

Engaging social media to improve graduate services

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Graduate School
Michigan State University*

Agenda

Welcome and introductions

Overview of social media

Applications of social media

Michigan State University

Virginia Tech

Discussion/Q&A & Hands-on

Anticipated outcomes

Understand value of social media

Embrace use of social media

Accept social media as part of life for deans

Expand social media skills

Twitter account and tweet during annual meeting
(#CGS53)

Blog, LinkedIn, Pinterest, iTunesU, YouTube,
and more

Web 1.0 ~1993

..."an early stage of the conceptual evolution of the World Wide Web, centered around a top-down approach to the use of the web and its interface."

"...users could only view webpages but not contribute to the content of the webpages. "

".. users simply acting as consumers of content."

"...information is not dynamic..."

http://en.wikipedia.org/wiki/Web_1.0

Web 1.0 as metaphor for graduate schools

..."an early stage of the conceptual evolution of the World Wide Web, centered around a **top-down approach** to the use of the web and its interface."

"...users could only **view webpages** but not contribute to the content of the webpages. "

".. users simply acting as **consumers of content.**"

"...**information is not dynamic...**"

http://en.wikipedia.org/wiki/Web_1.0

Web 2.0 as metaphor...

“...web sites that **use technology beyond the static pages** of earlier web sites....

“...it does not refer to an update to any technical specification, but rather to cumulative changes in the ways software developers and end-users use the Web....

...a 2.0 site may allow **users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community**, in contrast to websites where people are limited to the passive viewing of content. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups...”

http://en.wikipedia.org/wiki/Web_2.0

<http://www.evolutionoftheweb.com/>

seven years ago.....

4G

.... a parking spot

an app

.... was something one sent to colleges

skype

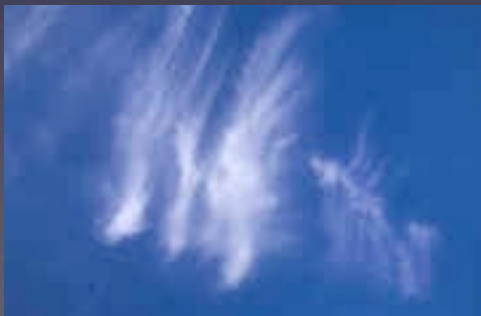
.....a typo

a tweet

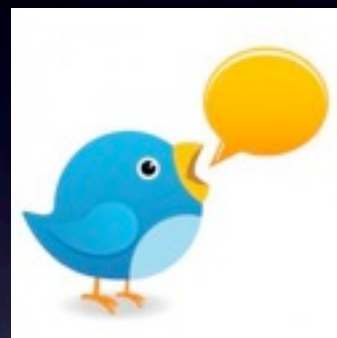
...was the sound made by a bird

a cloud

was actually a cloud



today

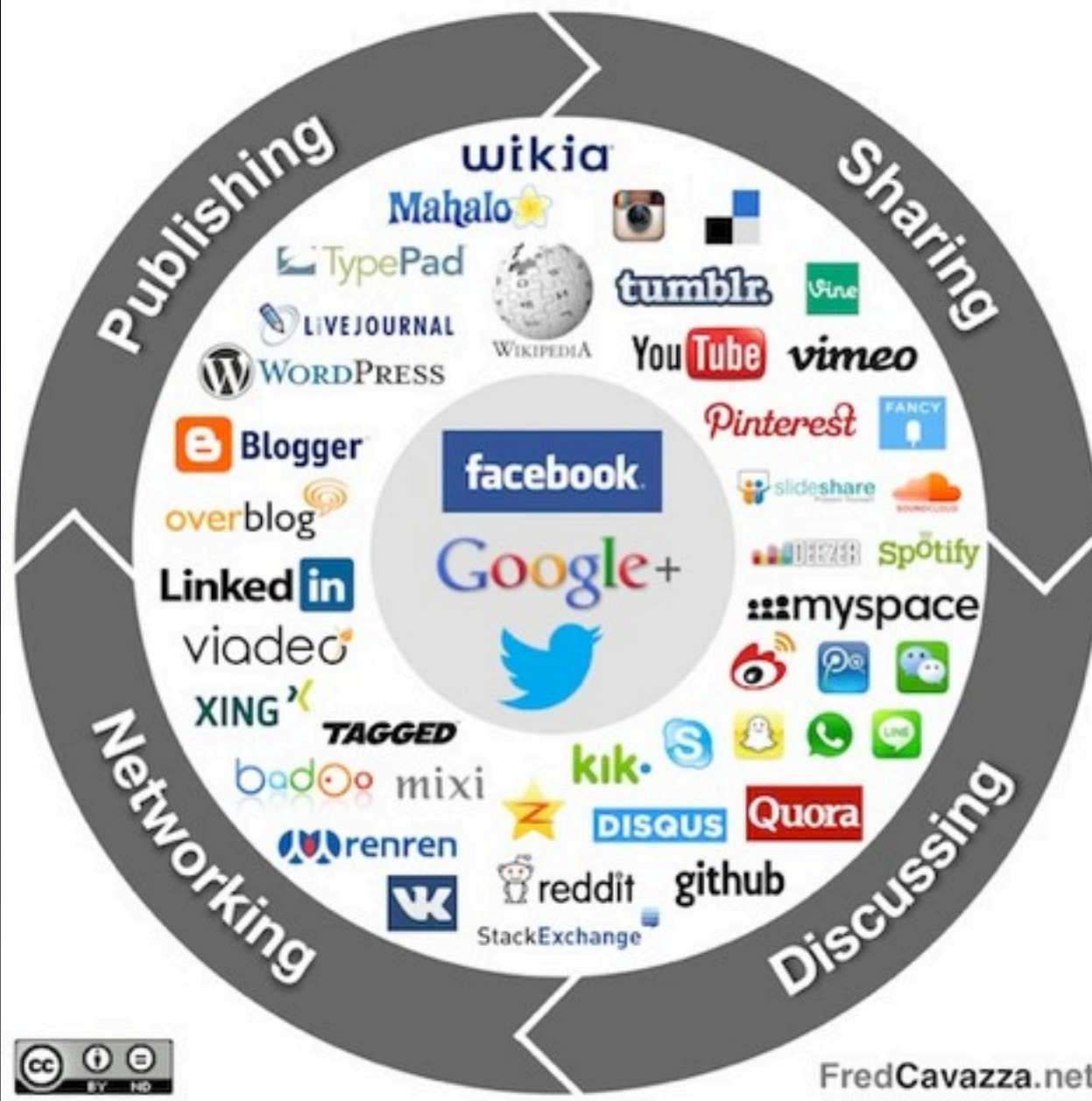






and more everyday

Social Media Landscape 2013



FredCavazza.net

Social Media 2013

**1.15
Billion+**
total users

751 Million users access Facebook from mobile with 7,000 different devices

There are over 10 Million Facebook apps so far

23% of Facebook user's check their account more than 5 times a day

74% of marketers believe Facebook is important for their

Click to enlarge

Infographic by *Digital Insights*
Submitted by *Harsh Ajmera*



129



787



44



41



960



social media 2013

There are over 288 million monthly active users

28% of Retweets are due to inclusion of "please RT!"

Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account

**500
Million+**
total users

twitter 

**500
Million+**
total users

Google+

Over 343 Million active users on Google+

Platform has over 67% male users

80% users login at least once a week to Google+ and 60% users login everyday

The +1 button is served more than 5 billion times per day

40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities

Animated GIFs are still the most engaging type of post

Total number of LinkedIn groups are 1.5 million

27% users access LinkedIn through their mobile

50% of LinkedIn users have their Bachelor's or Graduate degree

81% of users at least belong to one group

42% update their profile information regularly

Over 3 Million LinkedIn Company Pages

Over 1 Billion LinkedIn endorsements

238
Million+
total users



**130
Million+**
total users

Instagram

More than 16 Billion photos being already uploaded

An average user on Instagram has 40 photos

'MTV' is the most followed brand on Instagram with over 1.2 million followers

Every second 8000 users like some or other photo

Instagram gets 1000 comments per second

Over 5 Million videos being shared within 24hrs of launch

More than 5 Million photos uploaded every day

More than 69% of users are female

Only 6% of users have connected their Facebook accounts

Food is the top category on Pinterest with 57% discussing about food-related content

80% of total Pinterest's pins are repins

'Nordstorm' is the most popular brand on Pinterest with more than 4.4 Million followers

Garlic Cheesy Bread is the most repinned Pinterest Pin

70
Million+
total users

Pinterest

More Stats

There are over 1 billion unique monthly visitors on YouTube

4.2 billion people use mobile device to access social media sites

Social media generates almost double the marketing leads of trade show, telemarketing, daily mail, or PPC

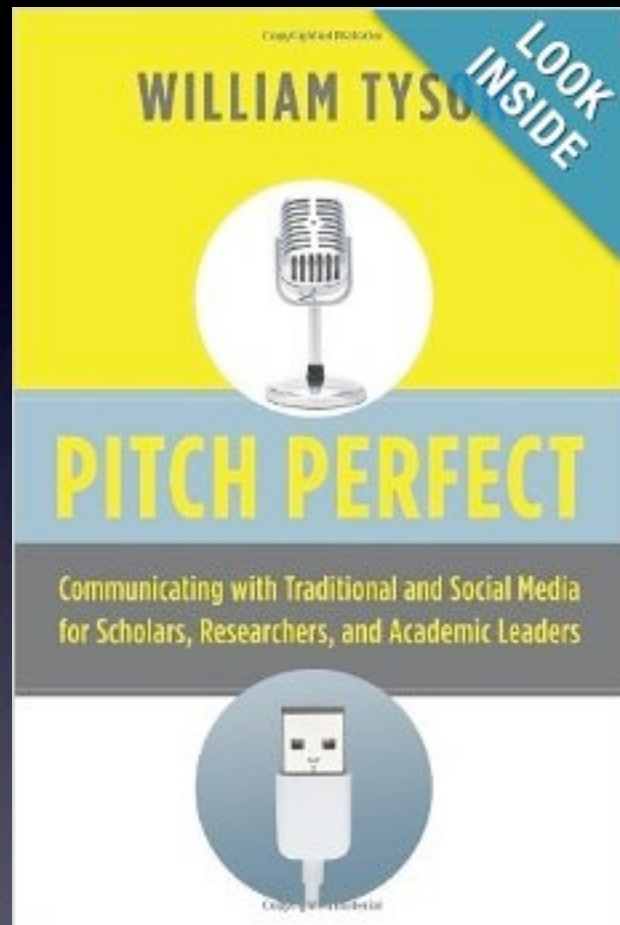
Women check out a brand's social page more often than men

More than 23% of marketers are investing in blogging and social media

Around 46% of web users turn to social media for making purchase

60% consumer says the integration of social media makes them more likely to share product and services.

How professors are using social media



web 2.0 and beyond

blogs
Twitter
websites
wikis
podcasts
YouTube
Facebook

social media at MSU

Communication strategies

- Hobson's (recruitment)
- Wiki use (resource for graduate coordinators)
- Face book (public and private)
- Graduate Catalog
- Virtual GLC
- On line chats
- Blogs
- iTunesU
- YouTube
- LinkedIn
- Twitter
- Pinterest

virtual GLC

:: Virtual GLC



Main menu

- HOME
- CREATE ACCOUNT

Login

Imprudence Viewer

[1.4.0-beta-2 Windows](#)

[1.4.0-beta-2 Mac \(Intel\)](#)

[1.4.0-beta-2 Linux 32 bit / 64 bit](#)

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GLC Plaza & Amphitheatre: Ribbon Cutting

Apply Now

Applying to Virginia Tech

Graduate School Blog

Call for Graduate Student Award Nominations

Thursday, November 05, 2009

International Education Week observed November 16-20, 2009

Tuesday, November 03, 2009

News

Pamplin professors find social media firms compete by reach...

Thursday, November 19, 2009

Urban and regional planning graduate student wins Outstanding...

Thursday, November 12, 2009

CAMPAIN
by VIRGINIA TECH
Invent the Future

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Nov 16 19:24:05

Sidewalk Chalk Showdown: Show your artistic talent; draw your country's flag at the GLC main entrance. Get chalk from GLC rm 110-stndt svcs

Nov 12 20:25:15

Nov 09 10:08:43

Upcoming Final Examinations

Alper Erturk (PHD, EM) 11/20/09 10:00 AM "Electromechanical Mo..."

More >>

Featured Graduate Student



Laura is a 23 year old grad student aiming to prove that no woman is one-dimensional. She is wearing her masters in political science, reaching out to Girl Scouts and teenage girls in her free time, and she has competed twice in the Miss Virginia pageant, earning over \$5,000 in scholarships.

More >>

Extended Campus

Hampton Roads • Roanoke
Richmond • Southwest Virginia
National Capital Region



Automatic Tweets

Featured Information

Transformative Graduate Education:
Graduate Scholars Society
Citizen Scholar Engagement
Graduate School Courses

IGERT at Virginia Tech

Graduate Ombudsperson

Graduate Student Assembly

Graduate Honor System

Expectations for Graduate Study

Alpha Epsilon Lambda

Postdoctoral Association

GLC Weekly

Feeds

Website

new site

Communication strategies

- Face book (public and private)
- Blogs
- iTunes U
- YouTube
- LinkedIn
- Twitter
- Pinterest
- Pinterest #2

Blogs

Expectations for graduate study

Interdisciplinary graduate education

global perspectives program
examples

Virginia Tech
GRADUATE SCHOOL

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Administrators
Academics
Financial Matters
Student Life
International Graduate Student Services
The Graduate School



Global Perspectives Program

Developed in 2005 by Karen F. DeHaan (Vice President and Dean for Graduate Education), the Global Perspectives Program (GPP) is a one-of-a-kind graduate student experience offered through Virginia Tech's educational facility (CEBAC) in Ross Hall, Blacksburg. GPP is an example of a program through which Virginia Tech (VT) graduate students participate in an integrated study-at-home (GRAD 5106 and GRAD 5114) and study abroad (GPP) curriculum to better prepare them to succeed as future faculty members and global citizens. This program is an integral part of the Transformative Global Education (TGE) initiative offered through the VT_SCHOOL_3000.

The Global Perspectives Program enables graduate students to examine differences in academic practices and to develop innovative and effective approaches that foster international awareness and education. During the trip, participants gather practical knowledge about global higher education through (a) visits to a diverse array of universities, (b) discussions with various faculty, administrators, and students, and (c) dialogue among GPP participants. This program provides experiences that help participants acknowledge the various contexts and cultures of higher education around the world and embrace a broader perspective. Through the GPP experience, participants enhance their professional understanding of global higher education, gain a cultural understanding of higher education contexts, engage with new colleagues across academic disciplines, and grow as globally-situated individuals.

To be eligible for the Global Perspectives Program, VT graduate students must successfully complete GRAD 5106 (Preparing the Future Professional) and GRAD 5114 (Pedagogical Practices in Contemporary Contexts). Students who have taken one of these courses and are enrolled in the other course for the spring semester are also eligible for consideration. Each year in early November, a call for applications is issued to Karen DeHaan. Applications require name, degree sought, progress toward degree completion, and dates of completion (or future enrollment) for GRAD 5106 and GRAD 5114. Applicants are also asked to provide an essay articulating their reasons for pursuing the GPP experience and how it is relevant to their aspirations as a future faculty member. Letters of recommendation are neither necessary nor desired.

GPP founder and vice president and dean for graduate education Karen F. DeHaan reviews the applications and makes selections by early January. Those students selected are required to attend monthly seminars during the spring semester. If interested, participants can receive course credit by enrolling in graduate-level study abroad course (GRAD 5994). In order to maximize out-of-pocket expenses and make GPP appealing option for all graduate students, the majority GPP expenses are covered by the Graduate School. Further trip details are shared with participants after the group is selected and the itinerary is finalized. Please email KAREN.DEHAAN@JACOBI_300000 (Global Perspectives Email) with any questions about GPP.



GPP Switzerland

During the first Global Perspectives Program in May 2006, ten VT graduate students attended seminars at VT's Center for European Studies and participated in CEAS seminars in Blacksburg and Italy, and participated in cultural excursions. Since that initial cohort, the program has expanded and now includes an annual cohort of 24 VT graduate students. CEAS seminars and cultural excursions have become increased in scope and depth to become more educational and immersive. In addition to the numerous Swiss and Italian university visited on the first trip, the Global Perspectives Program now

http://graduateschool.vt.edu/graduate_school/gpp/

UNIVERSITÄT BASEL International Affairs

PROGRAMMES TO VISIT US VISITING PROGRAMMES VISITING STUDENTS

Global Perspectives Programme

Overview

Facilitating the exchange of insights and study the experiences of students from Switzerland and the US, the Global Perspectives Programme (GPP) is an excellent opportunity for participants with a keen curiosity about other cultures and countries and an interest in their higher education institutions.

GPP encompasses a compulsory introductory workshop, the holding of the US Embassy in Basel, a joint lecture in New York, Tokyo, and the US Embassy in the US and a conference held in Washington at the programme's close. [View GPP brochure \(2012/2013\)](#)

Participation in the GPP (2012) provided me with an enriching experience. It allowed me to gain insights into the higher education (HE) sector in the US as well as other related areas before embarking on my HE studies in Switzerland. I was able to reflect on my own experiences as a HE student and compare with those of my counterparts from other countries. I also had the chance to meet and interact with students from other countries. I had the chance to visit the US Embassy in Washington, DC. [View GPP brochure \(2012/2013\)](#)

About the programme

The Global Perspectives Programme (GPP) 2012/2013 offers an intense GPP visit to a conference at the Swiss Embassy in Washington. The conference allows for participants to gain insights into the HE sector in the US. The visit includes visits to the US Embassy in Washington, DC, and the US Embassy in Basel. [View GPP brochure \(2012/2013\)](#)

Global Perspectives Manual

Manually compiled by the University of Basel and Virginia Tech, the Global Perspectives Manual brings together contributions by members of various research teams from both countries. The manual features local and theme-oriented HE, Blue building, research, an overview of the manual, challenges and opportunities of a global HE landscape.

[Global Perspectives \(2012\)](#) - Cooperative ideas of academic excellence, governance, research and teaching at Queen's and US higher education (2012) (2012)

[Global Perspectives \(2013\)](#) - Transnational ideas of the future and US higher education: a vision for a global perspective and a joint research (2013) (2013)

Application procedure

For more on GPP 2012 and information about the application procedure see the Global Perspectives (2012/2013) brochure available on the page on International Affairs.

GPP is open to all students of Basel HE studies and your students' experience. HE students are able to come up to 12 weeks earlier through their participation in the programme. Participants are expected to contribute to all activities of the programme as outlined here (2012/2013).

GPP Alumni

GPP Alumni is a growing network of alumni taking individuals committed to active engagement in global research and education. Alumni activities provide a framework for continuing the conversations that have begun in the context of the programme and address cultural perspectives through shared academic research.

[View GPP Alumni](#)

GPP Input Seminar

The GPP Input Seminar is an event open to all members of the international community in the form of a panel discussion. It is an opportunity to learn about the experiences of higher education leaders, international in their field of research and practice. The seminar will also offer a chance to discuss the challenges of the future. At the same time, the seminar provides GPP participants the opportunity to exchange with Virginia Tech students and the final visit to the United States.

[View GPP Input Seminar](#)

Make an application for next year's seminar today. Response card for [Global Perspectives \(2012/2013\)](#)

GPP **alumni**

International Affairs

<http://internationalaffairs.unibas.ch/joint-programmes/joint-visiting-programmes/gpp/>

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@GPPVT



View all photos and videos >

Who to follow · Refresh · View all

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Promoted · Follow

 **SNF** @snf_ch
Followed by Kasper Penggi and 6...
Follow

 **US Food Safety** @foodsafegov
Follow

Popular accounts · Find friends

Trends · Change

#SCOTUS

#OchLALPremiere

Miss Utah

#BrineyOnSecret

Bake Ferguson

#easilyattractedto

#FGATwigg

Samsung

Aaliyah

Chicago



Global Perspectives
@GPPVT FOLLOWS YOU

Preparing globally-conscious future faculty members. A component of Virginia Tech's Transformative Graduate Education (TGE) initiative.
graduateschool.vt.edu/graduate_school...

324 TWEETS 56 FOLLOWING 47 FOLLOWERS



Tweets

 **Global Perspectives** @GPPVT 12 Jun
Some great new blog posts from GPP 2013. Upon returning to the US, Ken, Amanda, and Angela offer great reflections...
fb.me/WtosZqDD
Expand

 **Global Perspectives** @GPPVT 12 Jun
I posted 116 photos on Facebook in the album "GPP Europe 2013"
fb.me/1p5DLA8lw
Expand

 **Global Perspectives** @GPPUnBasel 12 Jun
Where we'll be this time next week - DAY 3 GPP in the USA.
@GPPVT @UniBasel @VTGradCommunity @NWCCedu
pic.twitter.com/nGpp15YDu
Retweeted by Global Perspectives
[View photo](#)

 **Global Perspectives** @GPPVT 12 Jun
A follow-up article from @chronicle pertinent to conversations from recent @GPP13 visit to @poloni.
chronicle.com/article/Eithe...
Expand

 **Global Perspectives** @GPPUnBasel 7 Jun
The Riva Conversations "Universities and Society: Meeting Expectations" on fb.me/11eggdo
@GPPVT @UniBasel #GPP13
Retweeted by Global Perspectives
Expand

 **Karen DePauw** @kdepauw 6 Jun
From the Swiss alps to grand Tetons in 24 hours minus #gpp13 and @GPPVT. Safe travels - see all at Swiss embassy
pic.twitter.com/h2N68u2bpx
Retweeted by Global Perspectives
[View photo](#)

<https://twitter.com/GPPVT>

Tweets

Following

Followers

Favorites

Lists

Tweet to Global Perspectives

@GPPUniBasel



47 TWEETS 38 FOLLOWING 24 FOLLOWERS

Tweets

Karen DePaau @kdepaau 14 Jun
 "Global HigherEd: Is college about truth-seeking or job-seeking?"
 Food for thought for @gppvt @GPPUniBasel #gpp13
quickanddirtytips.com/2013/06/karen...
 Retweeted by Global Perspectives Expand

Global Perspectives @GPPUniBasel 14 Jun
 Where we'll be this time next week - DAY 5 GPP in the USA
 @GPPVT @UniBasel @Whitewales #GPP13
pc.twitter.com/USUGoOr96N
 View photo

Global Perspectives @GPPUniBasel 13 Jun
 Where we'll be this time next week - DAY 4 GPP in the USA
 @GPPVT @UniBasel @UNA @GeorgeMasonNews #GPP13
pc.twitter.com/SdMe0xT21w
 View photo

Global Perspectives @GPPUniBasel 12 Jun
 Where we'll be this time next week - DAY 3 GPP in the USA
 @GPPVT @UniBasel @VTOnsdCommunity @NRCCedu
pc.twitter.com/m0rpn5YCu
 View photo

Global Perspectives @GPPUniBasel 11 Jun
 Where we'll be this time next week - DAY 2 GPP in the USA
 @GPPVT @UniBasel @Whitewadnat #GPP13
pc.twitter.com/USUOrngF008
 View photo

David Henry @D_AHenry 4 Jun
 @kdepaau "Right now is the time for a chaotic conversation"
 Something interesting will emerge #gpp13
 Retweeted by Global Perspectives

Who to follow Refresh View all

Naufica @naufica
 Promoted Follow

Vasquez Footwear @VasquezFoot...
 Follow

swissmen China @swissmenChina
 Followed by Global Perspectives s...
 Follow

Popular accounts Find friends

Trends Change

#SCOTUS

#OJL&LPremiere

Miss USA

@lindsayloebearcat

Blake Ferguson

Keel/yatrachids

#GATWegg

Samsung

Aalyah

Chicago

<https://twitter.com/GPPUniBasel>

Global Perspectives Program, Virginia Tech 51 Likes Message

33 likes · 18 talking about this

Education
Preparing globally-conscious future faculty members. A component of Virginia Tech's Transformative Graduate Education (TGE) initiative.

About Photos Likes Events

Post Photo / Video

Write something...

Global Perspectives Program, Virginia Tech shared a link.
June 14 near Blacksburg · [ip](#)

Some great new blog posts from CPP 2013. Upon returning to the US, Ken, Amanda, and Angela offer great reflections on the experience. More intriguing blog posts to come as we move closer to CPP-unibase's arrival in Blacksburg and the annual CPP Conference at the Embassy of Switzerland in Washington, DC
<http://blogs.it.tu.edu/3/switzerland>

CPP Switzerland
Blog 3 of 4
Collected Thoughts About Global Higher Education

Like **Comment** **Share**

Ken and Kate Fisher like this.

Write a comment...

49 people see this post

Global Perspectives Program, Virginia Tech changed their cover photo.
June 14 · [ip](#)

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- Jonathan Fink**
3 http://www.usps.org/insider/2008/07-08/usa.usps_401_01
April 22 at 12:03pm
- Lukas Wozniak**
3 University of Lucerne approves trend to increase fee...
March 21 at 1:00pm
- Lukas Wozniak**
3 Does voluntary sponsoring to business enterprises...
March 11 at 8:00am
- Victory Brunton**
Looking forward to our first meeting today! Can't wait...
January 21 at 12:53pm
- Lukas Wozniak**
3 My draft report on first year experience: comments...
October 17, 2012 at 8:23am

<https://www.facebook.com/GlobalPerspectivesProgramVirginiaTech>

GPP
 Global Perspectives Programme
 University of Basel

Global Perspectives Programme,
 University of Basel

76 likes · 21 talking about this

University
 Co-ordinated by International Affairs, University of Basel

About · Support on Go

Photos Likes Twitter

Write something...

Global Perspectives Programme, University of Basel
 Friday 21st June

Where we'll be this time next week...
 17th - 21st June 2013
GPP in the USA
 Friday 21st June
 DAY 5

Global Perspectives:
 Preparing Future Academic Leaders

Like Comment Share

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 Like Global Perspectives Programme, University of Basel

Support Global Perspectives Programme, University of Basel to Your Friends

See All

Nelly Kasperbauer Like

Tim Howard Like

Robert Weyers Like

Recent Posts by Others

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Fabian Wälder
 & Inquiries in the application process... help / news...
 April 7 at 8:27am

Kasper Romgoll-Orey
 It's also finally contributing something! Was to be part...
 #24 · April 3 at 7:23am

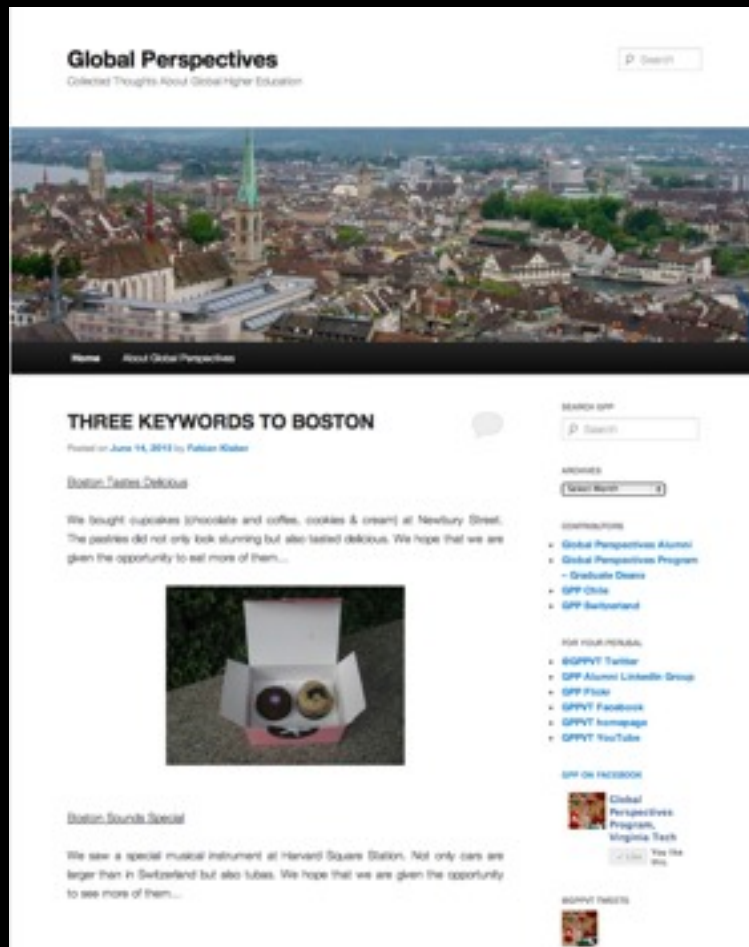
Fabian Wälder
 & We'll continue article about rural America and the new...
 April 1 at 9:28am

Michelle Lachemmer
 & Receiving the doctor's degree for a transcription of...
 March 29 at 9:20am

Lukas Muesmeyer
 & University of Lausanne expresses intent to increase bet...
 March 21 at 11:00am

More Posts

<https://www.facebook.com/pages/Global-Perspectives-Programme-University-of-Basel>



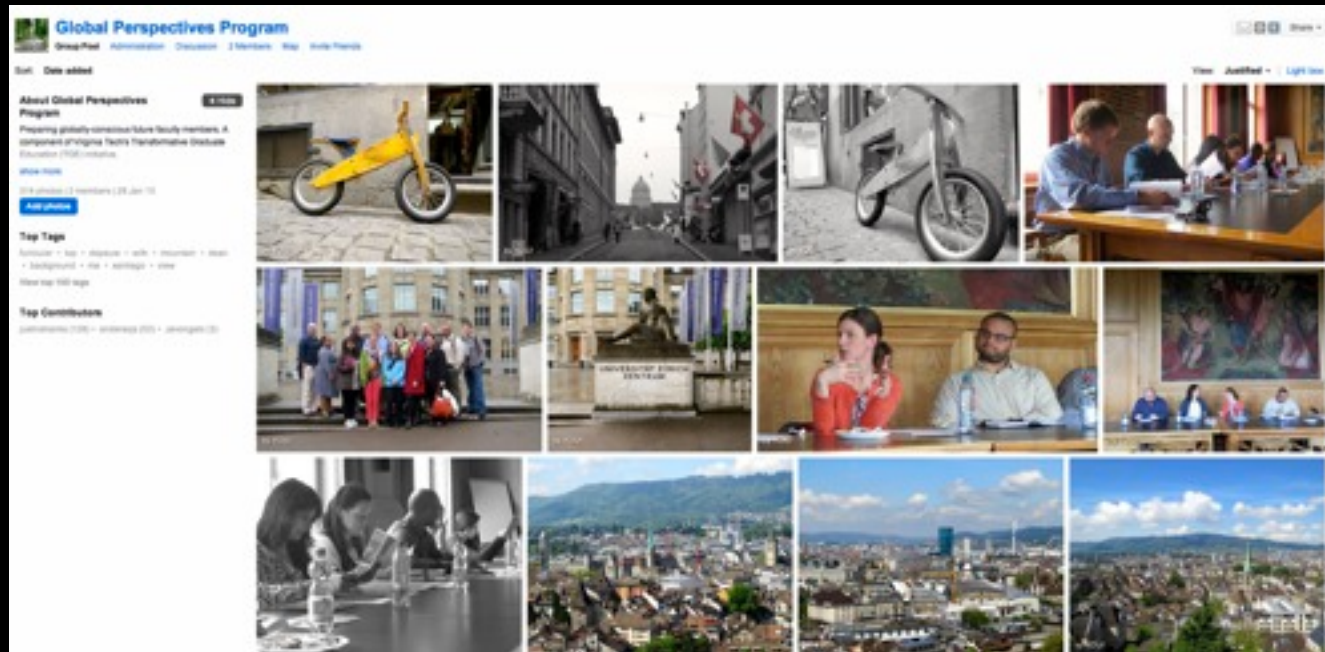
<https://blogs.lt.vt.edu/pfpwitzerland/>

<https://blogs.lt.vt.edu/pfpchile/>

<https://blogs.lt.vt.edu/gpgraddeans/>

<https://blogs.lt.vt.edu/gppalumni/>

<https://blogs.lt.vt.edu/globalperspectives/>



<http://www.flickr.com/groups/globalperspectivesprogram/>

Global Perspectives Program

Some great new posts from GPP 2013. Upon returning to the US, Ken, Amanda, and Angela offer great reflections on the experience. More intriguing blog posts to come as we move closer to GPP Unifessel's arrival in Stacksburg and the annual GPP Conference at the Embassy of Switzerland in Washington, DC

GPP Switzerland

GPP Europe 2013
118 photos with Kelley Stewart

In their circles 1 person

In common with you 1 person

Have them in circles 8 people

Build your following on Google+

Global Perspectives Program

The first batch of photos from GPP 2013 is now live on the GPP Google+ page

<https://plus.google.com/u/1/b/113127911155682294792>

in Search... Advanced Premium Solutions Upgrade

Home Profile Network Jobs Interests

PSG MBA Brand Camp 2013 - Apply for All Expenses Paid Summer Brand Camp. Open to 1st Yr MBA Students.

Global Perspectives Alumni

Discussions Members Promotions Jobs Search Manage More... Share group

The Global Perspectives Program (GPP) was developed in 2005 by Karen DePaue (Vice President & Dean for Graduate Education, Virginia Tech) and offered through Virginia Tech's educational facility in Riva San Vitale, Switzerland (CESA). GPP is an example of a program through which Virginia Tech (VT) graduate students participate in an integrated study-at-home and study abroad curriculum to better prepare them to succeed as future faculty and global citizens. This program is an integral part of the Transformative Graduate Education (TGE) initiative offered through the VT Graduate School.

In 2012, a GPP relationship was solidified with Universitat Basel (Unibas). The creation of a Unibas GPP helped strengthen an already strong connection between the two universities. The annual GPP visits to Unibas expanded to include trips to other universities in the Upper Rhine Region. Additionally, Unibas GPP began participating in the annual GPP seminar at CESA and coordinating visits to select U.S. universities. Since 2012, each Global Perspectives Program concludes with a joint VT-Unibas global summit held at the Swiss Embassy in Washington DC.

GPP enables graduate students to examine differences in academic practice and to develop innovative and effective approaches that foster international awareness and education. During the trip, participants gather firsthand knowledge about global higher education through (a) visits to selected European universities, (b) discussions with faculty, administrators, and students, and (c) dialogue among GPP participants. Through the GPP experience, participants enhance their knowledge and understanding of global higher education, gain a cultural understanding of higher education contexts, engage with new colleagues across academic disciplines, and grow personally and professionally through shared experiences.

The GPP alumni network includes more than 100 participants from various countries across 6 continents.

About this Group

Created: December 12, 2012
 Type: Alumni Group
 Members: 41
 Owner: Justin Shanks
 Managers: Lucinda Tanner
 Website: [http://graduateschool.vt.edu/graduate_al...](http://graduateschool.vt.edu/graduate_alumni/)









Group Statistics

Check out insightful statistics on this group

3,759

View Group Statistics

Group Members in Your Network

-  **Amanda Rumore**
Visiting Assistant Professor at Randolph College
-  **Karen P. DePaue**
Vice President and Dean for Graduate Education, Virginia Tech
-  **Lucinda Tanner**
Communication & Design
-  **Michael Stewart**
Research Intern at Xerox
-  **Tracey Cameron**
Assistant Dean of Intercultural Education at Wellesley College
-  **Linsey Stuege**
Assistant Professor at University of Wisconsin-Madison
-  **Kimberly A. Carlson**
Assistant Director at Presidential Global Scholars
- 

<http://www.linkedin.com/groups/Global-Perspectives-Alumni-4758880>

Twitter

tips for writing a tweet
selecting whom to follow

retweet

photos

links

and more

#

@signs

Twitter