

Dean's toolbox

Communicating effectively with social media

Karen P. DePauw, Ph.D.

Vice President and Dean for Graduate
Education

Virginia Tech

CGS Summer workshop - July 2016

Savannah, Georgia



Social media communication plan

- select social media (more than 1)
- connect across platforms
- audience(s) and constituencies
- content and messages
- assessment and impact
- Q&A

Key concepts

Communication

Continuity

Connectivity

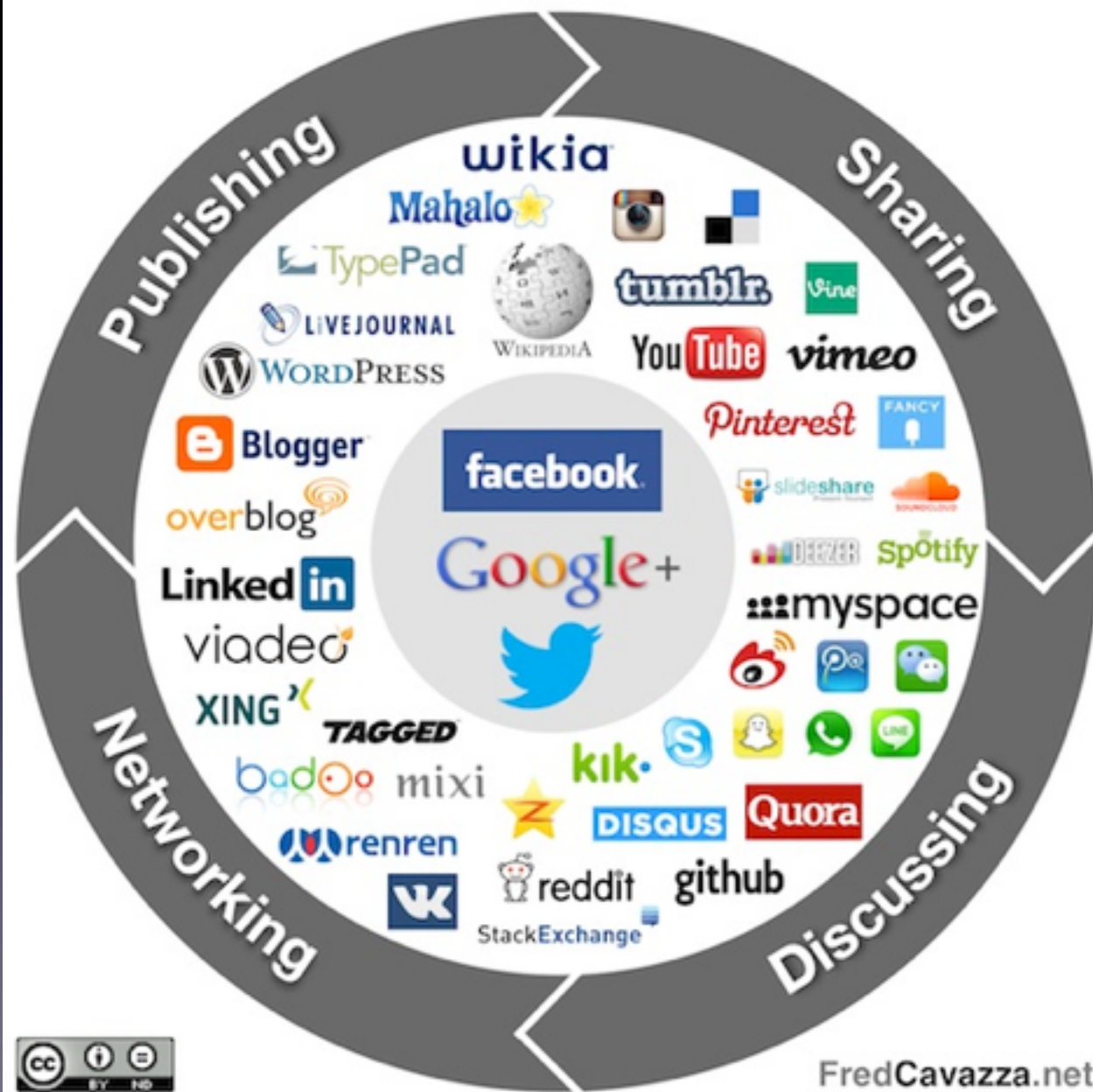
Commitment

purpose, message(s), audience(s), consistency

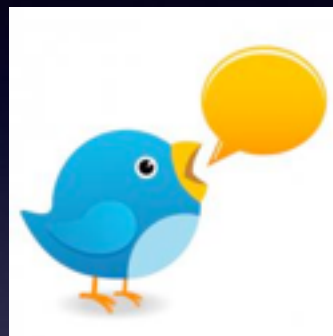
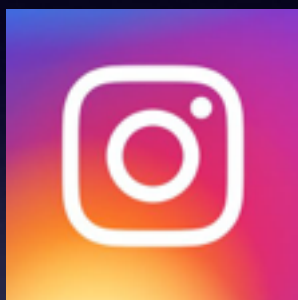
Some guiding questions:

- What do I want to communicate?
- Why should I use social media
- To whom should I communicate? Who are my constituencies and audiences?
- Which social media is best for which message and audience(s)?
- How often to communicate?
- Who should use social media?

Social Media Landscape 2013



today



Examples of social media for toolbox

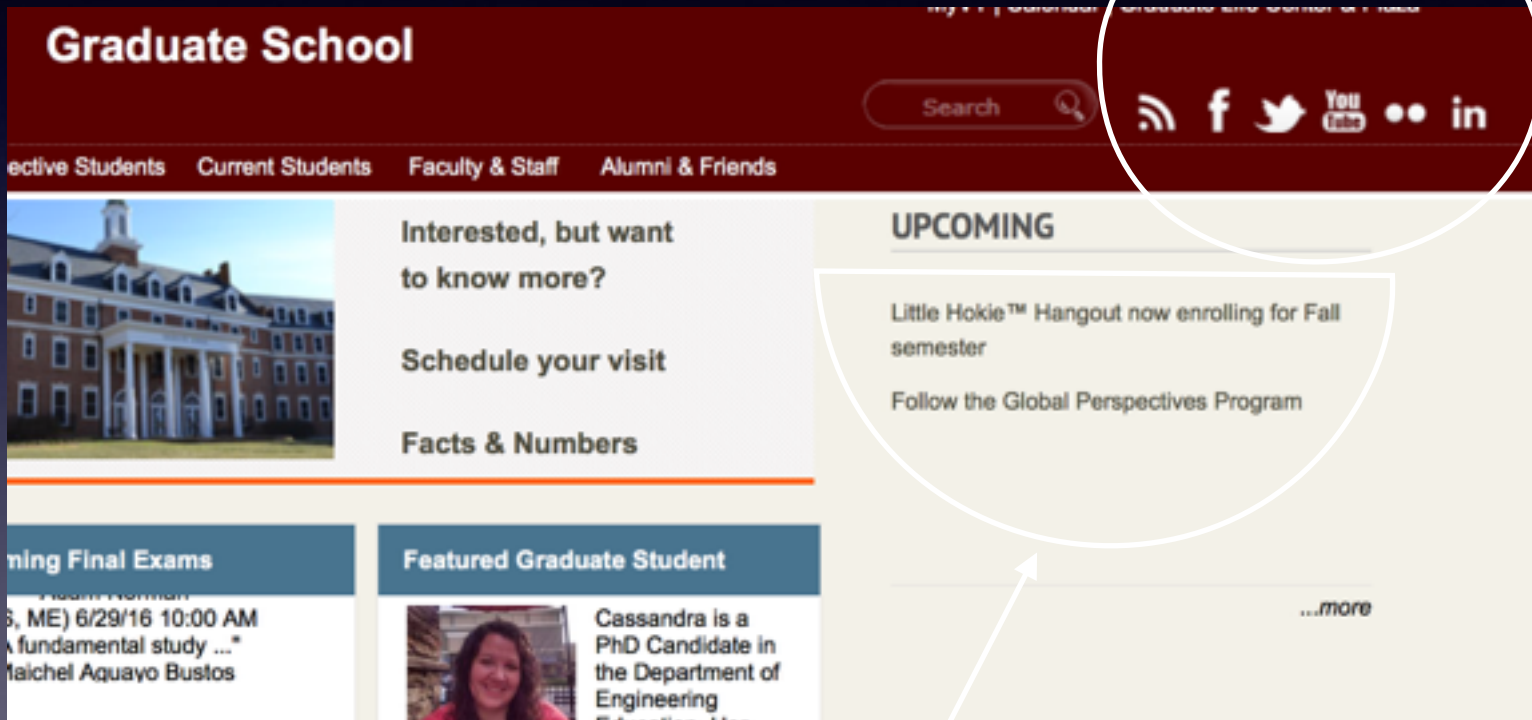
- Twitter
- Facebook
- Storify
- Blogs
- Website

and we have to talk about email and official communication

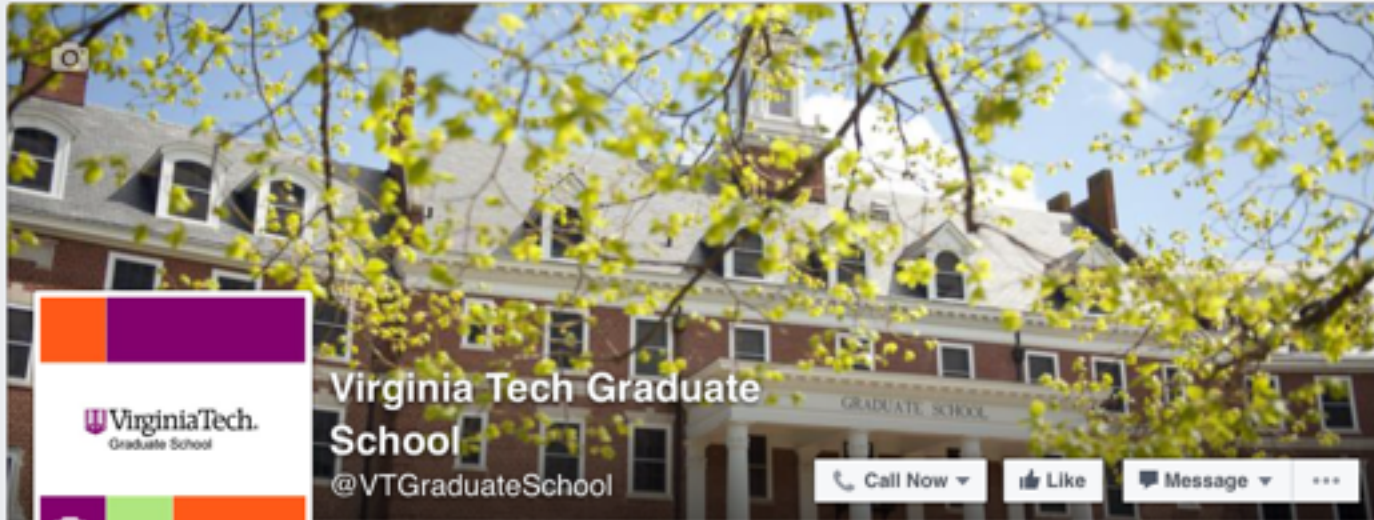
.....and we have to talk about the website

connecting individuals to and thru website

social media on website



links to blog post



Virginia Tech Graduate
 School
 @VTGraduateSchool

Call Now Like Message

Home About Photos Likes More

Promote

THIS WEEK


3,259
 Post Reach

374
 Post Engagement


3
 Call Now


1
 Website Click

1 of 1
 Response Rate

 Karen P DePauw


 Edit Profile


 Your Posts


 Language

FAVORITES


 **News Feed** ▼


 Messages

 26 Events

 Sale Groups

PAGES

 Virginia Tech Gradu... 2

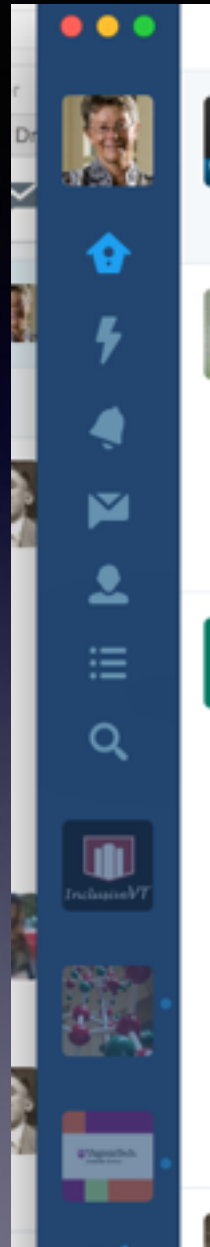
 Global Perspective...



Facebook



twitter app on computer



← my primary account - as graduate dean

← InclusiveVT account

← Global perspectives

← Graduate School account

And recently one more - iPhone

Accounts



Karen DePauw

@kpdepauw



VT Grad School

@VTGradCommunity



Inclusivity at VT

@inclusiveVT



Global Perspectives

@GPPVT



VT Grad Acad 4 Teach

@VT_GrATE

More options

my primary account - as
graduate dean

Graduate School account

InclusiveVT account

Global perspectives

Academy for GTA excellence

- My Sites Virginia Tech Graduate School
- Chile '12
 - GPP Chile
 - Global Perspectives
 - GPP Switzerland
 - Official GRAD 5104 Blog
 - transforming graduate education
 - Virginia Tech Interdisciplinary Graduate Edu...
 - Global Perspectives Program - Graduate De...
 - Diversity and Inclusion Dialogues
 - VT Graduate Dean 5-year Review 2007-2013
 - Global Perspectives Alumni
 - Excellence in Graduate Advising
 - GRAD 5104 Comments Feed
 - S13 Comments
 - VT Graduate Teaching Assistant Forum
 - Virginia Tech Graduate School
 - experimental space
 - Ethics Commons
 - Virginia Tech Active Co-Learning in Higher Ed
 - Kevin's Blog
 - F13 Comments
 - Virginia Tech Graduate School Childcare

multiple blog sites

transforming graduate education

musings about change for higher education



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Virginia Tech Graduate School news

ABOUT THE GRADUATE SCHOOL NEWS BLOG

Virginia Tech Graduate School news

ABOUT THE GRADUATE SCHOOL NEWS BLOG SA

Just another Blog@VT Sites site

Search ...

RECENT POSTS

Little Hokie™ Hangout now enrolling for Fall semester

Follow the Global Perspectives Program

A short look back at Spring 2016 Graduate School commencement

Graduate School Summer Hours take effect May 16

Commencement is just weeks away

RECENT COMMENTS

FOLLOW THE GLOBAL PERSPECTIVES PROGRAM

© MAY 17, 2016 CATHY GRIMES LEAVE A COMMENT





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[Progress and Achievements](#)

Little Hokie™ Hangout now enrolling for Fall semester

Posted on [22 June, 2016](#) by [Cathy Grimes](#)



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- [Little Hokie™ Hangout now enrolling for Fall semester](#)
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- [A short look back at Spring 2016 Graduate School commencement](#)

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[MySwitzerland.com](#)
[University World News](#)

GPPSwiss16: People!

by [Mohammed Seyam](#) • June 11, 2016

It's not easy to write about reflections of our recent #GPPSwiss16 trip, given that I've spent long time since I came back

Arts Collisions and the Global Perspectives Program

by [Blog_GPP - Willie Caldwell](#) • June 10, 2016

Environmental stewardship in Swiss culture

by [Emily](#) • June 7, 2016

During our travels in Switzerland, I enjoyed observing how deeply ingrained environmental

Eve of departure : GPP'16 Year 11

by [Karen DePauw](#) • May 19, 2016

Once again, I find

[GPP ON FACEBOOK](#)



From individual posts to collections

Global Perspectives Program (tweets, hashtag,
Storify, Facebook & beyond)

Thriving in Graduate School (tweets, Storify)

hashtag #

#gppswiss16

Accounts | Photos | Videos | More options

Martin Dahinden Retweeted



Mohammed Seyam @ms_seyam · Jun 18

Thanks Ambassador @Martin_Dahinden for hosting #GPPSwiss16, and for the wonderful view of Washington Monument!



Retweet 1 | Like 4

Most popular elements

View all



VT Grad School
@VTGradCommunity



#gppswiss16 Grad Students @ the Swiss Embassy in DC for @GPPVT presentations. Lively group!! @kpdepauw @VTSandsman
pic.twitter.com/PRHbgtvEVv

↩ Reply ↪ Retweet ☆ Favorite

VT GRAD SCHOOL · 🐦 9 DAYS AGO



Virginia Tech Global Perspectives Program,
Summer 2016

CATHY GRIMES · 3 DAYS AGO



VT Grad School
@VTGradCommunity



.@VTGradCommunity Dean @kpdepauw discusses @GPPVT goals during presentations @ Swiss embassy. #gppswiss16
pic.twitter.com/MWvfn6VqWS

VT GRAD SCHOOL · 🐦 9 DAYS AGO



Virginia Tech Global Perspectives Program,
Summer 2016

CATHY GRIMES · 3 DAYS AGO



VT Grad School
@VTGradCommunity



1st @GPPVT team discussing recommendations re teaching & learning in #higherEd Swiss Embassy #gppswiss16
pic.twitter.com/yr3yGD3Fw

VT GRAD SCHOOL · 🐦 9 DAYS AGO



Virginia Tech Global Perspectives Program,
Summer 2016

CATHY GRIMES · 3 DAYS AGO



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VT Grad School
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VT Grad School
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Global Perspectives @GPPVT · Jun 23

We've updated the GPP Swiss 2016 adventure Storify, adding photos and posts from the June 17 Swiss Embassy visit...

Virginia Tech Global Perspectives Program, Summer 2016

by Cathy Grimes • 207 1 44



You Retweeted



Global Perspectives @GPPVT · Jun 23

We've updated the GPP Swiss 2016 adventure Storify, adding photos and posts from the June 17 Swiss Embassy visit...



Virginia Tech Global Perspectives Program, Summe...

Virginia Tech Graduate School's Global Perspectives program launched its 2016 session in May, with 15 graduate students from across the university Dean Ka...

storify.com



1



2



Storify

From individual posts to collections

Global Perspectives Program (tweets, hashtag, Storify, Facebook & beyond)

Thriving in Graduate School (blog, tweets, Storify)

Thriving in Graduate School

Thriving has not been the typical term used to describe the graduate education experience; rather "surviving" has been the term associated with earning a graduate degree. But now it is time to question this existing paradigm and move from surviving to thriving through the implementation of affirming, and yet still challenging, environments for advanced learning and research. High expectations and quality standards can be and should be maintained but the academic bullying (subtle or overt) and questionable professional behaviors must be eliminated.

Original blog post to Graduate School blog

ABOUT THE GRADUATE SCHOOL NEWS BLOG

THRIVING, NOT JUST SURVIVING, IN GRADUATE SCHOOL

© DECEMBER 14, 2015 ▲ CATHY GRIMES ● LEAVE A COMMENT



Dean Karen P. DePauw posts regularly about issues related to graduate education on her blog, [Transforming Graduate Education](#). Recent posts have looked at academic bullying, interdisciplinary thinking, vulnerability and expectations of graduate education. Her latest



Karen DePauw

@kpdepauw

Follow

Thriving in graduate school Tip#4 Know that you can say no and saying no. @VTGradCommunity @CGSGradEd @VTGradSchoolNCR

9:39 AM - 11 Mar 2016 · Virginia, USA, United States

2 3



Karen DePauw

@kpdepauw

Follow

Thriving in GradSchool Tip#3 seek and find supportive colleagues and take time to be with them. @VTGradCommunity

7:52 AM - 10 Mar 2016

7 5



Karen DePauw

@kpdepauw

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Thriving in Graduate School Tip#2 Find a rhythm of graduate school, work and life outside graduate school @VTGradCommunity @GPPVT

8:14 AM - 9 Mar 2016

daily tweets for a month

Tips for thriving in Grad School

Virginia Tech Vice President and Dean for Graduate Education Karen P. DePauw shares tips on how to thrive (not just survive) in graduate school.

by  Cathy Grimes 2 months ago 180 Views

Thriving in GradSchool

Top | Live | Accounts | Photos | Videos | More options

 **Karen DePauw** @kdpauw · May 10
Thriving in GradSchool tip What I've Learned From Owning a Dog During Grad School | GradHacker enow.com/1rQn1a8 @vtgradcommunity

 **Karen DePauw** @kdpauw · Apr 15
Thriving in GradSchool Tip#31 (thx @countool) Hard to thrive without a mentor. Find at least one, maybe more than one @VTGradCommunity

 **Karen DePauw** @kdpauw · Apr 15
Thriving in GradSchool Tip#30 (last one) Change rhetoric & reality fr surviving to thriving-shared responsibility pls join @VTGradCommunity

 **Karen DePauw** @kdpauw · Apr 15
Thriving in GradSchool Tip#29 Learning thru active listening & observing. Also look for unobvious @VTGradCommunity

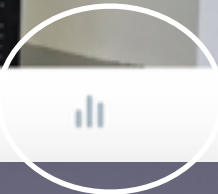
 **Seeing the unobvious: Fed Ex and other visuals**
In higher education, we are taught to find meaning and to make sense of "our world". We work with data (although described differently by different disciplines)....

impact and reach of social media



Karen DePauw @kpdepauw · Jun 17

Wonderful way to end [#gppswiss16](#) w/ [@GPPVT](#) [@GPPUniBasel](#) at [@SwissEmbassyUSA](#) & [@Martin_Dahinden](#). Thx all!!



check the activity

Tweet Activity



Karen DePauw @kpdepauw
Wonderful way to end #gppswiss16
w/ @GPPVT @GPPUniBasel at
@SwissEmbassyUSA &
@Martin_Dahinden. Thx all!!
pic.twitter.com/wN1snFkQf



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	1,172
Total engagements	78
Media engagements	47
Link clicks	10
Likes	7
Retweets	5
Detail expands	4
Profile clicks	3
Hashtag clicks	2



TWEETS 4,202 FOLLOWING 426 FOLLOWERS 1,350 LIKES 1,025

Edit profile

Karen DePauw

@kpdepauw

Vice President & Dean for Graduate Education, Virginia Tech

Joined April 2012

1,025 Photos and videos



Tweets Tweets & replies Media



Karen DePauw @kpdepauw · Jun 24

Thanks to you and your efforts as well to build @VT_ORDI @VTGradCommunity

M. A. Pérez Quiñones @mapq

Congratulations VT, I know the road has not been easy but the commitment never stopped. [twitter.com/kpdepauw/statu...](https://twitter.com/kpdepauw/status...)

Retweet 1 Like 2

You Retweeted



Global Perspectives @GPPVT · Jun 23

We've updated the GPP Swiss 2016 adventure Storify, adding photos and posts from the June 17 Swiss Embassy visit...

Your Tweet activity

Your Tweets earned 16,827 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all



Silver Surfer @RobPulseNews

Follow

Your Tweets earned **16,846 impressions** over the last **week**



[View your top Tweets](#)


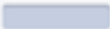


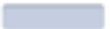


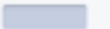










Hi Karen,
Here's an update on [Virginia Tech Graduate School](#) for the week of June 20 – June 27.

Insights For Your Page

[See All Insights](#)

METRIC	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	68	50	↑36.0%
Weekly Total Reach	3.30K	2.86K	↑15.6%
People Engaged	378	238	↑58.8%

email sent weekly

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Virginia Tech Graduate ...	4.5K 	▲ 0.1%	21	68 
2  University of Pennsylv...	4.3K 	▲ 0.2%	7	62 
3  Purdue Graduate School	3.6K 	▲ 0.6%	11	82 
4  The Graduate School at ...	749 	▲ 0.4%	8	63 
5  Georgia Tech Graduate ...	717 	▲ 0.4%	5	9 
6  Stony Brook Graduate S...	319 	▲ 0.3%	0	0 

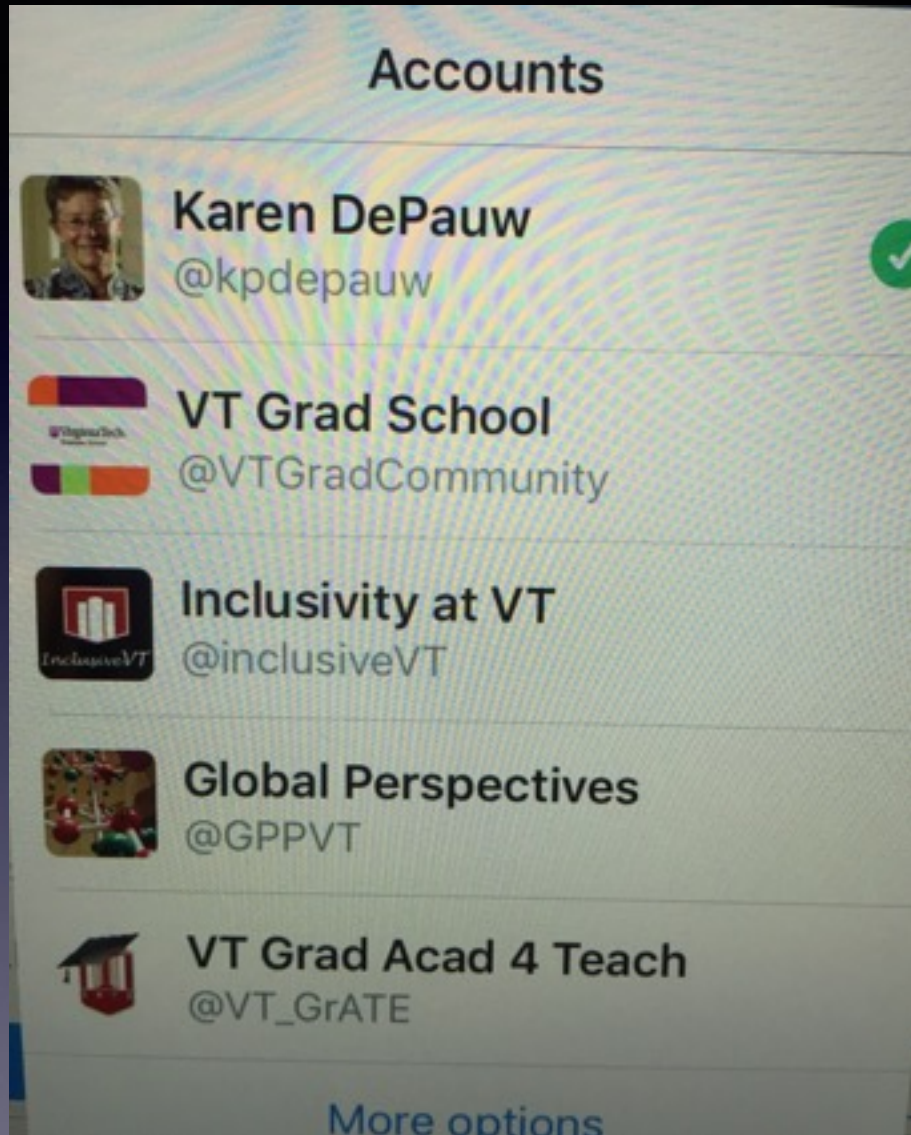
Social media

- sharing and pushing info out
- telling a story
- helps with official communication
effective for crisis communication

Musings and suggestions - Part I

- Topics to share (e.g., grad ed, global HE, inclusion, future faculty)
- Content for sharing - professional or personal
- Morning (?) routine
- Tweet, retweet and quote tweet
- Live tweeting and hashtags #
- Multiple accounts - across platforms
- Tag colleagues and key individuals (e.g., Presidents, Ambassadors, Legislators, CGS colleagues)

And recently one more twitter account
- iPhone



my primary account - as
graduate dean

Graduate School account

InclusiveVT account

Global perspectives

Academy for GTA excellence

Musings and suggestions - part II

- Photos and graphics
- Timing for sharing
- Preparing to tweet
- Hesitations, deletes and oops
- Tweets and posts into collections
- Check impact (likes, retweets, impressions)
- Informative and fun
- Current and immediate
- Don't overthink - be spontaneous, authentic

Key concepts

Communication

Continuity

Connectivity

Commitment

purpose, message(s), audience(s), consistency

Some guiding questions:

- **What** do I want to communicate?
- **Why** should I use social media?
- To **whom** should I communicate? **Who** are my constituencies and audiences?
- **Which** social media is best for which message(s) and audience(s)?
- **How** often to communicate?
- **Who** should use social media?

When do I start? Now

Social media communication plan

- select purpose(s) and social media (more than 1)
 - sharing, networking, publishing, discussing
- content and messages
- audience(s) and constituencies
- connect across platforms
- assessment and impact

Q&A