

Making Connections: Social Media for the State/Regional Associations

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twitter.com/sdittman

Defining the Vision for the Next 100 Years

Overview

- Our Challenge
- How to Get Started
- Overview & Quick Intro to Twitter, Facebook, Google+
- What is everyone else doing?
- Discussion

Washington and Lee University



3



Defining the Vision for the Next 100 Years

Our Challenge

Keeping up with the technology!

Facebook, Twitter, Jaiku, LinkedIn, Quora, Plurk, Plunk, Pinterest, Tumblr, Qaiku, Google Buzz, Identi.ca, Diaspora, Woondy, Ohawo, Foursquare, Gowalla, Google Latitude, Netvibes, Twine, Flickr, Picasa, Instagram, Zoomr...

And now! **Google+**



Defining the Vision for the Next 100 Years

“Everything new and shiny is really good.”

... Tom Michaelisko

“Social media should be social.”

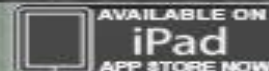
... Scott Dittman



Defining the Vision for the Next 100 Years

SOCIAL MEDIA COUNTS

Jun 2012



In the last 60 seconds
there have been...

social

mobile

games

heritage

now

+1 day

+1 week

+1 month

+1 year

2,229,630 likes and comments on Facebook

929,012 Apple & Android app downloads

1,394 blog posts published

121,932 tweets sent on Twitter

1,393,519 videos watched on YouTube

3,483,795 Google+ buttons pressed

209,026 photos uploaded to Facebook

204,847,224 emails sent globally

322 Samsung smartphones sold

51 pages added to StumbleUpon

11,844 visits to Pinterest

\$ 1,908 net made by Facebook

578 videos uploaded to YouTube

3,492 photos uploaded using Instagram

126 iPads sold

436 new Google+ subscribers

15,330 hours watched on Netflix

366,495 users logging into Facebook

1,393,519 searches made on Google

99 new members on LinkedIn

6,968 minutes of video calls on Skype



click to copy EMBED

made by @GaryPHayes

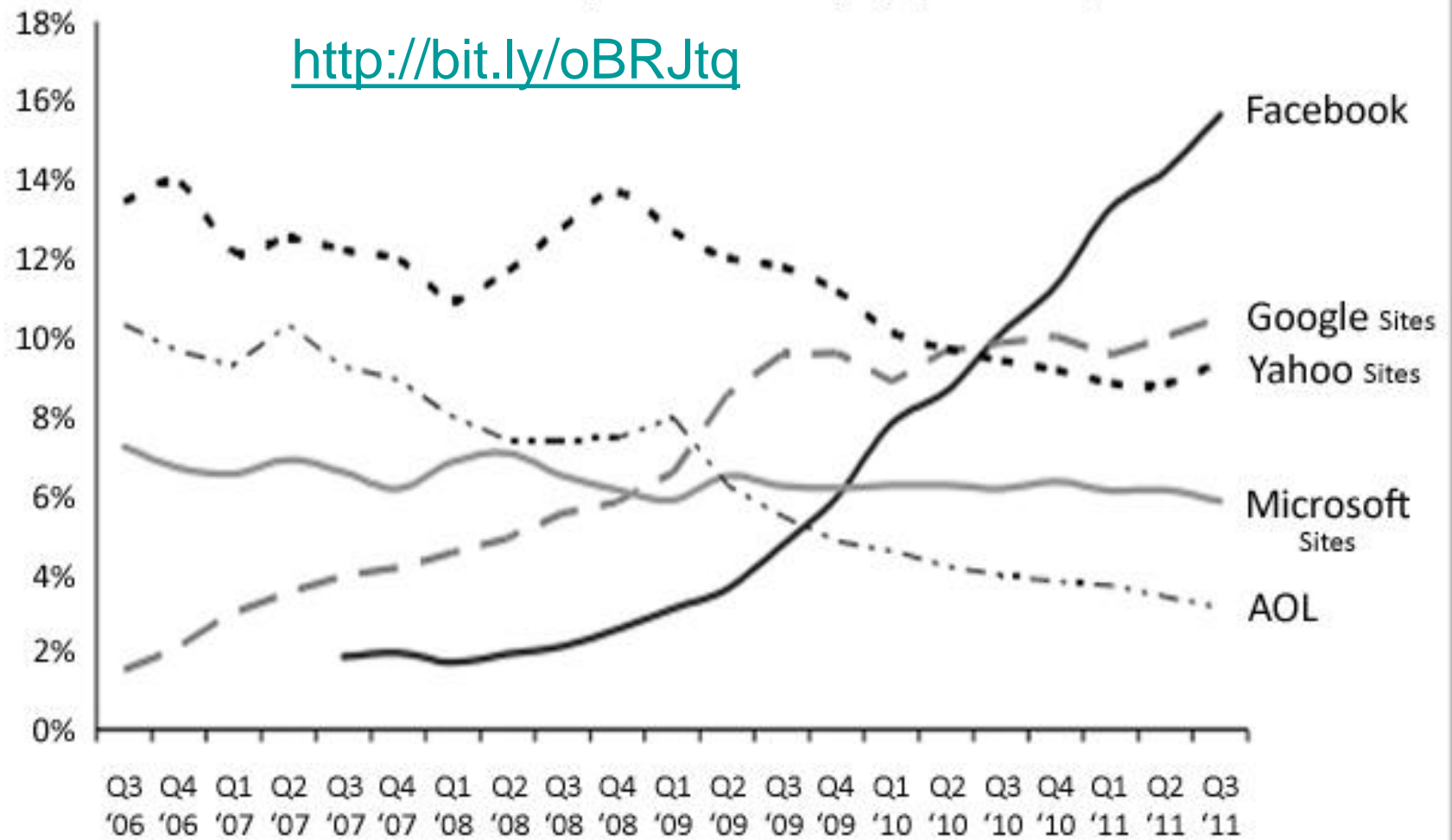
blog personalizemedia.com



U.S. Share Of Time Spent Online

Source: Citi Investment, Research And Analysis (September 2011)

<http://bit.ly/oBRJtq>



Why Should I Tweet... or do any of this?

“10 Reasons Why Your (EDU) Boss Should Tweet”, Joshua Kim, 9/26/2011

1. We want to know what is on your mind.
2. We want to know what you care about.
3. We appreciate that you **are engaged and involved.**

“10 Reasons Why Your (EDU) Boss Should Tweet”

- 4. We appreciate that you are willing to communicate openly.
- 5. We like the **transparency**.
- 6. We think it is great that you **are experimenting** with social media.
- 7. We take your willingness to tweet as a way of supporting our participation in social media.

“10 Reasons Why Your (EDU) Boss Should Tweet”

8. **We learn from you** how to use social media effectively.

9. We respect that you are willing to **speak your mind publicly**.

10. We hope that **your example of using social media** will spread to other leaders at the university / company.

Professional Development

- Learning to use social media: cheap, local, moving target with lots of opportunities
- Connect with different groups, both personally as leader and for the program ideas, content
- Take your time. Don't overcommit.
- Intentional, purpose, direction
- Struggle: how much to invest in one more
- If it isn't up to date, it isn't effective.

Tips from the Social Media Unconference

Google, Mountain View, CA

June 15, 2009

- No way to introduce yourself to everyone in the room: social media helps develop relationships and conversations
- Be ubiquitous without compromising authenticity
- Improve your visibility without diluting your voice, repeating your message, or losing audience members
- Participate wherever you decide to be: answer emails, update Facebook status, tweet / re-tweet

12

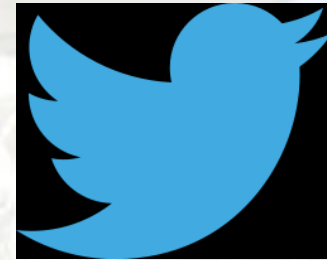
Tips from the Social Media Unconference (cont.)

- Be careful about what you choose to spend your time on: efficiency, responsiveness
- Use automated tools (Twitterfeed, Social Too, Tweetlater), consider time management challenges (MSACROA newsletter)
- Search on keywords, use hashtags (TnACRAO)
- Decision-making about strategies is difficult. Clarity through experience. Failures contain lessons.

Twitter

- Started in 2006
- 140 characters
- “microblogging”
- URL shorteners: Bit.ly, Ow.ly, TinyURL
- links to other sites: Yfrog, Facebook
- 500M+ users, Top 7 all 20M+: [Lady Gaga](#), [Justin Bieber](#), [Katy Perry](#), [Rihanna](#), [Britney Spears](#), [Barack Obama](#)

Jack Dorsey ➡ Biz Stone



Twitter is like ...

- a Party
- an Appetizer
- a Text Webcam
- a Tavern
- a Hammer
- a Coral Reef
- a Cocktail Party
- Post-it Notes
- a Virtual Coffee Shop
- Telegram 3.0
- a Conference Reception
- Email Marketing 2.0
- Fishing
- Holiday Cards
- a Line-A-Day Diary
- Sex

www.jonbishop.com/





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1,653

TWEETS

649

FOLLOWING

440

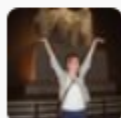
FOLLOWERS

Who to follow · [Refresh](#) · [View all](#)**Anderson Cooper**  @anderso...

Followed by Sam Robinson and oth...

[Follow](#)**Lauren Woodie** @bigwoodie14

Followed by Elizabeth King and oth...

[Follow](#)**Sorelle Peat** @sorealpeat

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[Follow](#)[Browse categories](#) · [Find friends](#)Trends · [Change](#)#2dollarsubs  Promoted

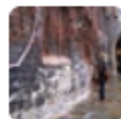
Rick Majerus

#ProudToBeAFanOf

#VoteUnionJ03

#ICantStandWhen


Tweets

**2L Barbie** @2LawyerBarbie

The theme of law school is that you have to suck less than your classmates and you'll get an A.

 Retweeted by Alice[Expand](#)**Aloft Hotels** @AloftHotelsWhat is #RFTweet? The opportunity to show us what makes your PR agency exceptional. bit.ly/PitchUs #PitchAloft Promoted by Aloft Hotels  Dismiss[Expand](#)  Reply  Retweet  Favorite**Follow100%Back** @100backfollow

Retweet if your follow back then follow everyone who retweets to gain followers! 100% #FOLLOWBACK #TeamFollowBack #autofollowers

 Retweeted by Hernandez Stroud[Expand](#)  Reply  Retweet  Favorite**Dr Mardy Grothe** @drmardy

"Never let a fool kiss you or a kiss fool you." Joey Adams (died Dec 2, 1999). A great line, and the title of my 1999 book on chiasmus.

[Expand](#)**TweetSmarter** @TweetSmarter#HowTo tweet LONGER than 140 characters... by using #Twitter images: bit.ly/p0sz57 r/t



50

Hearing from @AACRAO Executive Director Mike Reilly at State & Regional Leadership Meeting.
pic.twitter.com/dtliYXhw

● ALACRAO, [+]
Sat 01 Dec 15:03 via Twitter for iPhone



233

Picture of State and Regional ACRAO leaders talking about photos and Twitter. #metatwitter
pic.twitter.com/ydKKALvE

● AACRAO, [+]
Sat 01 Dec 14:40 via Twitter for iPhone



1289

I'm laughing as I learn about the "Your In America" bot on Twitter
bit.ly/VbbmvE Worth a follow!
@YourInAmerica

● gvmcmillan, [+]
Sat 01 Dec 12:07 via TweetDeck



Sleepy baby
instagram/p/Sc5QcRVHf/



Great info at 2012 Leadership & State Regional Meeting
#AACRAO

● sjwb11, [+]
Sat 01 Dec 10:19 via Twitter for iPhone



Loving the #chucknorris jokes at
#AACRAO #Leadership.

● ldybug07, [+]
Sat 01 Dec 10:06 via Twitter for iPad



The Call for Proposals is now open for AACRAO's 2013 Transfer and Technology Conferences. To submit proposals, or...
<http://t.co/AUJ54PHQ>

● AACRAO, [+]
Fri 30 Nov 18:21 via Facebook



The Call for Proposals is now open for AACRAO's 2013



936

SO proud of Youth 1 tonight..I was dreading a bad practice and was really nervous about this wknd..now I'm ready to go! Proud of my G-Nugs!

● jeremycolb, [+]
Fri 30 Nov 18:21 via Twitter for iPhone



440

Guess where I am. Hadn't read the second inaugural in awhile. (@ Lincoln Memorial w/ 8 others)
[pic]: 4sq.com/RpdS5A

sdittman, [+],
Fri 30 Nov 17:46 via foursquare



182

If I ignore my fall travel summaries and evaluations long enough I don't have to do them, right? @AdmissionsProbs

● CEG10, [+]
Fri 30 Nov 15:23 via web



Check out the calender of events for the Ted Constant Center. Wiz

Facebook

- Started in 2004 Mark Zuckerberg *et al.*
- Statuses, likes
- personal pages, groups, fan pages
- 1 billion users, still growing 2% per month





Pacific Association of Collegiate Registrars and Admissions Officers

152 likes

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Message



Community

The Pacific Association of Collegiate Registrars and Admissions Officers (PACRAO) is a non-profit association representing more than 350 regionally accredited 2-year, 4-year, and graduate

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Pacific Association of Colle...

Timeline ▾

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The incredible talents of Myrna and Cheryl



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Jim Bouse likes this.



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Pacific Association of Collegiate Registrars and

Recent Posts by Others

[See All](#)**Revy Buchanan**

I learned so much from this conference. Thank you for all ...

1 · November 10 at 3:26pm

**Roxanne Beloit**

Thanks for such a wonderful presentation. Can you come to ...

November 9 at 1:14pm

**Kerri Koteskey**

Enjoyed the conference and Sunny San Diego. See you all n...

1 · November 8 at 11:01pm

**Mimi Tu** THANKS FOR THE ELVIS!! <https://sphotos-a.xx.fbcdn.net...>

1 2 · November 8 at 12:14pm

**Mimi Tu**

Ideas for 2013 conference

1 · November 7 at 2:18pm

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Education

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**Pacific Association of Collegiate Registrars and Admissions Officers**

November 7 near San Diego, CA



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Education

OrACRAO is the state of Oregon affiliate of AACRAO It is a group of Admissions and Registration professionals who meet and share best practices and ideas to better serve the students of Oregon.

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American Association of Collegiate Registrars and Admissions Officers



American Association of Collegiate Registrars and Admissions Officers

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Non-Profit Organization

www.aacrao.org

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294

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Write something...



American Association of Collegiate Registrars and Admissions Officers shared a link.

Friday

The Call for Proposals is now open for AACRAO's 2013 Transfer and Technology Conferences. To submit proposals, or to review submission details, please click the link below.

AACRAO - American Association of Collegiate Registrars & Admissions Officers

www.aacrao.org

July 14-16, 2013 • JW Marriott Starr Pass • Tucson, AZ Co-located with the 2013 Technology Conference Priority submission deadline: February 1, 2013 Submit Your Session Proposal

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1

Tilapia Veracruz Mexico likes this.

14 **Friends**

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Cheryl Bassett Gaughan

Hi AACRAO! It would be great if the publications were availa...

2 · November 8 at 3:13pm



Melanie Gottlieb

On my way to Baton Rouge for the LACRAO conference. Lo...

12 4 · November 7 at 6:43am



Sherry Waldon Benoit

Record attendance - well over 800- in Dallas for TACRAO (T...

November 5 at 10:04am



Jayne Niemi

Here is one faculty member's impression of "the registrar", fr...

1 · October 30 at 10:16am



Scott Dittman

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- Ads Manager

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- SACRAO
- Caribbean Encounters, Inc.
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- Like Pages

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- Washington and Lee ...
- W&L Social Media Managers
- Add Group...

APPS

- App Center



NEACRAO



About

Open Group

The New England Association of Registrars and Admissions Officers was founded in 1947 and is a regional organization of ...[See More](#)



Aswad Ozzie Smith

Hi Everyone....the NEACRAO group will be deleted soon. We've added a NEACRAO Facebook page. Please go to the link and like it as soon as you can....

<http://www.facebook.com/NEACRAO>

**New England Association of Collegiate Registrars & Admission Officers**

The New England Association of Registrars and Admissions Officers was founded in 1947 and is a regional organization of AACRAO, the American Association of Collegiate Registrars and Admissions Officers. NEACRAO is a professional organization open to registrars and admissions officers in any accred...
Page: 19 like this

November 15 at 4:59am



New England Association of Collegiate Registrars & Admission Officers

19 likes

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Non-Profit Organization
NEACRAO



19



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Joined Facebook

November 1



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NEACRAO 2012 Conference

Public Event · By [National Student Clearinghouse](#)

Wednesday, November 7, 2012

- The New England regional AACRAO conference is being held on November 7-9, 2012 in New Castle, New Hampshire.

Stop by the Clearinghouse booth and check out the latest on Transcript Services, including how you can automate transcript processing at your institutions, saving you valuable time and money. Plus, get answers you need to help your office meet its toughest challenges.

Join our Q&A session on November 8! Got a question for us?

[...See More](#)



National Student Clearinghouse changed the date of the event to be on November 7.

[Like](#) · [Comment](#) · [Follow Post](#) · November 6 at 10:37am



National Student Clearinghouse created the event.



collegiate registrars



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Join the discussion about "collegiate registrars"



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Crisp Consulting + Coaching Mar 30, 2012 - Public ▾

Challenges and opportunities in college admissions.

<http://chronicle.com/blogs/headcount/a-time-of-challenges-and-opportunities-in-admissions-and-registration/29781>



C A Time of Challenges—and Opportunities—in Admissions and Registration - Head Count - The Chronicle of Higher Education »

Michael V. Reilly will become the new executive director of the American Association of Collegiate Registrars and Admissions Officers, known as Aacrao, in June. Mr. Reilly, who until recently was exec...



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From the web

University registrar recognized by SACRAO

William and Mary News - Nov 9, 2012

University registrar recognized by SACRAO. by Sagra Alvarado '15 | November 9, 2012. William & Mary University Registrar Sara "Sallie" Marchello has been recognized for distinguished service by the Southern Association of Collegiate Registrars and Admissions Officers (SACRAO). The organization ...

+1



From the web

Registrar Joanna McGowan named president of local organization

Penn State Delaware County - Nov 16, 2012

With a strong sense of giving back--and with a surplus of energy--, Penn State Brandywine Campus Registrar Joanna McGowan has taken the helm of a professional organization, Delaware Valley Association of Collegiate Registrars and Officers of Admission (DVACROA) as its ...

+1



About this Group

Created: February 22, 2012

Type: Professional Group

Members: 27

Owner: [Julianne \(Julie\)](#)

Website: <http://www.wacrao.org>

Group Statistics

CHECK OUT
INSIGHTFUL
STATISTICS
ON THIS GROUP

Since 1927 professionals from the admission, registration, records, and related service areas of Wisconsin's institutions of higher learning have been gathering to network, share ideas, and promote higher education. WACRAO, a not-for-profit organization, exists to provide professional development opportunities to its members and staffs of its member institutions, foster cooperation, promote the enrollment services profession, and contribute to the advancement of education in Wisconsin.

WACRAO proudly supports College Goal Wisconsin. Please check out the site for more information.

Our website provides information about WACRAO's annual conference, workshops, and history, as well as links to other resources. We hope you enjoy exploring our page!

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The **MSACROA** Daily

Daily News for Higher Education Professionals from the Middle States Association of Collegiate Registrars & Officers of Admission (MSACROA)



TOPICS ▾

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Saturday, Dec. 01, 2012 | Next update in about an hour | Archives

Higher education: Not what it used to be



Shared by
Miguel Angel Escotet



economist.com - ON THE face of it, American higher education is still in rude health. In worldwide rankings more than half of the top 100 universities, and eight of the top ten, are American. The scientific output...

The 10 Best-Paying College Majors For Women - Forbes



Shared by
Jodi Lowery



forbes.com - Despite women's gains in educational attainment (they are now the majority of college graduates), an ugly gender pay gap persists. According to a new groundbreaking report by the American Associati...

Khan Academy Founder Proposes a New Type of College - Wired Campus - The Chronicle of Higher Education



Shared by
Anita Harris



chronicle.com - Salman Khan's dream college looks very different from the typical four-year institution. The founder of Khan Academy, a popular site that offers free online video lectures about a variety of subject...

The Pivot to Digital Learning: 40 Predictions Revisited - Vander Ark on Innovation - Education Week

FROM THE EDITOR



MSACROA



Middle States Association of Collegiate Registrars and Officers of Admission

Editor's note

The MSACROA Daily is a daily, digital curation of higher education social media and news articles. This site may contain third party advertising. MSACROA does not control the advertising on this site and does not endorse nor accept any responsibility or liability for any third party content.

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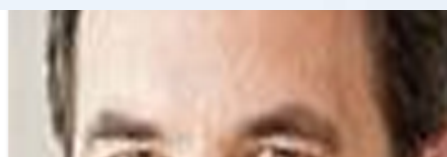
4 Ways to Avoid Running Out of Money During Retirement

What Doors Does a Ph.D. in History Open? - Manage Your Career - The Chronicle of Higher Education

Shared by
Lori DeMacner



chronicle.com - I recently went to dinner with six friends to talk careers. We all have Ph.D.'s in the humanities, but only one of us is working as a tenured professor. Of the remaining five: One of us started in ...



blogs.edweek.org - Two years ago I made 40 predictions. I said, "The education sector has not historically been very dynamic, but this year (2010) things changed. Despite the recession, we have seen more start-ups an...

you have something else in place, this must-read guide includes research and analysis you can use right now. Don't miss it!

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msacroa The MSACROA Daily is out!
[paper.li/msacroa/134859...](#)
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msacroa 5 Technologies To Take The Cheating Out Of Online Education | [bit.ly/YxYpIk](#)
yesterday · [reply](#) · [retweet](#) · [favorite](#)

msacroa Khan Academy Founder Proposes a New Type of College - Wired Campus - The Chronicle of Higher Education [hit lw/YxYkD5](#)

EDUCATION

A new road map for higher-education CIOs



Shared by
Vala Afshar

ecampusnews.com - According to a new report, colleges and universities are facing new market forces, such as online education and MOOCs, which challenge the traditional ways they recruit students,

ACPA Las Vegas 2013 Convention



Shared by
Quintessential G

How We Can Use Technology To Transform The Classroom - Forbes



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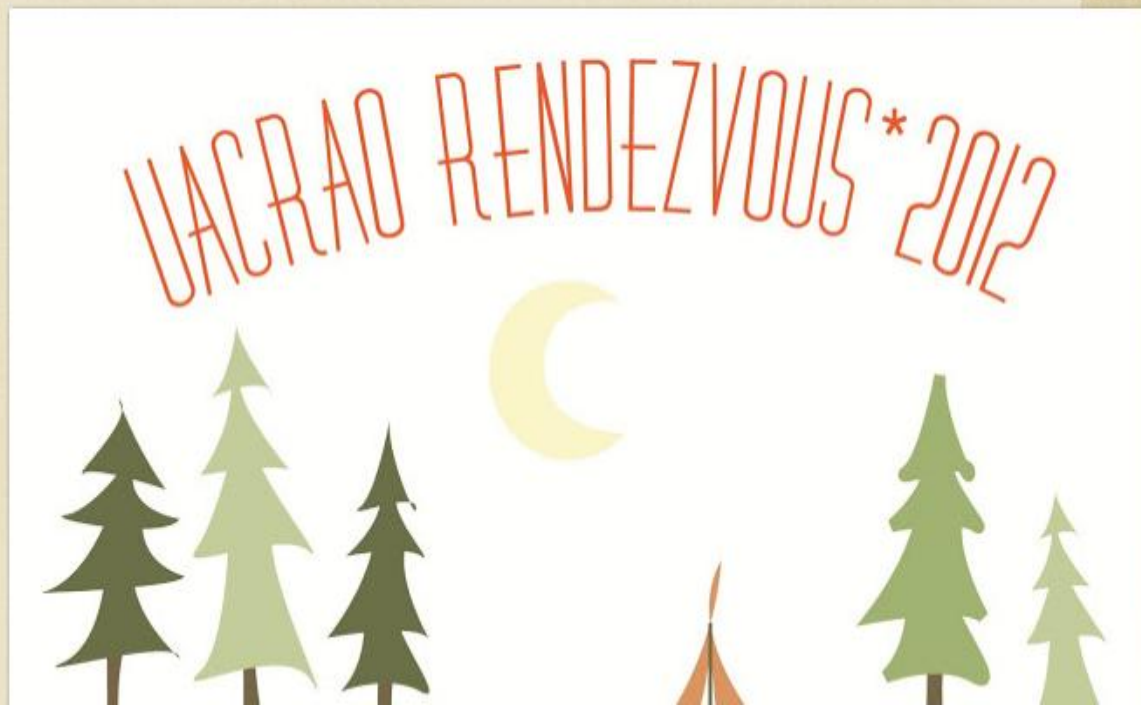
Blogs

UACRAO



UTAH ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

Thursday, May 31, 2012



Blog Archive

- ▼ 2012 (1)
- ▼ May (1)
- Hey UACRAO Crew! We are excited to have you in at...
- 2011 (6)
- 2010 (8)
- 2009 (8)
- 2008 (2)

Important Links

[UACRAO's website](#)

[PACRAO's website](#)

[AACRAO's website](#)



De

Spreadsheet & Comments



YouTube?

Camtasia?

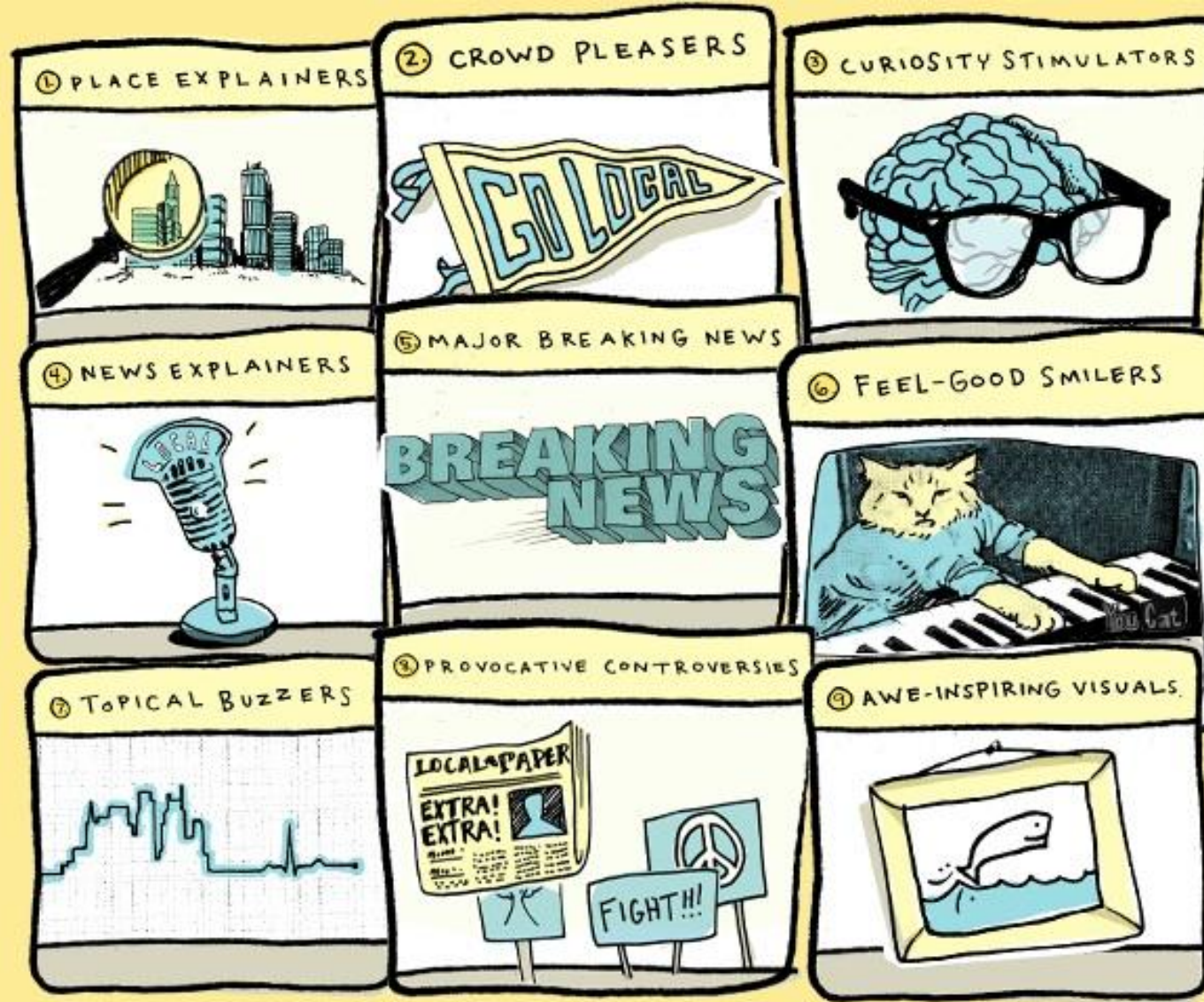
Quora?



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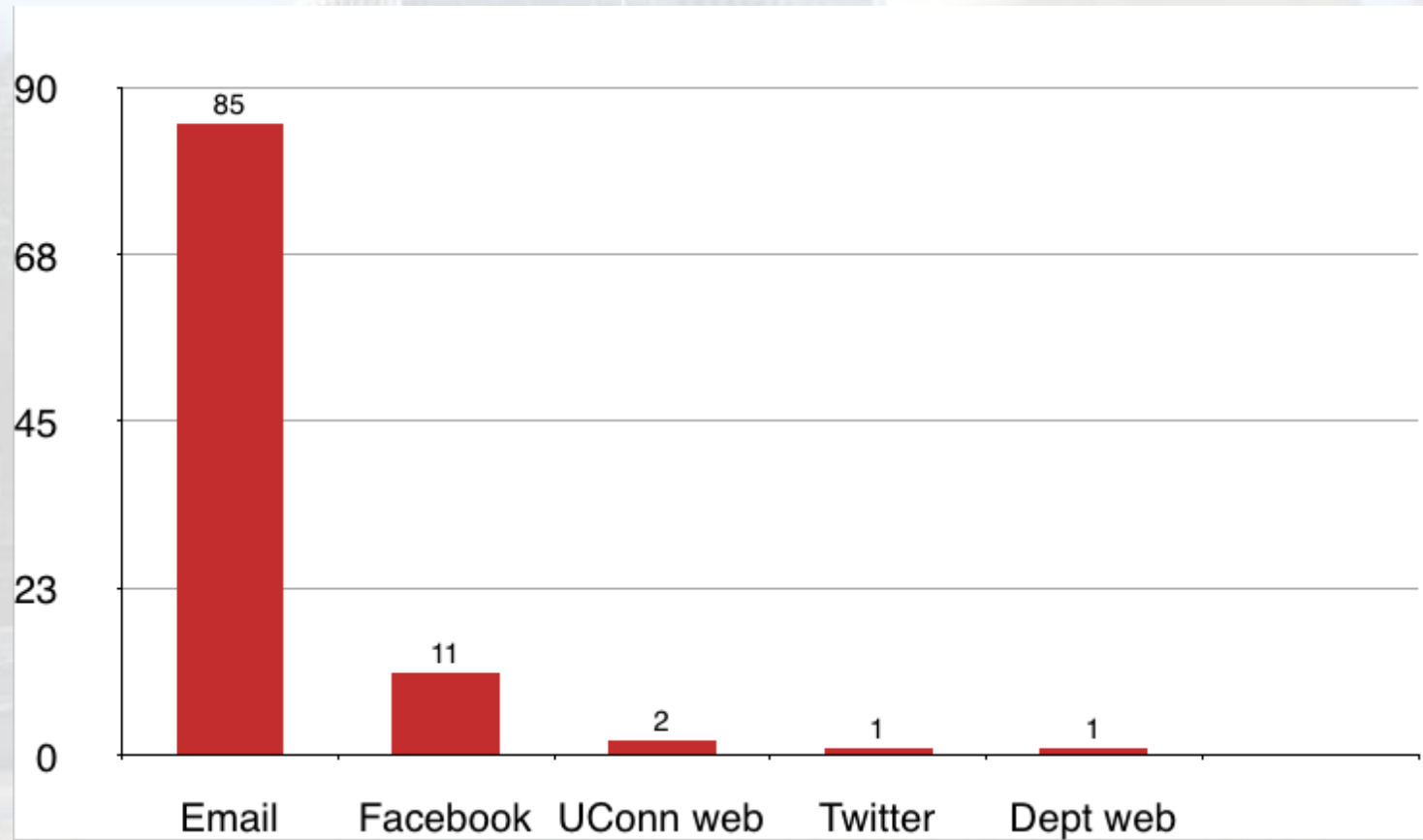
Segmented Marketing

- determine shared interests (event, age, role, location)
- tailored messages



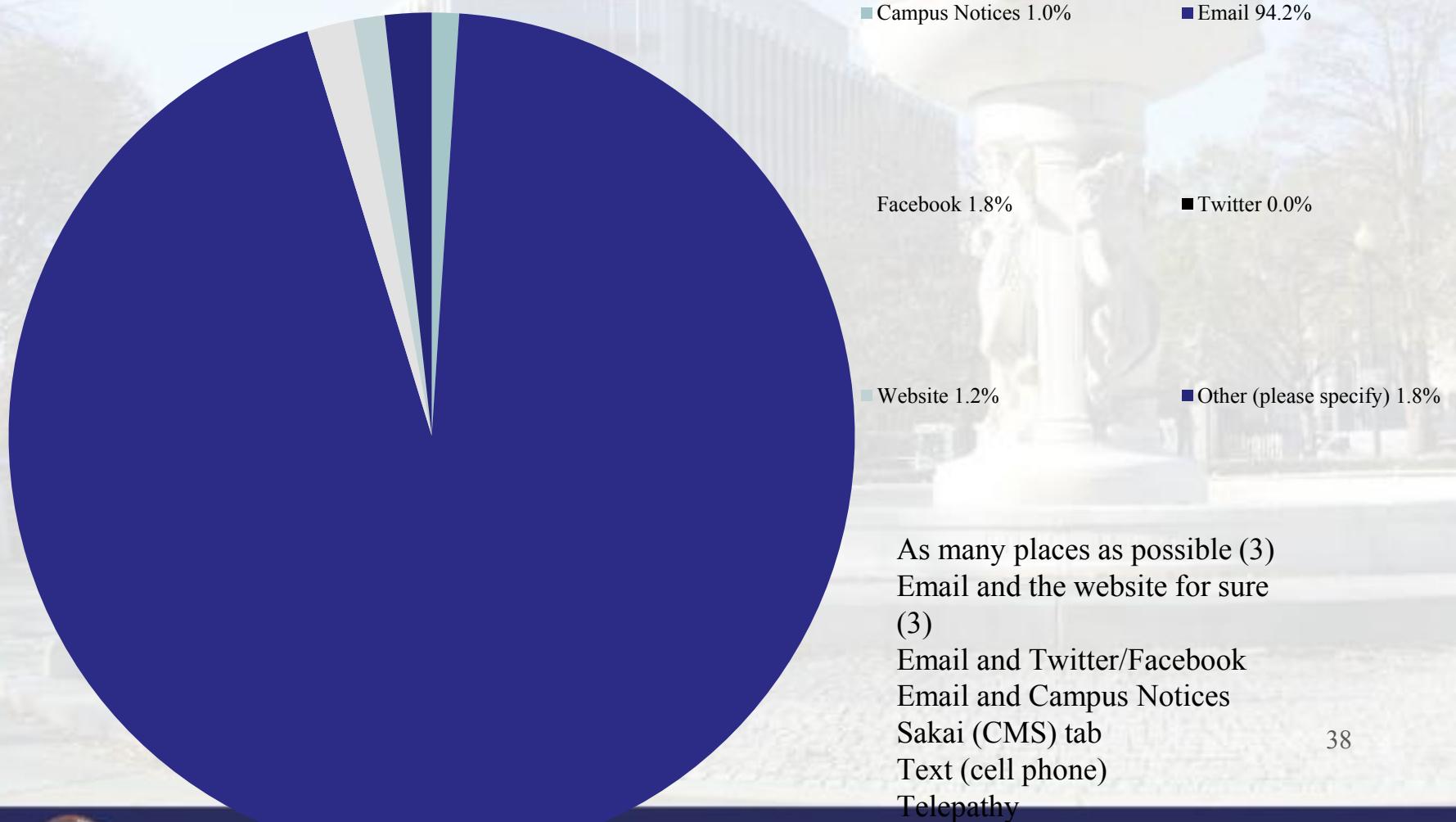
NPR experiment

What is the best method of getting notices to students at UConn?



37

How would W&L students prefer to learn about opportunities, policies & deadlines from the UR?



38

Conversation Brainstorming Q&A

Scott Dittman, University Registrar
Washington and Lee University

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