

# Using Social Media to Connect with Students

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# Social Media Stats

- ▶ 25% of those 18-34 use social media to comment on the storyline while watching TV
- ▶ 1/3 of social media users prefer social care to contacting a company by phone;
- ▶ 18-24 year-olds have highest preference for social customer care

# The Case for Social Media

- ▶ Increased retention rates
- ▶ Increased academic performance
- ▶ Increased critical thinking skills
- ▶ Contributions from those who might not otherwise participate
- ▶ Meets students where they are
- ▶ Addresses multiple learning styles

# Today's Discussion

- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ Pinterest

Facebook

# Facebook Group

- ▶ Class participation and discussion
- ▶ Job opportunities
- ▶ Informal Alumni Group
- ▶ Celebrating success
- ▶ Class polls
- ▶ Sharing class references/material

Twitter

# Twitter Review Sessions

- ▶ Common hashtag for students to follow to see questions and answers (Ex: #315review)
- ▶ Designated monitoring time with real time answers
- ▶ Can be viewed by students outside the time window
- ▶ Meets students where they are

# Twitter Student Support

- ▶ Class Schedules
- ▶ Class Material
- ▶ Reaching Out
- ▶ Job Follow-up

# Class Material

11

 **Scheduled** All accounts 

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Scheduled for:  
**6:28pm - 27 Jan 2016**  
[#Rottier205](#) Here are some great reminders as you prepare for your first presentation!  
<http://elearninginfographics.com/presentation-lessons-theater-infographic/>



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Scheduled for:  
**10:32am - 1 Feb 2016**  
The best thing you can do as a presenter is be yourself!  
[#Rottier205](#)  
<http://presentationdeck.com/5-qualities-of-a-great-presenter/>



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Scheduled for:  
**10:35am - 8 Feb 2016**  
PowerPoint can be a total snoozefest. Make it an asset by following these tips.  
<http://www.dailyinfographic.com/how-to-create-a-powerpoint-presentation-that-wont-put-people-to-sleep> [#Rottier205](#)



Instagram

The background features a complex, abstract design of overlapping, semi-transparent green polygons. The colors range from a light, pale green to a deep, dark forest green. The shapes are primarily triangular and quadrilateral, creating a sense of depth and movement. The overall composition is modern and minimalist, with the text 'Instagram' positioned on the left side of the frame.

# Instagram Assignment - Details

**Get Outta Here!**

**MTG 391**

**Instagram Assignment**

Time to put your skills to the test and take this show on the road. Today's assignment asks you to use Instagram to showcase #BradleyUndiscovered. You are looking for the things that don't show up on tours, things that took you 2-3 years to find. Using the tools of Instagram (and Layout), and working in groups of 2 or 3, head out on campus and find the undiscovered best of Bradley.

Here's what you should include:

1. Undiscovered/Hidden Beauty
2. Undiscovered Study Spot
3. Undiscovered Hang Out Spot
4. Best Display of Bradley Spirit
5. Best Bradley Surprise
- 6-10. Undiscovered Treasures of Bradley, your choice.

You should post the photos during class time using the #BradleyUndiscovered hashtag and any other hashtags you find relevant. If you include people in your photos, make sure they know you are doing this for an assignment and it will be posted to Instagram and shared publicly.

# Instagram Assignment - Takeaways

- ▶ Students had to be involved
- ▶ Content for greater purpose
- ▶ Fun, valuable assignment
- ▶ Some guidance, some freestyle

Pinterest

The background features a complex, abstract design of overlapping, semi-transparent green polygons. The colors range from a light, pale green to a deep, dark forest green. The shapes are primarily triangular and quadrilateral, creating a sense of depth and movement. The overall effect is a modern, geometric aesthetic.

# Using Pinterest

- ▶ Separate boards for separate classes and topics
- ▶ Pinning content for student followers
- ▶ Professional development/support
- ▶ Collaboration through shared boards
- ▶ Reading list



# MTG 391 Board

## MTG 391

Heidi Rottier + Invite

586 Pins 304 Followers

Move Pins Edit board

+  
Add a Pin



Virgin Atlantic's Spoof Job Ad Has No Shortage of Candidates

Pinned from adage.com



Inside Taco Bell's Snapchat strategy.

Pinned from digiday.com



How the Central Park Conservancy keeps the Park alive on social media.

Pinned from digiday.com



How Chanel trounces other industry brands on YouTube - Digiday

by CHANEL

Pinned from youtube.com



There's a better way to brainstorm.

Content Brainstorming Spreadsheet

Pinned from blog.hubspot.com



Timing Everything

Twitter	13.0%
Facebook	14.4%
Tumblr	7.30%
Instagram	5.6%
Pinterest	9.11%
Google+	9.11%

When Are Smart Times To Post And Not Post On The Top Social Networks? #infographic

Pinned from dr4ward.com



Elderly couple denied extra teabag at Marks & Spencer, Facebook commenters lose...

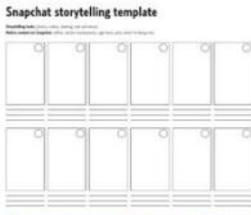
Marks and Spencer teabag fiasco

Pinned from mashable.com



Ways to Incorporate Video Into Your Marketing Campaign

PRESS PLAY: Why you Should Upload More Video



Snapchat storytelling template

Snapchat storytelling template - Chris Snider

Pinned from chrissniderdesign.com



Topshop pulls 'tiny' mannequins after woman's on-point Facebook post

composite

Pinned from mashable.com



Anaphylaxis Is Serious Business

Healthline

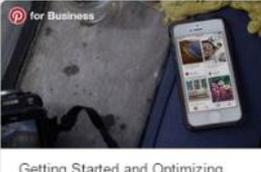
Pinned from forbes.com



Twitter Overtakes LinkedIn As Number 1 Social Media Site For Salespeople

according to the survey and research we developed with a client, Twitter was ranked slightly more valuable than LinkedIn when it came to sales prospecting. This is a follow up to a sales survey I wrote about on Forbes with Jim Keenan in 2013.

Pinned from forbes.com



Getting Started and Optimizing

Pin for Business



The Generational CONTENT GAP



D.C. falling

# Teaching Support

## Social Media and Higher Ed

Heidi Rottier Invite

23 Pins 276 Followers

Move Pins Edit board

+ Add a Pin

### How Students Benefit From Social Media

- #1 Web Engagement
- #2 Knowledge
- #3 Connections
- #4 Social Media Marketing



### Using Social Media In The College Classroom

19 1

Pinned from britopian.com



### Ten Steps to Using Twitter in the College Classroom

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Pinned from huffingtonpost.com



### Georgia Tech's Master's Program: On-Campus vs. Online Demographics



My #PR students creating advanced Infographics on the #PublicRelations process. #ProudProf



### How and when should social media be incorporated into today's higher education?

Pinned from agnesday.com



### Facebook is your new teacher. Study finds social network helps improve school scores, morale

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### Bringing Twitter to the Classroom

Bringing Twitter to the Classroom - The Atlantic

Pinned from theatlantic.com



### Twitter's impact on College Classrooms

Pinned from usnews.com



### HOW DO UNH STUDENTS USE SOCIAL MEDIA?

THE USERS: 65% Male, 35% Female, 94% Under 20, 6% 20-29

THE TECHNOLOGY: 82% Own Smartphones, 17% Use Tablets, 1% Use Smart TVs

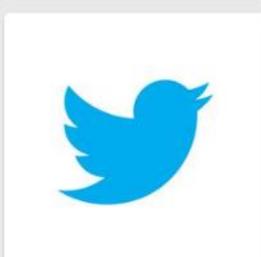
THE APPLICATIONS: 2 Instagram, 1 Twitter, 3 Facebook

DO YOU USE: f, t, i



### Technology Use in Classrooms

Pinned from derekruff.org



### Why This Professor Is Encouraging Facebook Use in His Classroom - Wired Campus - Blogs - The Chronicle of Higher Education

1

Pinned from chronicle.com

INSIDE