center but I would say that he is as close as you can get to a digital native with social media though I don't think he would say he's 30 anymore Mike. I have to say that he's been doing social media or using social media since it very first came out when I would look at him incredulously and wonder what he was doing, so I know that he's an expert and I look forward to hearing from him today. Also we have Joe Ippolito, Joe is with the Education Development Center he's a Senior Project Director and he's actually the P.I. on a research grant that we're going to talk a little bit about today. Today's focus is not specifically that grant although that's part of the overall picture that we want to talk about, next slide.

Agenda

Ann Beheler - I like to talk about an agenda I think it's important for us to set the context of who we are and why we're talking to you there actually are two NSF ATE centers involved one is mine the National Convergence Technology Center that focuses on IT and communications and then Gordon actually was the PI for the National Center for Information and Communications Technology for many, many years one of the first national centers within the ATE program and that is his context for today, plus just the fact that he have been involved in social media forever. And when I talk about several projects there are projects all over the place in social media but we're specifically going to call out a couple projects from the Education Development Center and Joe is with us to help us on some of that. We will go right away though into planning tips that you have to consider before you begin a social media campaign. Social media is easy right well maybe not if you're actually trying to accomplished grant goals or project goals. It's technical, yes, that's a given. It also requires knowledge of marketing and I would offer that most of us that are techies are not necessarily really great marketers in messaging especially. And then it also requires some administrative considerations will your college allow you to even do a campaign that is not focusing on the overall college. Then we're going to talk about the tools themselves and their suggested use and frequency of use and Gordon's going to cover those two. Then I'll talk a little bit about the current research project framework it is more than tools and we'll talk about some of the things we've learned. And then Je will finish up talking about the foundation that came for our research project from the EDC and also more resources, next slide.

Background

Ann Beheler - As I said pretty much all along EDC's NSF ATE New Media Technician Project is part of the background that project was at EDC created some tools and training and best practices that were a springboard for the research project that we're doing right now. And then Gordon's work through the National Center for ICT and also his work just because he loves social media and just is engaged in it I mean I think Gordon actually did podcast before most of us knew what a podcast was. And then the National Convergence Technology Center which is my center and we'll go to the next slide and we'll talk a little bit about that.

National Convergence Technology Center

Ann Beheler - The convergence Technology Center has been in business as a regional first and then now as a national since 2004 but the operative point of this I mean we're doing all sorts of fun things that I would invite you to check on and contact me about, but the important part here is we have a community of practice with 57 colleges and universities involved. And why is that important? Well, for a research project you need to have a group that can work together, can learn from each other and we had a ready-made group in our group of 57 colleges. As a matter of fact I will talk a little bit more about that a bit later but we put the call out for those who might be interested and we had nine responses out of this group that were interested in being part of what we're doing. Let's go to the next slide which is another poll.

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

Ann Beheler – Ok, here's our poll and the actual poll you see is gonna look just a little bit different from this because we ran into some limitations on the number of items we can have on it would you please take a moment and vote on this poll. And if you have some other tool that you are using you might put it in the chat box and we'll try to capture it there.

Michael Lesiecki – Ann the attendees have access to the question box but we can all see it there and I'll report to you what we see in the in the chat.

Ann Beheler – Well the question box that's fine.

Michael Lesiecki - A bunch of people are responding boy their responses wouldn't surprise you they're using lots of these different tools let's give them one more moment Ann and then I'll show the results moment I'm going to count down and five, four, three, two, one ok folks here closing the poll. Let's take a look and see Ann what they thought, the majority Facebook.

Ann Beheler –Ok

Michael Lesiecki - Followed by a close second Twitter than LinkedIn, Snapchats pretty far down there at six percent and then in our question windows several people mentioned google+ and Instagram as well.

Ann Beheler - Okay thank you very much, let's go back to our slides.

Michael Lesiecki – I'll move ahead, opps.

Planning Tips and Tools

Ann Beheler - At this point I'm going to turn it over to Gordon who's going to talk to us about tips and tools. Gordon takeaway.

Gordon Snyder - Great thank you everybody and thank you Ann for the introduction I wish I was 30 years old again, next slide Mike.

Social Media Seems Simple....

Gordon Snyder - Let's talk about some of the different tips and tools, but first how to plan as Ann said it really it seems pretty simple but when you're using it to accomplish some of your grant goals it becomes a lot more complex I think. Requires time some training it more than just a tool usage will talk about some of those things consistency persistence you need to really focusing in on your goals and demographics and not get sidetracked with some of the noise. Requires a lot of planning on your

messaging and the content you want to pay attention to those analytics what's working, what's not working and you want to track your results and adjust its informative adjustments as you go through the process, next slide.

Before you start – Plan ahead

Gordon Snyder – Okay, one of the most important things some of the more important things you want to again know your goals, what's your target audience, you want to define your key messages and themes and try to stay on message and stay on theme. You want to figure out where to get content doesn't have to be all original there's a lot of great content out there that's being produced by others that you can link to in different ways and its really, really important that you put together a what people call a marketing person would call an editorial calendar there's an example here at the bottom of this slide content marketing calendar and so you can just keep a list if you want, what day you're gonna post where you're gonna post those kinds of things, next slide.

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

Gordon Snyder - So you want to build a content creation engine that uses all the resources you have at your disposal as you get into it a little more each of the different tools you'll find that some resources may fit a little better than others but you can look outside your college, the center, your project, there's lots of industry news if you're involved in the technical fields especially there's lots of different social conversations in groups you can join. You want to look inside what your sphere of influences is you know who are your peers, who are the people that you're working with you know what are they posting maybe you can reuse and repurpose some of the content that they've been posting that they're finding. We'll talk about whatever green resources are you want to pay really, really close attention to copyright. I would try to stay away from copying content you want but you can link to somebody else's content on the web and so it's important that you do that whenever possible, next slide.

Tip#1: Follow Industry News

Gordon Snyder - So here's some tips these are some of the things that I do. You want to closely follow your industry news whatever that industry or businesses is, so you can follow, you can find, you do some searching on related organizations, different influencers in your field that are producing content then you can use that to reinforce your messages ok so you can re-share stuff basically. If you want and I think it's important to do this, you can put your spin on the news, you can help identify trends that are supporting some hear your project key messages and one of the tools I use pretty religiously now is Flipboard, I use that to aggregate RSS feeds so I can basically set different topics in my Flipboard search and have those come up and it's almost a magazine-like format you can flip through the pages and then look at different types of content based on what your search criteria are, next slide.

Women in STEM Example

Gordon Snyder - Here's an example of some content here and this is out of EL Centro College I think we got this some of it anyways but women in STEM example and a lot of us are in the STEM disciplines are looking to recruit and retain more women in our you know in our fields in our disciplines so there's lots of different sources of information here and this is just a few that are listed. IWITTS is Donna Milgram's organization out of California which is very good, girls who code, girls in technology, you can set Twitter filters with something called Tweetdeck, I'll talk a little bit about Tweetdeck in a bit. So there's lots of different options and opportunities to collect content, next slide Mike.

Tip #2: Monitor Social Conversations

Gordon Snyder - And here's tip 2, to monitor social conversations so if you're monitoring social conversations and you see something that applies to your grant goals and objectives let's say you can repost that content from your audience and you can use different comments from others, from participants to generate new ideas and I like to use things like TweetDeck we're not gonna have time to really go into a lot of detail on these things to follow Twitter, to filter Twitter, their Hootsuite to automate posting, Buffer, Sproutsocial these are all very interesting tools to take a look at this will help you automate your postings and also filter the content that you'll be using for reposting for example, next slide.

Polk State Facebook Examples – Reusing An Image

Gordon Snyder - Here's an example of Polk State, Polk State is a community college in Florida, Lakeland, Florida and they've sort of hit on this did you know type thing or what can you do with 7,800 dollars you can see on the right there. They're using this same image which is sort of almost branded them in a way this is for their computer technology and networking program, so but you can see they've got different messages these came off of Facebook, but they're using the same image that was very interesting something to consider as your marketing programs, next slide.

Polk State Facebook Example

Gordon Snyder - This next slide is just another example of a Polk State Facebook example in this case they're not using the image the same image but instead of just posting the article they're you know putting sort of a clever little slogan in front of it “forget amazon delivery packages, I want one of these” just another example, next slide.

Tip #3: Re-purpose and Reuse Content

Gordon Snyder - Ok tip 3 is to re-purpose and reuse content this is really easy you want it's quick easy once you find the content it's very easy to re-share it and generate some engagement just like Polk did earlier with those three examples we showed from Facebook, so they're using currently available and professionally develop content pieces and their just out collecting, and collecting the things like RSS feeds with Flipboard, Twitter hashtags with Tweetdeck, maybe a subscribe to some email newsletters those kinds of things so that this is all these are great places to get content but again you want to watch the copyright what you want to do is if you retweet or post just like it Polk did in those earlier examples you want to link to it don't copy the content to your machine and then re-post it. For example you want to link to their content to the source, next slide.

Reusable content examples:

Gordon Snyder - So here's some examples of some reusable content examples of El Centro College they've got their Student Handbook that can be reposted. Note a Polk State example we're they've got a link to the FBI's latest mission to try to hire hackers and this is Monroe Community College in New York State lower-left it's just a welcome students fall 2016 pic, next slide.

Tip #4: Keep a Supply of Evergreen Content

Gordon Snyder - Okay tip number four is to keep a supply of evergreen content. So evergreen content is basically content that building an old there's lots of different common content evergreen content types things like lists, top tips, instructional how-to tutorials, product reviews, videos, infographics are really neat, I love infographics. And podcasts even if you want you feel free to go and post my podcasts. Next slide please.

Evergreen content examples:

Gordon Snyder - So here's some examples of some evergreen content, one of the greatest places you can go in the United States if your community college focused and probably many of you have heard of the ATETV.org, this is an NSF ATE funded project lots and lots of really really good technician level content and most recently SC ATE the South Carolina ATE Center collaborated on a project with ATE TV and they've got some tools out there now to make your own recruiting video. This is just great stuff you really should check this out again atetv.org if you haven't looked at it. Just a couple other examples the Dalai Lama quote and then interesting quote on the right from the community college student in Massachusetts, next slide.

What Evergreen content is NOT:

Gordon Snyder - What evergreen content is not you want to be really, really careful it's not current event newsy type articles, it's not statistics or numerical things, seasonal content like holidays, no current trendy kind of stuff pop culture fads probably not similar way ladies clothing and fashion trends you want to avoid sports, professional sports anyways anything that appears dated and also anything that's political or religious definitely stay away from them, next slide.

Selected Tools and Posting Frequencies

Gordon Snyder -So let's take a look at a few of the selected tools and posting frequencies, next slide.

Twitter – 3 times per day, or more

Gordon Snyder - And these are kind of in order in the way I like to use them anyways. I'm a big fan of twitter, I recommend that if you're using Twitter 3 posts a day a spread them out or more but I think three is a good target and you can see the upper left the engagement decreases after on the third tweet that comes from socialbakers and the lower right is an example from CUNY yeah in New York they have kind of integrated some of the PokemonGo frenzy in their Twitter postings, next slide.

Facebook- 2 times per day, at most

Gordon Snyder - Facebook two times a day at most 2 times per day is level before the likes and comments start to drop off dramatically. You can see here an interesting quote from Tracksocial and when a brand post twice a day the post only received 57% likes seventy-eight percent of the comments per post and again the drop-off continues as you post more during the day, next slide.

LinkedIn – 1 time per day

Gordon Snyder - LinkedIn probably one time a day, I like to think of LinkedIn as a resume. LinkedIn right now is trying to make themselves more look like Facebook I think so they get more reengagement of people coming back several times a day. But most professional people are posting one time per day that's about 20 posts per month one time per weekday and that will allow you to reach around sixty percent of your audience and that's right from LinkedIn's own small business guide sources linked there, next slide.

Snapchat – 3 times per day, or more

Gordon Snyder – Snapchat, Snapchat is new we saw only about six percent of you are using it probably a hundred percent of your students are using it if you're after a student market. You definitely want to take a closer look at snapchat at sixty-four percent of internet users between 18 and 24 now use snapchat that's up from 24-percent in 2013 that's Comscore stat, so definitely want to take a list look at this and they've recently implemented these snapchat stories that would probably take us a whole another webinar to talk about its very interesting you should take a look at this, next slide.

Instagram – 1.5 times per day, or more

Gordon Snyder - Instagram is another biggie you want to do one and a half times per day or more the major brands if you look there that's what they're averaging and they found there's no drop-off in engagement for posting more which is very interesting provided you could keep up with the rate of posting so that's a pretty interesting quote from Union Metrics, next slide.

Google+ - 3 times per day, at most

Gordon Snyder -Google+ if you're using it, I don't use this too much I was at one time using it a lot but three times per day at most, the more often you post with Google+ the more activity you'll get and users found a positive correlation between frequency and engagement so when you drop off in frequency your traffic is going to drop off with Google+ and again these come from a couple different sources.

Pinterest – 5x per day, or more

Gordon Snyder – Pinterest okay same thing five times per day or more so posting a lot on Pinterest appears to be a pretty good thing, next slide.

Blog – 2x per week

Gordon Snyder –Blog, if you are blogging I use to do a lot of blogging I don't do too much anymore but two times per week. Blogging takes up a lot of time, but time two times per week is a good number and that's stat comes from Hubspot, next.

Applying What Looks Easy to Accomplishing Grant (Project) Goals

Gordon Snyder - Ok I'll turn it back to Ann now.

Ann Beheler - Thanks Gordon. I can think of a bunch of questions for you as we get into the question time, and I would encourage everyone else to go ahead and enter some questions in the question box because I think we're going to have plenty of time. We had a lot of slides so we were being very careful that we are moving rather fast so that we could get through them but I do think we're going to have some time for some questions at the end. We're going to talk right now about applying what looks easy or maybe it doesn't look easy now if you haven't been doing it to accomplishing project goals it may not be a grant it could be a project that you have that needs to be done it could be something that you're doing in your department within your college or university or you're even in your high school. So let's go to the next slide.

Background and Rationale

Ann Beheler - Again there's some background and rationale here in NSF speak the motivating rationale is bullet number two our background and the reason we felt qualified to do this is that between Joe and Gordon and a little bit for me we have a lot of background in social media experience and projects but my part the part I bring to it is the administrative back background of what it takes to get something done and get a program like this approved in your college and that comes from my background as having been a Dean in a couple of states and the VPAA in one state. Don't assume that you can just go do a social media campaign with in your college or university without checking out to see what the policies are and so forth and then the motivating rationale for why we need to do it, IT enrollments are going down a bit and in some parts of the country are going down a lot in light of the fact that there is full IT employment we're not quite as crazy as it was at the end of the nineties where anybody who could spell IT pretty much got hired but we are in a position where IT jobs are we pretty well have full

employment and the employers are really hunting hard to find qualified personnel to fill the open spots, next slide.

Framework

Ann Beheler - So our framework we have three institutions that again were out of nine that applied that wanted to grow their IT enrollment each had a very different demographic goal and each was a part of the Convergence Technology Center's Convergence College Network which is that group of 57 colleges that is a community of practice. I'm going to call out the names of these institutions because they're all in their own way doing various pieces of work that are very notable, Polk State of course we got some of that their postings you've already seen some of those, El Centro College in downtown Dallas their an inner city college and they we have seen some of their postings as well and by the way Polk State is in Florida and they're more rural than not and then we also have the University of North Texas and they're in Denton, Texas just outside of Dallas. Each was focusing on a different goal, at Polk State they wanted to add enrollment period women, men, everyone and at UNT they wanted to add enrollment in their what they call their BAIT degree BA in IT which takes a number of courses in transfer a number workforce courses in transfer in getting a Bachelor's in IT and this is an academic degree not a B-double AS, so they were looking to grow that and then El Centro College actually focused in on trying to grow their women they wanted the number of women enrolled in their programs to grow so their goals were a little bit different but we're all sharing as a group at least once a month and we I am working with two of the team's El Centro and Polk and Gordon is working directly with UNT while also being involved as a technical expert to help everybody on our project. We started out with workshops in Massachusetts and those workshops actually had a little bit of pre-work for the teams and the teams work together at those workshops and came up with a social media plan and when I talk about the team there were two people at least for each college or each university that came and in a couple cases we have the director of PR involved which was very interesting, next slide.

Example of Social Media Plan

Ann Beheler - Here's an example of a social media plan you notice that it is a revised social media plan I actually don't even remember which institutions plan I'm now showing you it really doesn't matter but the point is the plan was to have Facebook two times a day and the days were listed, Twitter two times a day, Instagram was not a tool that this group was going to use, YouTube a couple times a month and LinkedIn two times a day. These were the plans that actually were not the original plan this was the first revision of their plan. Another thing I would say is that it's important to be willing to adjust if you had grandiose plans in the beginning and you find that it absolutely cannot be done then it's reasonable to adjust and figure out what to do. It's also reasonable to adjust based on analytics, if what you're doing is not working then it's reasonable to adjust the plan and do something different, ok next slide.

Example of Social Media Tracking

Ann Beheler - Here's an example of tracking and here's an example of the number of posts that actually happen we ran into all sorts of interesting issues as we get to the next slide or two we'll talk about some of those, but let it be said that again that this is more than a technical issue learning to use the tools is necessary for sure but it's not necessarily sufficient to get the plan executed as it was originally scheduled the time taken is quite a bit more than what I imagined and I think it's more than what some of the other people imagined and then we had to get administrative approvals in many cases and there were still administrative limitations, next slide.

Tracking Continued

Ann Beheler - There's a little more of the tracking and you'll see that the actual post fell a little bit short this is a research pilot and we're learning as we go, next slide.

Tips and Realities

Ann Beheler – Ok, getting approval for social media does have to be supported through the college's administration this is a big deal in some colleges, I think that there have been enough times that the colleges have been embarrassed that they are beginning many of them especially the larger ones are beginning to be very, very particular about who can post what. Some of the barriers are that there are institutional policies in some cases that in fact can prohibit you having any kind of initiative on a departmental level that's definitely a problem if you're trying to push departmental issues or departmental goals but I do understand that often times especially in larger colleges that the PR department takes care of the postings and they are more what I would call overall postings that draw people to the college. Also the staff to do the work is not in the budget and its okay to think about it being layered on except it really can't be layered on because it requires quite a bit of time. Also whatever content you put out could potentially become controversial; we'll talk about that a little more as we go a little bit further, next slide.

Tips and Realities

Ann Beheler - Again it's very good to have PR and marketing involved again the larger colleges oftentimes PR controls all the messaging and it's more overall messaging for the college and some do allow the department to have their own messaging but the staffer on their own, they have to do the work, they have to put it together, they have to figure it out and I'm quite sure that if in fact with anything objectionable that the department would be criticized for that so I'm sure that the PR departments are monitoring what the departments are doing where the departments are actually doing the postings and again we'll talk about one particular example that could have been a problem that was avoided. Let's look to the next slide.

Strategic Messaging is Key

Ann Beheler - Messaging again I've said it before I'll say it again I'm a techie most of us are probably techies or working with techies, I never had a marketing course by being a woman in IT, I know sort of what works with women and girls in IT but the messaging is not my forte also too I had not thought about it but the messaging very significantly by demographic I do know that I'm better off if I have something to recruit high school women, I'm better off getting a younger college student to carry the message than me, I look like their grandmother. I would like to be 30 again to Gordon, but that's not going to happen also to the messages that attract a particular age range in the demographics such as younger women is not going to attract older women nor will it attract men and vice versa. I will call out Polk State Cliff Bennett who is handling it down there is doing a great job and he and I talked very regularly about the messaging, he wanted to for example attract women definitely wanted to attract women so he was going to talk about giving a competition team, they're going to have some kind of a competitive event in October in IT, and he was going to give the team extra points if they would put a woman on the team, well at the face on face value that looks like it might be okay however it's sort of says the implication is that putting a woman on a team put you at a disadvantage therefore will give you extra points because you put a woman on the team and he had not thought about that at all I actually did think about it because I've actually been involved in something where that was the case and I happen to be the woman but who would think that through. I don't know that they have done it there but they were thinking, they're in rural Florida they were thinking about putting a server stack in the backside of a pickup truck and using that as one of their images well that might work with men, I don't

know that it would work with all women might work with some and I don't know that it would work with older women or older man maybe it would I don't really know but the point is you have to be very, very careful about the messaging. Now we've had some subject matter experts help us and those were from the original New Media Project that EDC did and also their friends of Gordon's that he's known for years and we're also going to work with some role models for the target demographics, we're working with them on Friday actually tomorrow so we will work on that and we'll keep you informed about what goes on, next slide.

Takes More Time

Ann Beheler - Again the time the time the time it takes hours not a couple of minutes a week and if we have a regular job that is an extensive regular job it's pretty difficult to layer this on without some kind of help although there are automation tools that cause the postings to be easier on multiple platforms that that can help out but it's still a major commitment and oftentimes there's a single champion, I'm going to call it a champion who's responsible for the work and that person has no backup and if something unexpected happens then there's a problem, next slide.

Unforeseen Events Happen

Ann Beheler - And then unfortunately really horrible unforeseen events happen in early July at El Centro College 5 police officers were ambushed and killed and the assassin was eliminated at that location, the assassin I don't know how much of you, how many of you follow the news but they actually had to use a robot with a bomb for various reasons to take care of the assassin and what happened then was a major disruption for the people in the college of course it was emotional of course it was tragic but there was also a major disruption in their facilities and equipment that they needed for the work, the server room was severely damaged as we're a couple of the IT labs. Now we couldn't have planned for that, they didn't plan for that but posting on social media was the furthest from their mind for the month of July. Plus vacations do happen and if you have only one person we didn't think about vacations possibly being in a location without internet access so that caused the problem. Illnesses can happen also if someone gets severely ill then they're out for several weeks again it's usually single-threaded so there's one person doing the work and it's the vacation, or the serious illness happens to that one person then that could be a problem and you could have key people leave though we have not had that situation at this point. Ok I'm going to turn it over on the, next slide to Joe Ippolito.

Education Development Center

Ann Beheler - Joe take it away.

Joe Ippolito -Okay thanks Ann, quickly Education Development Center is an education and research development organization its headquarters just outside of Boston. We have more than 250 projects spread across the United States and throughout the world. My work at EDC is focused on defining new and emerging occupations as well as new and emerging workplace skills as Ann mentioned I'm the PI for the research project that has been referenced during the webinar. I was also the Project Director of another NSF project the New Media Technician Project which was able to develop a lot of the products that served as the foundation for the work that's been described so far, next slide please.

EDC has Identified Best Practices

Joe Ippolito - So what I'd like to do and I'll do it as briefly as possible there are a number of materials that have been created by both projects, all of these products are available at a site that will be listed at the end of the webinar we have found that working both projects that they provide a very easy to follow but very comprehensive way of tackling social media, so next slide.

Profile of a Social Technology Enabled Professional (STEP)

Joe Ippolito - Ok this is a page from the profile of a social technology-enabled professional the New Media Technician Project with gear towards trying to identify who individuals were that were emerging in a variety of industries that were using social media to build a business brand so in order to do that we convened a panel of social media experts these were experts who included a small business entrepreneurs, we had a representative from IBM, we had ACA commissions and together over a two-day process they developed this the schematic of that identifies the major work responsibilities and the and the variety of tasks that somebody who is using social media to build a business or organizational brand needs to be able to perform in order to do that successfully. It fits into all of these work activities the expert panel also identified the skills, the knowledge and the behaviors that enable an individual to do this job, next slide.

Sample STEP Rubric

Joe Ippolito - Ok the profile that identifies the work and the enablers to do the job is the foundation of all the other products that have been created since then. The first product that we created after the profile with a series of performance-based rubrics, the performance-based rubrics provide incremental examples of what the skills and activities that a social technology-enabled professional does. What those activities will look like at four different levels of proficiency, the rubrics are aligned to the profile and they provide the basis for doing performance-based assessment both within industry and in an academic setting, next slide.

Social Media Planning Guide A Great Resource for All

Joe Ippolito - Okay actually there's a couple others that are I don't have a slide for, so in addition to the profile in the rubrics we also have three comprehensive problem-based lessons that are again they're geared towards the profile and the rubrics they are built around real-life problem scenarios that were created by the expert panel that we had who created the profile and the rubrics and they offer both a teacher and a student version, they include step-by-step guidance to solving the problem scenario and that involves activities to guide students through the solution of the problem, templates and worksheets and a variety of additional resources. This last slide is actually those three products that I have identified there are products that were generated by the initial project those products Ann mentioned the workshops that we held with the teams from the three colleges, with members of the expert panel and the products that I briefly described, we worked with the college's to create a social media plans that they are now implementing. In order to help them do that we created a social media planning guide again this is also available at the at the link that you see in the slide there, the social media planning guide offers it filters out the best thinking of these panel members and in a very logical I think easy to follow step-by-step manner shows you how to put together a social media strategy by guiding you with a series of questions that will help you think about the target audience, the type of tools that you need to use, the kind of messaging that you need to put together and then it provides an easy way of actually collecting that all together so that you can follow it and evaluate your progress as you're going along. I think that's it, next slide.

Additional References

Ann Beheler - These are resources or references or Gordon, you can talk about it. But these are places to go to get more in input.

Gordon Snyder - Yeah these are some things that I've picked up, but we did have some questions and I apologize for not getting to them when I was presenting we can we can cover them now if you want to I think the next slide is questions.

Contacts

Ann Beheler - The next slide is actually our contact information but you can flip on through that because these slides will be posted and move on to the questions. Why don't you let Mike filter the questions and give you get us the questions how that?

Gordon Snyder – Sure that's good.

Additional References

Michael Lesiecki - Thank you very much Gordon, Ann, Joe thanks for that you know people are just I'm amazed at all this stuff first of all isn't it interesting Gordon you mention that in our poll six percent of us use Snapchat, a hundred percent of people under 24 use it and I don't even know what it is so there's a problem there's a real fundamental problem here. But that aside, does it cost money for these tools that allow you to automate your postings and by the way how does automating your posting work? I'm not sure I understand that.

Gordon Snyder - Well you can schedule you know using things like Hootsuite for example you can you go in and schedule posts.

Michael Lesiecki -So like a seven a.m. on Monday or something you mean.

Gordon Snyder – Yea, like setting an alarm clock almost but everything I posted there is free, there's free versions Hootsuite pro I think is ten dollars a month. A lot of people don't like the fact that you have to pay for it but if you're doing a lot of this stuff it's probably worth it .So most of the content is there's free but there's free versions of all of it basically.

Michael Lesiecki - You know there's a very relevant question that just came into the question window and it has to do of course in today's world IT security with us at community colleges and other folks other areas, are there security issues that you deal with when you're using other people's tools or any of these tools, have you run into that? Gordon I'll start with you.

Gordon Snyder - I think there's always security issues you want to be careful what you do in and what you post, we're seeing some of that in the political world right now. So people are going to try to hack it, people can try to take over your accounts. Somebody tried to get into my Google account just this morning for example I'm not sure where or who but likely I have strong passwords so the most important thing I think with this stuff is to follow the basic rules you follow with your email accounts and everything else when you set up accounts you want to set passwords, you want passwords to be strong and you want to change them on a regular basis that's about all you can do these days. I wish there was more.

Michael Lesiecki - Well I know what we do is we keep an eye on these things you know suddenly there's stuff in your thinking where did this come from.

Gordon Snyder - Yeah you can set a two-step authentication with most of these, where you'll get it you know somebody tries to get in and do something you get a text message.

Ann Beheler – However, let me interrupt here just a minute on Facebook I have been not hacked but I have been duplicated, your photo on Facebook and my photo on Facebook can easily be lifted and another Ann Beheler was created and my friend list is at least the way I have it set up people can see it

and so they started sending out friend requests to my friends and some of them were like we're already friends what's she doing so they actually contacted me via other means but they didn't hack a thing but what they started doing was trying to sell things to all of my friends as though they were me.

Gordon Snyder – Yea, unfortunately that's just seems pretty common thing.

Ann Beheler – Its very common very common but I contacted Facebook and they took the other site down or the other person down immediately, well like in a day or two but on that one there's no password I mean that kind of scary.

Michael Lesiecki - Let me ask you one more question about that then we're going to move onto a lot of questions about metrics today but let me close on tools by asking the following let's see if I can get this question right, you want to encourage people to post for example on your Facebook site right, you want to encourage other people to post and yet you just don't want the world there, so do you say you're going to review everything, do you make people go through hoops to post on your site or do you let them post and then filter then, how do you manage something like that? Gordon let's start with you and then I asked Ann and Joe to comment to.

Gordon Snyder -I'm kind of a open source type person so I believe you keep the content as open as possible and if you have to filter, you filter. But I don't think I've ever had to really filter anything and I'm thinking back I have not had to do that and it's you know over 10 years of experience with this material now.

Michael Lesiecki – Alright, what about you Ann, do you do allow people to put things on your sites, do you filter what do you do?

Ann Beheler - We're open however we also have a group a Facebook group that people have for the center and the Facebook group they have to ask to be admitted to using that group. But that is more for a community of practice type of event as opposed to just general overall posting to get more people to come to our programs.

Michael Lesiecki – Ok, what about your experience Joe?

Joe Ippolito - Well you know maybe this actually gets at some of what Ann was talking about certainly I have very limited experience in actually monitoring what's going on, on the social media sites that we use. Our project social media is essentially run by a colleague of mine and she will filter out anything that seems inappropriate but we're part of a much larger organization and so for me or for any of our projects to be able to post something on the more universal EDC site there are groups there are hoops that we have to go through they basically have to get approved through different people.

Gordon Snyder - You know and I think that's good I think what Ann was really talking about the form of doxing, if you've heard of that term but its people will go out and release your personally identifiable information your PII and that can be very dangerous you know you start with home addresses and phone numbers and pictures of their kids and stuff so you want to definitely be careful with this stuff.

Ann Beheler - Yeah definitely watch your security settings and you know make sure that personal information at least be aware of what personal information that you individually allow out there of

course when we have an account that is it's for a grant that's a little bit different because we want everybody to know about us.

Michael Lesiecki –Ok, thank you all for that now let's move we're talking about tools and security let's move into metrics and I think today we have the most questions that come about metrics let me start with you Ann, this question is a simple one in a sense what's the best thing to do what type of social media tools have are the most beneficial and how do you know it do you have a sense there, I'll start with you Ann and then move to Gordon with that same question.

Ann Beheler - Well you're going to find that Gordon knows a whole lot more about this than I do but what we do is and we do have postings I have actually a person who is a web content editor who post every single day I guess she needs to post more than every single day multiple times per day but we use the analytics that are with whatever the tool is and what we have learned is in our case what gets the biggest number of hits and the highest level of engagement is when we post something that came from somebody else for example the IT salaries for the year or predictions for earnings into the future or maybe predictions for numbers of openings in jobs into the future those kinds of things are extremely important we get lots and lots of hits on it so when we have something like that out there we go ahead and put our message along with it because that way our message gets consumed as well. If we talk about something however wonderful that we're doing within our Center sometimes it ho-hums and I guess it also kind of depends on the day you notice that at least one of the social media plans they were posting on Friday, how many faculty do you know that work the whole day on Friday, if you're going after faculty that's probably not what you want to do, if you're going after people in general it might be what you do want to do again we just use the analytics there with the tools and we make our judgments based on that. But on this project we are actually we kept the baseline the social media pilot project we kept the baseline for each college in what was their registration in their IT courses last fall, fall of 2015 and we are in at this moment as we speak gathering the data for this fall and that actually is going to go on into the second half of the fall semester because some of us have courses that start the second half of fall and we will be comparing the actual numbers of what our numbers are this year versus last year and additionally we're asking students how did they hear about the programs.

Michael Lesiecki -li see so hopefully then you...

Joe Ippolito- Mike can I jump in quickly?

Michael Lesiecki – Yes, would you please Joe?

Joe Ippolito – Yeah, I just want to say that my observation in the case with the with the three colleges that are involved in the current project that the two major challenges I see, well there are a lot of them but two of the major challenges that they are facing have to do with crafting messages that are engaging to their target audience and then secondly I would say actually is using social analytics in a way that enhances their strategy and I and again what I think I've seen and that I would emphasize is that we have really benefited so far in having individuals who are subject matter experts who have this kind of strange combination of a kind of the artistry of being able to craft the marketing message along with the technical know-how and the ability to identify which of the platform's is best going to deliver the message you want your target audience, having people like that as consultants cannot be undervalued.

Michael Lesiecki - Well thanks for the comment Joe.

Ann Beheler – I agree.

Michael Lesiecki – Let me turn now to Gordon with an important question, I want to demonstrate some of my grant outcomes using social media and one of my outcomes is to engage the community that I'm working with, I want to engage them because I know that will help my dissemination. So Gordon how do I measure engagement because I want to report that to the National Science Foundation, how do I measure engagement?

Gordon Snyder - Yeah you know in the last couple of minutes here I did link you've got the slide up now additional references that first article is a really good article on social media metrics and what that does is it goes through the different tools and they sort of aggregate different engagement and metrics from the different tools every tool does it a little differently you know one of the ones I've been watching really closely is Snapchat mentioned that earlier with Snapchat you can send out a snap to somebody or a group of friends and it'll self-destruct when somebody looks at it just started this story's option where you can put up a story and sort of string snaps together and people can look at those for up to 24 hours and this story can be ongoing so even if one of the snaps expires after 24 hours if you posted something else subsequent to that go it's own 24 hours and what Snapchat is doing is kind of gaming the system you get what's called a snap score people aren't quite sure how Snapchat is calculating this, but it's a combination of all kinds of different metrics that Snapchat is using and it's very interesting they gamed the system in a very similar way that PokemonGo, PokemonGo is another very interesting thing to take a look at whether you're a Pokémon fan or not it's kind of gaming the system in different ways and we're going to see a lot more this kind of stuff where you're just not seeing your own metrics your metrics are being exposed or they're available for other people to see. It's a very interesting time with some of these are interactive services and I think the location-based of Pokémon is really really going to take off.

Michael Lesiecki - Well thank you, thank you Gordon. You know for our presenters were right at our time today it's been a fascinating hour to be talking about this stuff so many questions I wonder about benchmarks I wonder if 36 tweets a day is good or if 14 likes is bad anyhow that's a whole another discussion final question I hope all three of you would welcome connections from some of our audience to learn more about these things and maybe we let me click over to the contacts slide.

Contacts

All presenters replied absolutely.

Michael Lesiecki - Good thank you, there that you can see Gordon at Gmail, Ann at Collin and Joe at EDC. One of our presenters asked our webinar has a lot of links here they were copying down the links, well sure as the slides come to you, you can just click on the links themselves.

Join Us – All Webinars 3 pm Eastern

Michael Lesiecki - Wrapping up for today let me tell you, opps we did our questions, our next webinar series October 13th you're going to find out about strategies for business engagement and look that famous second presenter boy we can't wait to hear from him. So sorry Ann I couldn't resist, but connections with business and industry are important all of us.

Webinar Survey

Michael Lesiecki - Folks as you leave the webinar today popping up in another window a window will open up with a couple of questions that helps us demonstrate our efficacy of these webinars to the to our funder the National Science Foundation and also helps us improve. So today thank you very much for joining fascinating topic, Joe, Ann, Gordon thank you very much for presenting today.

Ann Beheler – You're very welcome.

Michael Lesiecki - Thank you, thank you and everyone that officially end our webinar for today, I'm going to close the recording you will get the recording link. Thanks again for joining, goodbye everyone.