



# CGS workshop: (Advanced) Social Media Strategies

Kevin Archer, Central Washington University

Karen P. DePauw, Virginia Tech

Frances Leslie, University of California-Irvine

CGS Summer workshop - July 2017 Denver, Colorado

# Working timeframe for workshop

9:00 Welcome and introduction (DePauw)

9:10 Overview of selected social media strategies (DePauw, Leslie) & response (Archer)

10:10(ish) break/breakout groups

10:30 Framing and individual/group work; develop new & enhance strategies for social media

11:45 Sharing next steps

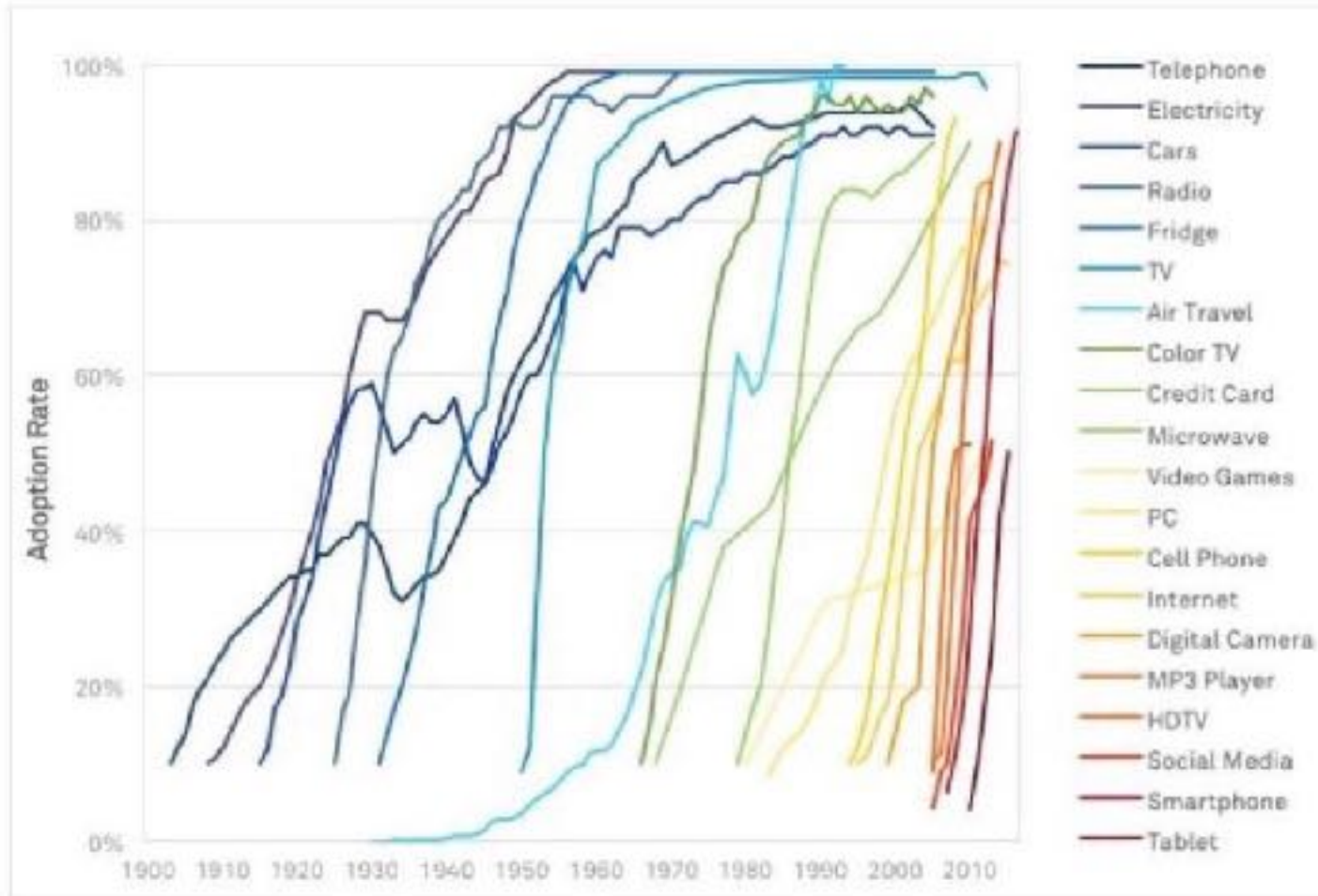
# Topics for today

- social media strategies
- connections across platforms
- audience(s) and constituencies
- content and messages
- assessment and impact
- concerns
- next steps

# Identify 3 concerns regarding use of social media



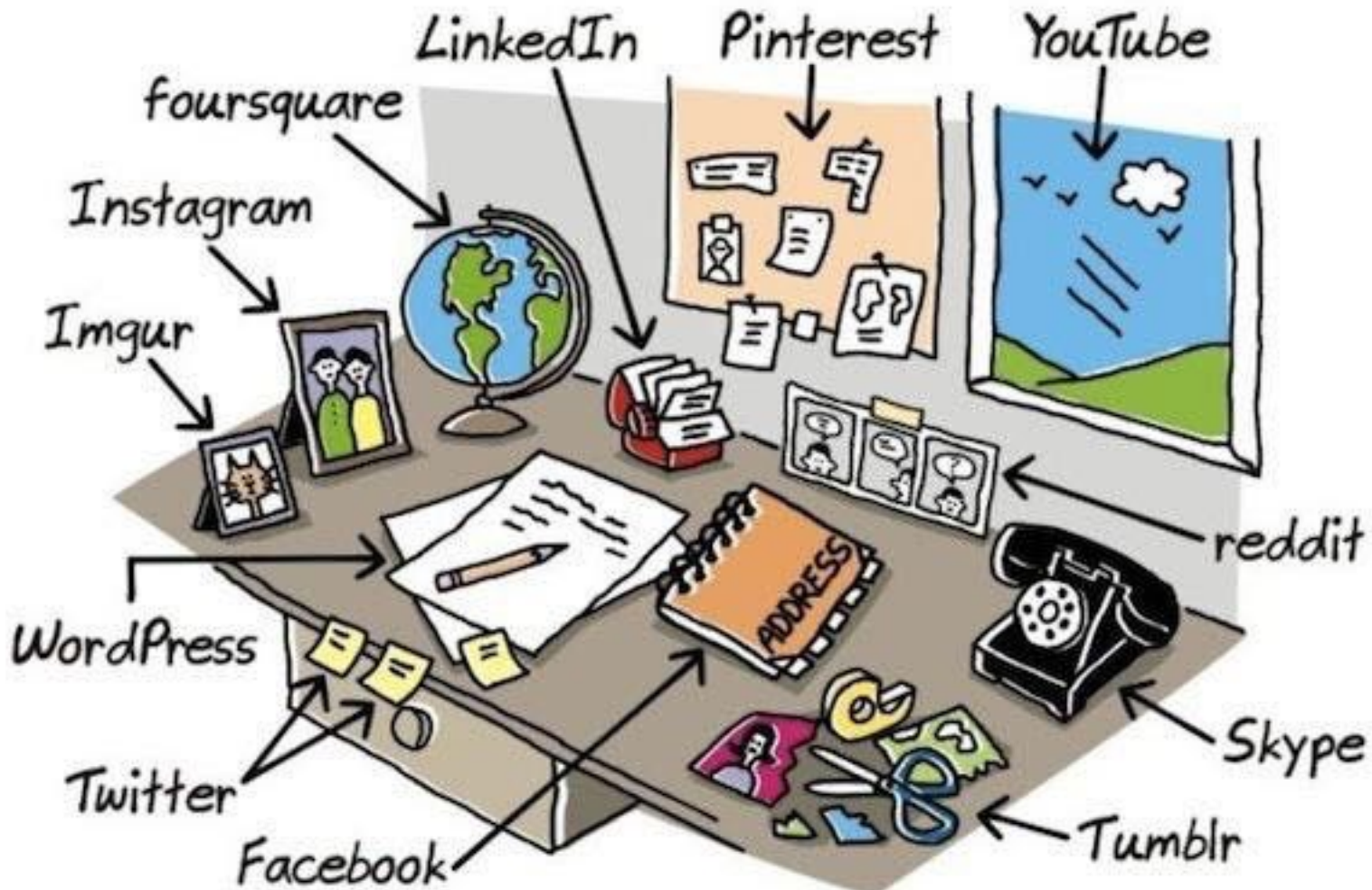
# 1. ADOPTION OF TECHNOLOGY IN THE U.S., 1900 TO PRESENT



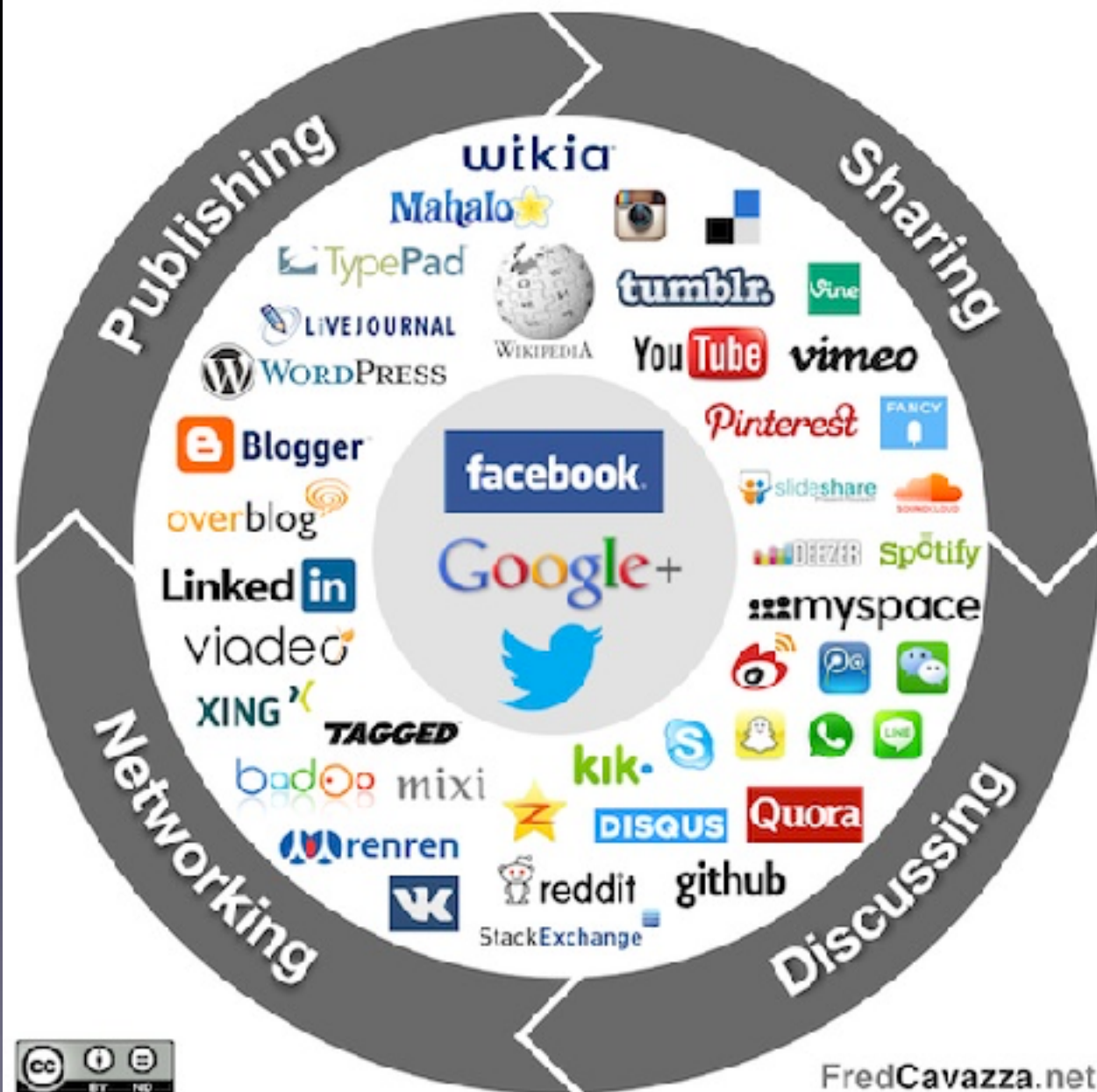
Source: Asymco via @mikequinnfaza

BLACKROCK

# vintage social networking



# Social Media Landscape 2013



# Social media for graduate education

- sharing and pushing info out
- telling a story
- connecting with constituencies
- gathering information
- providing official communication  
effective for crisis communication
- other?



## Basic 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 to connect across platforms?
- How often to communicate?
- Who has responsibility for social media?

## To ponder:

- Professional
- Personal
- Political
- Legal
- Information
- Advocacy
- Acknowledgement
- Messaging
- + + +

# Underlying concepts

Communication

Continuity

Connectivity

Commitment

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

Examples of social media (be selective):

- Twitter
- Facebook
- Storify
- Blogs
- LinkedIn
- YouTube
- & more

and we have to talk about email and official communication

Identify the top 3 social media you want to learn more about

Mentimeter



Social media - it is about sharing stories

graduate students

graduate education



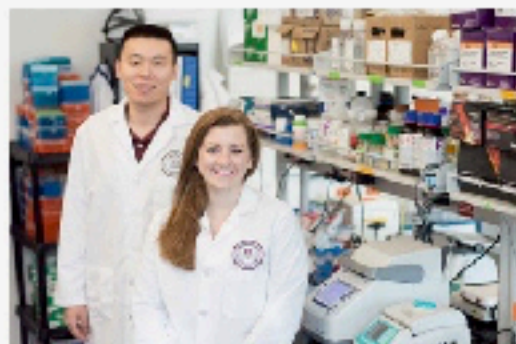
A 21st-Century Graduate Community



A 21st-Century Graduate Community

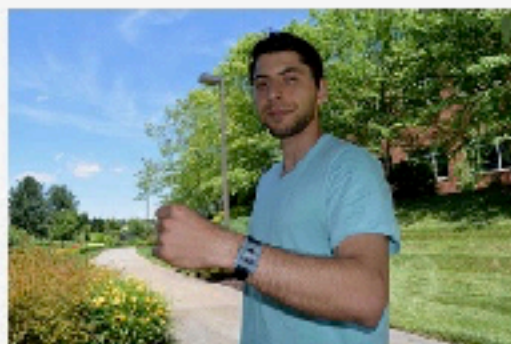
[Quicklinks](#)[About](#)[Academics](#)[Admissions](#)[Funding](#)[Graduate Life Center](#)[Student Life](#)[Transformative Graduate Education](#)[> Visit Us](#)[> Weekly announcements blog](#)[> Current Students](#)

## News



Graduate students awarded prestigious immunology fellowships

The fellowship is designed to support the career development of young scientists by providing one year of salary support. Only



Smartwatch app could inspire more frequent physical activity, Virginia Tech study finds

The study found that the ability of participants to use a glanceable interface



Virginia Tech team works in Louisiana testing water

Virginia Tech researchers are working to develop low-cost, practical remediation and communication strategies that will set



CONNECT WITH GRADUATE SCHOOLS

AT THE 2017 CGS ANNUAL MEETING & BEYOND  
December 6-9 | Scottsdale, Arizona



CGS GradImpact >



Visit CGS' New Gallery of Featured GradImpact Stories

[READ MORE >](#)

GradImpact Submissions Gallery

The CGS GradImpact project tells the larger story of graduate education through featured examples from our member institutions. Our goal is to demonstrate the importance of graduate education not only to degree holders, but also to the communities where we live and work.

The GradImpact gallery highlights our most recent featured stories. Do you have a great story to share about the impact of master's or doctoral education? Visit the [CGS website](#) for more information.

Researching Community Factors to Improve Wellbeing of Senior Citizens

**Jessica Finlay**  
Geography & Gerontology, University of Minnesota



Jessica Finlay is researching how community

Helping Indigenous Tribes Relearn Ethnobotany & Traditional Ecological Knowledge

**Rick Flores**  
Environmental Studies, UC-Santa Cruz



Rick Flores is helping indigenous tribes

Protecting Our Food Supply while Reducing Use of Harmful Pesticides

**Joseph Taylor**  
Entomology, Washington State University



As a child, Joseph Taylor loved dinosaurs and wanted to be a paleontologist, but during his

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[Student Life](#)

[Transformativ](#)



Follow our social media accounts for updates and news

## Transforming Graduate Education blog

- > [On the eve of departure for GPP'17: 12 + 4 May 13, 2017](#)
- > [Higher education as public good from a global perspective Mar 09, 2017](#)
- > [Post-2016 election challenge and opportunity for higher education Jan 19, 2017](#)
- > [Global Perspectives Program'16 Ecuador \(GPP'16\): Reflections beyond Dec 18, 2016](#)



Tweets by [@VTGradCommunity](#)

VT Grad School Retweeted



**Cathy Grimes** @cathgrimes  
@VTGradCommunity Ph.D. candidate designs neat tool to increase fitness activity: [vtnews.vt.edu/articles/2017/...](http://vtnews.vt.edu/articles/2017/...)



Virginia Tech Graduate School  
9 hrs

Looking forward to seeing grad dean colleagues & @CGSGradEd in Denver. On my way. #cgssw17 <https://t.co/f0c4KoAICY>





# Blogs

Virginia Tech Graduate School news

ANOTHER GRADUATE SCHOOL NEWS BLOG

Virginia Tech Graduate School news

ABOUT THE GRADUATE SCHOOL NEWS BLOG 34

Just another Blog@VT Site

Search ...

#### RECENT POSTS

- little Hokie™ Hasgot now enrolling for Fall semester
- Follow the Global Perspectives Program
- A short-term bus at Spring 2011 Graduate School commencement
- Graduate School Summer Hours take effect Mar 16
- Commencement is just weeks away

#### RECENT COMMENTS

## FOLLOW THE GLOBAL PERSPECTIVES PROGRAM

0 MAY 17, 2016 ▲ CATHY GRIMES ● LEAVE A COMMENT





[Home](#) [About this site](#) [Graduate School Overview](#) [Major Initiatives](#) [Northern Virginia Center – National Capital Region](#) [Graduate Life Center](#)  
[Progress and Achievements](#)

## Little Hokie™ Hangout now enrolling for Fall semester

Posted on 22 June, 2016 by Cathy Grimes



### Recent Posts

- [Little Hokie™ Hangout now enrolling for Fall semester](#)
- [Sounds of CPP'16](#)
- [Eve of departure: GPP'15 Year 11](#)
- [Follow the Global Perspectives Program](#)
- [A short look back at Spring 2016 Graduate School commencement](#)

## transforming graduate education

musings about change for higher education



[Home](#) [Brief bio](#) [Presentations](#) [TGE Initiative](#)

### On the eve of departure for GPP'17: 12 + 4

RECENT POSTS

• [On the eve of departure for](#)

[Home](#) [Brief bio](#) [Presentations](#) [TGE Initiative](#)

Posted on [March 9, 2017](#)

[← Previous](#) [Next →](#)

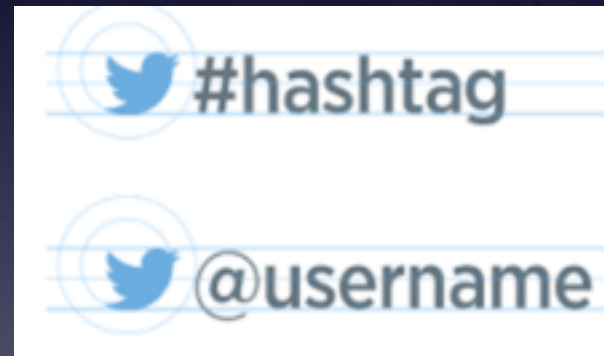
## Higher education as public good from a global perspective

International students and higher education around the world are definitely on my mind given the most recent [Executive Order](#) issued on March 6, 2017 by the Trump administration ("Protecting the Nation from Foreign Terrorist Entry into the U.S.") (more information, see [FAQs](#)) and dealing with the impact of such actions at Virginia Tech. On a national level, the response and actions for our field in the wake of the executive order and its



## Twitter tips from VT:

naming conventions,  
descriptions & bios



## twitter accounts

### Accounts



**Karen DePauw**

@kpdepauw



my primary account - as  
graduate dean



**VT Grad School**

@VTGradCommunity

Graduate School account



**Inclusivity at VT**

@inclusiveVT

InclusiveVT account



**Global Perspectives**

@GPPVT

Global perspectives



**VT Grad Acad 4 Teach**

@VT\_GrATE

Academy for GTA excellence

More options



## Twitter tips/examples from VT:

photos - documents, context, panoramas, meeting materials, people, actions

links to reports - twitter or website

tweets, retweets, quotes, tagging, location tools, likes

# Twitter examples from VT:


Karen DePauw Retweeted

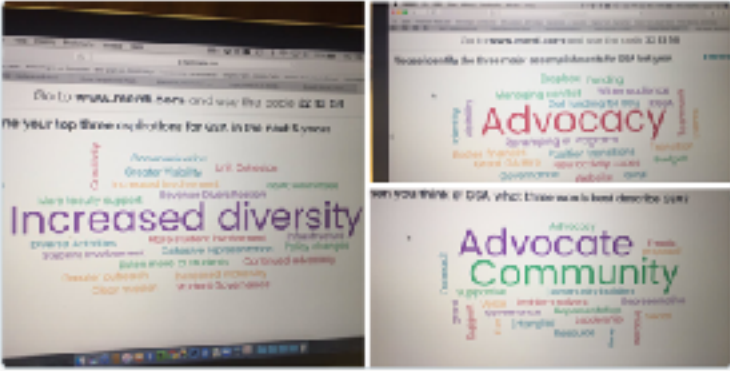
 **Virginia Tech GSA @VTGSA** 2d  
VTGSA exec team brainstorming and planning advocacy for AY2017-18! @kpdcpauw @drpattyperillo @Joe\_Edems\_



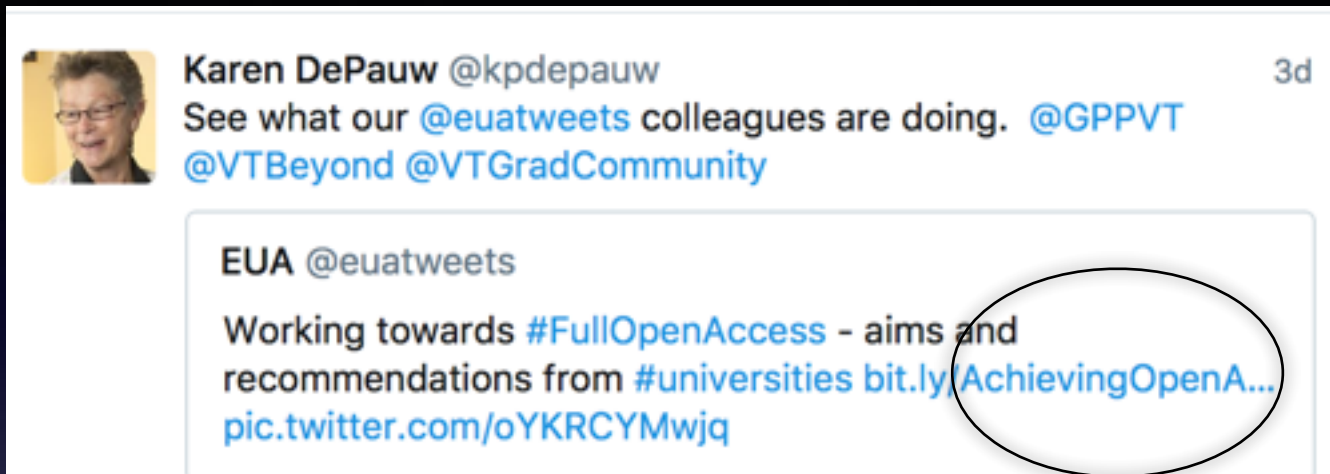
4 14

congratulations and thanks  
tweet and retweet

 **Karen DePauw @kpdcpauw** 3d  
Great work by @VTGSA exec board regarding words describing GSA, accomplishments & aspirations



# share information & reports





Karen DePauw @kpdepauw

Jun 23

Thanks Amb @Martin\_Dahinden & @SwissEmbassyUSA for a wonderful seminar abt global HE as public good. W/ #gppch17 @GPPVT @GPPUniBasel



10

12

photos to show event  
connect with hosts

Karen DePauw Retweeted



Global Perspectives @GPPVT

Jun 23

@kpdepauw : USA institutions of #highered must embrace a global perspective #gppch17



2

11



Karen DePauw @kpdepauw

1d

I wonder how much @GPPVT the #gppch17 consumed!! It was very good! Thx @VTGradCommunity @Martin\_Dahinden

Swiss Embassy @SwissEmbassyUSA

It's #WorldChocolateDay Can you guess how much #chocolate #Swiss eat/year? Avg consumption 24lbs (11kg)! [chocosuisse.ch/en/services-4/...](http://chocosuisse.ch/en/services-4/...) [pic.twitter.com/MfzTo3TpiM](https://pic.twitter.com/MfzTo3TpiM)



strengthening connections with Swiss Ambassador

use of panorama  
tag university news



Karen DePauw @kpdepauw

May 30

Reception in the Garden at Steger center w: [#gppch17](#) [@GPPVT](#)  
[@uzh\\_news\\_en](#) [@UniBasel\\_en](#) participants in Global perspectives  
program.





Karen DePauw @kpdepauw

Jun 8

Provost Cordova presents Pres @VTSandsman a Montecristi hat from @USFQ\_Ecuador. Great photos. @VTGradCommunity @cmontufar #USFQshift17



8 21

Karen DePauw Retweeted



KARLA DIAZ @KDIAZ6

Jun 9

How to effectively incorporate technology in the classroom?

@kpdepauw #usfqshift17 @USFQ\_Ecuador



2 5

Inform Univ President  
Connections with University



Karen DePauw @kpdepauw

Jun 9

This group of 21stC faculty fr @USFQ\_Ecuador. They will change the world of teaching/learning!!! @cmontufar @xcordova\_v @VTGradCommunity



7 11

Like

Karen DePauw Retweeted



Daniel Cordova @huiragchuro

Jun 9

Final reflections w @kpdepauw on Transformative Pedagogy @VT\_TLOS Learning Studio w SHIFT Inst. @USFQ\_Ecuador @VTGradCommunity #USFQshift17



- group photos
- connections with President and Provost
- University news



welcome to external groups  
internal notifications



recruitment and diversity office

University President



Karen DePauw @kpdepauw

Jun 23

Coleman: higher ed is a public good!! We can't say it enough  
#gppch17 @GPPVT @VTGradCommunity @VTSandsman



Karen DePauw @kpdepauw

Jun 23

Research universities have key role. Higher education is a public good & global concern. Words from AAU Pres Coleman  
@#gppch17 @GPPVT



quotes  
name & ref  
photo



Karen DePauw @kpdepauw

4m

Keep up the great work. Tweeting is fun. More graddeans should join us [#cgssw17](#)

← Replying to @hawkgraddean1 and others

Hawkgraddean @hawkgraddean1

Hawkgraddean1's first anniversary on twitter!



Karen DePauw @kpdepauw

57m

Graddeans gather 4 summer wkshop. Looking forward to sessions. Follow & tweet [#CGSsw17](#) [@GrassoDrmgrasso](#) [@Jeff4877](#) [@hawkgraddean1](#) [@CGSGradEd](#)



SUMMER WORKSHOP AND NEW DEANS INSTITUTE

July 8-12, 2017

MEETING  
PROGRAM

CGS colleagues



Karen DePauw @kpdepauw

13h

Agreed. Much imp't work to do. And we can do it!! #CGSsw17  
@CGSGradEd

Maureen Grasso @GrassoDrmgrasso

Graduate Deans are leaders first! @CGSGradEd @Jeff4877  
@huntleyed @hawkgraddean1 @HironaoOkahana



Karen DePauw @kpdepauw

23h

Looking forward to seeing grad dean colleagues & @CGSGradEd  
in Denver. On my way. #cgssw17

← Replying to @mmcdanielsphd

CouncilofGradSchools @CGSGradEd

The hashtag for the CGS Summer workshop in Denver is  
#CGSsw17. See you there!

↻ Hironao Okahana Retweeted



**CouncilofGradSchools** @CGSGradEd

15h

And the recent CGS Data Sources article with more insight specific to graduate education [#CGSsw17](#) [#CGSresearch](#) [bit.ly/2tu3rmR](https://bit.ly/2tu3rmR)

Hironao Okahana @HironaoOkahana

Here is an [@IIEglobal](#) report on int'l admission yields, which [@CGSGradEd](#) is a partner of. [#CGSsw17](#) --> [iie.org/en/Research-an...](https://iie.org/en/Research-an...)

← Replying to @mmcdanielsphd and 1 other



**Hironao Okahana** @HironaoOkahana

Yes! So great to finally see you in person! So excited to find another #HigherEd researcher at #CGSsw17!



Hironao Okahana liked a Tweet you were mentioned in.  
So fun to meet Tweepers in person at #CGSsw17 @kpdepauw  
@HironaoOkahana



**Melissa McDaniels** @mmcdanielsphd

So fun to meet Tweepers in person at #CGSsw17 @kpdepauw  
@HironaoOkahana



← Replying to @kpdepauw and others



**Hawk Graddean** @hawkgraddean1

6 word advocacy moment!



# Musings and suggestions - part I

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

## 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



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!

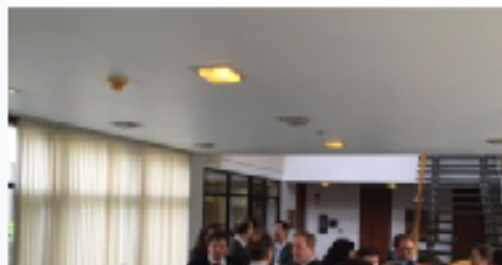


Retweet 1 | Like 4

## Most popular elements

View all

 VT Grad School  
@VTGradCommunity



#gppswiss16 Grad Students @ the Swiss Embassy in DC for @GPPYT presentations. Lively group!! @kpdepauw @VTSandman  
pic.twitter.com/PRHbgivFVv

↩ Reply ↻ Retweet ⭐ Favorite

VT GRAD SCHOOL · 9 DAYS AGO



Virginia Tech Global Perspectives Program, Summer 2016

CATHY GRIMES · 8 DAYS AGO

 VT Grad School  
@VTGradCommunity



.@VTGradCommunity Dean @kpdepauw discusses @GPPYT 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 · 8 DAYS AGO

 VT Grad School  
@VTGradCommunity



1st @GPPVT team discussing recommendations re teaching & learning in #highered Swiss Embassy #gppswiss16  
pic.twitter.com/yr3yGD3Fwf

VT GRAD SCHOOL · 9 DAYS AGO



Virginia Tech Global Perspectives Program, Summer 2016

CATHY GRIMES · 8 DAYS AGO

 VT Grad School  
@VTGradCommunity



 VT Grad School  
@VTGradCommunity



 VT Grad School  
@VTGradCommunity





**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...





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](http://storify.com)



1



2



Storify

# Trip vis



# 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



Deas 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, and the role of 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

Follow


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** @kdepauw · May 10  
Thriving in GradSchool tip What I've Learned From Owning a Dog During Grad School | Great locker #knowyour11Q1140 @vgradcommunity

 **Karen DePauw** @kdepauw · Apr 15  
Thriving in GradSchool Tip#01 @kdepauw | Hard to thrive without a mentor. Find at least one, maybe more than one @VTGradCommunity

 **Karen DePauw** @kdepauw · Apr 15  
Thriving in GradSchool | @kdepauw | Best one: Change /stereos & reality in surviving to thriving: shared responsibility pls join @VTGradCommunity

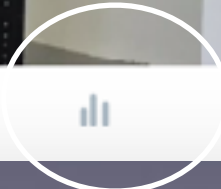
 **Karen DePauw** @kdepauw · Apr 15  
Thriving in GradSchool Tip#20 Learning thru active listening & observing. Also look for analogies @VTGradCommunity

 **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 visualized differently by different disciplines)....



**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 #gppawiss16  
w/ @GPPVT @GPPUniBasel at  
@SwissEmbassyUSA &  
@Martin\_Dahinden. Thx al!!!  
[pic.twitter.com/wN1snFkQf](https://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

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

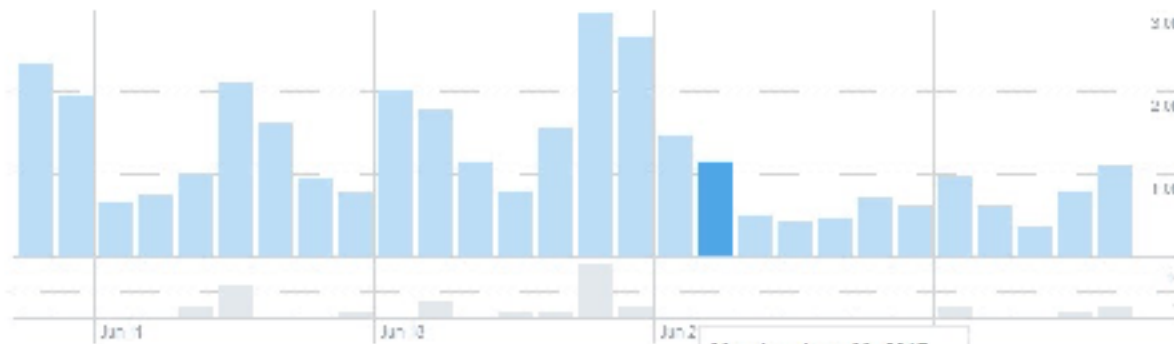


[View your top Tweets](#)

## Tweet activity

Last 28 Days [Export data](#)

Your Tweets earned **38.5K impressions** over this 28 day period



**YOUR TWEETS**  
During this 28 day period, you earned **1.2K Impressions per day**

Tweets **Top Tweets** Tweets and replies Promoted

**Monday, June 28, 2017**

- Organic Impressions: 1,149
- Tweets: 0

[Engagement rate](#)

**Engagements**  
Showing 28 days with daily frequency

Engagement rate  
**1.6%** +10  
2.6% engagement rate



**Karen DePauw** @kdepauw Jun 14  
Holistic admissions is our approach to develop highly qualified & diverse graduate student community  
[@TCGradCommunity](#) [@TC\\_ORDL](#) [@CGSGradEd](#)

2,148 39 1.9%



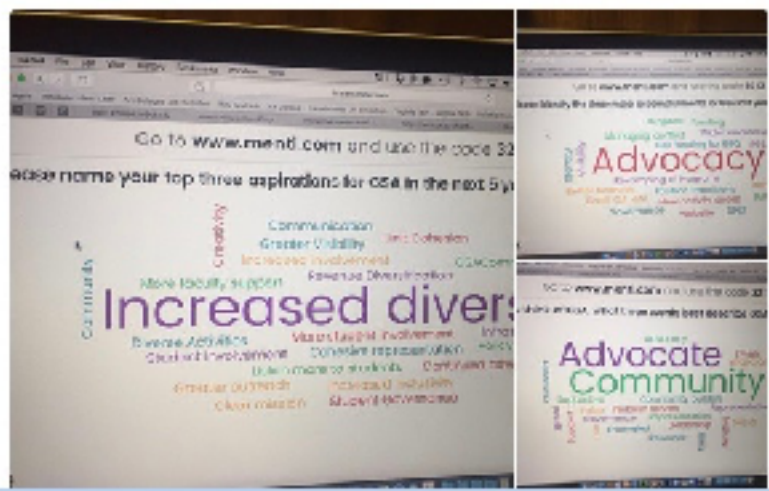
[Tweets](#) 5,446
 [Following](#) 481
 [Followers](#) 1,779
 [Likes](#) 1,539
 [Moments](#) 0

[Edit profile](#)

[Tweets](#)
[Tweets & replies](#)
[Media](#)

You Retweeted


**Karen DePauw** @kdpdpauw · 18h  
 Great work by @VTGSA exec board regarding words describing GSA, accomplishments & aspirations



**Your Tweet activity**

Your Tweets earned 1,366 impressions over the last 24 hours



[View your top Tweets](#)

**Who to follow** [Refresh](#) [View all](#)

- 
**VT Student Affairs** @vtdsa [Follow](#)
- 
**Cranwell Intl Center** @... [Follow](#)
- 
**VT Engage** @VT\_Engage [Follow](#)

**Karen DePauw**  
 President & Dean for Graduate Studies, Virginia Tech  
 April 2012  
[Photos and videos](#)



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


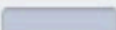






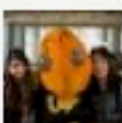






## Insights For Your Page

[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 ...	5.1K 	0%	11	42 
2  University of Pennsylv...	4.9K 	▲ 0.2%	0	0
3  Purdue Graduate School	4.3K 	▲ 0.4%	10	39 
4  Georgia Tech Graduate ...	1.5K 	▲ 0.5%	2	3 
5  The Graduate School at ...	069 	▲ 0.1%	0	0
6  Stony Brook Graduate S...	447 	0%	0	0

● Chat (1)

if you are not on social media (twitter), you  
are missing out

## 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 to connect across platforms
- **How** often to communicate?
- **Who** should be responsible for social media?

When do I start? Now

## Social media plan(s)

- 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

# Sharing, networking, publishing, discussing

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

big picture thinking - visualize

details come later - someone will help you

learn new social media platforms

Storify



Next steps - what will you do?

# What are your 3 next steps in using social media

