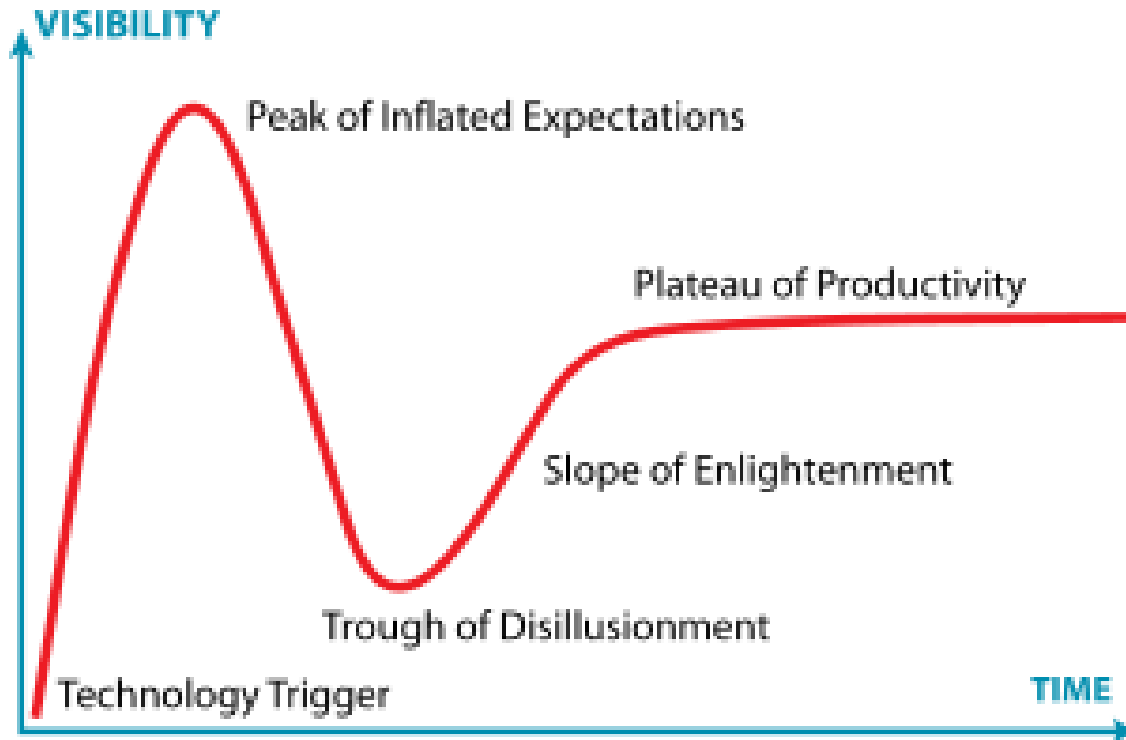# Social Media Use
at Michigan State University
#CGS53

Karen L. Klomparens, Dean
Graduate School
Katherine Kelly, Communications Manager
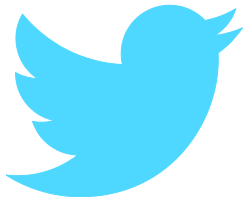University Scholarships and Fellowships
CGS—December 4, 2013

Factors of 1 million   (From MSU VPRGS, Dr. Steven Hsu)

VISIBILITY

Peak of Inflated Expectations

Plateau of Productivity

Slope of Enlightenment

Trough of Disillusionment

Technology Trigger

TIME

Use of Social Media
at Michigan State University

Twitter

    twitter.com/MSUGradSchool

    twitter.com/PhDCareersMSU

    twitter.com/InsideTeaching

    twitter.com/MSUGradWellness

LinkedIn

    http://bit.ly/MSUGradSchool

    http://bit.ly/MSUAGEP

The Power of Twitter

Potential students:

Amy Jay
@amyakers
Follow

Just hit submit for the public health @MSUGradSchool program. Fingers crossed now! :]

5:57 PM - 30 Oct 2013

2 FAVORITES

Current students & staff:

MSU Graduate School @MSUGradSchool   09 Oct
Funding Your Graduate Experience: Education or Other Social Science Area - Events ht.ly/pCH3J

Leigh Graves Wolf
@gravesle
Follow

@MSUGradSchool is the workshop mostly for Phd students or could MA students benefit as well?

9:12 PM - 8 Oct 2013

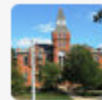Campus partners:

College of Education
@MSUCollegeofEd
Follow

Wow! MT @MSUGradSchool: MSU received $121,566 for support of Fulbright-Hays DDRA Fellowships ow.ly/q69kf #Funding

1:45 PM - 23 Oct 2013

1 FAVORITE

Use of Social Media
at Michigan State University

Facebook

    facebook.com/MSUGraduateSchool

    facebook.com/MSUGradCareerSuccess

    facebook.com/InsideTeachingMSU

    facebook.com/MSUGradWellness

    facebook.com/MSUAGEP

    facebook.com/MSUSROP

Use of Social Media
at Michigan State University

 YouTube

      youtube.com/MSUGradSchool

 Flickr

      flickr.com/MSUGradSchool

 Instagram

      Instagram.com/MSUGradSchool

Use of Social Media
at Michigan State University

Blogs:

Graduate Student Life & Wellness:
msugradwellness.wordpress.com

Chittenden Hall Renovation Updates:
chittendenhall.grd.msu.edu

Graduate Student Life & Wellness Blog

MSU_GradLife
Graduate Student Life & Wellness at Michigan State University

🔎 Search

Alumni Pathways–MSU PhD Ivan Delgado

reply

Posted on **November 14, 2013** by MSU Grad Life & Wellness

MSU alumnus Ivan Delgado has 7 lessons for current PhD students based on his own career path, starting from a PhD in Genetics at MSU to building and rapidly expanding his own successful business Mouse Genotype

Let me be up front and honest with you from the start: you are not going to find answers in this article. But I will give you something that, in my opinion, is worth much more: a politically incorrect, no beating around the bush, true story of how I managed to unearth a truly fulfilling career from within the confines of academia.

Chittenden Hall Renovations Blog

MICHIGAN STATE UNIVERSITY

CHITTENDEN HALL RENOVATION PROJECT

Home   History   Planning   Restoration   Search

Two Dates in 112 Years of History

Posted on **November 1, 2013**

On October 16, 2013, Ronald T. Flinn, Vice President for Strategic Infrastructure Planning and Facilities, submitted a memo to the Trustee Finance Committee. This memo indicated the resolution of the Trustee Finance Committee to approve plans and authorize the university administration to proceed with renovations for Chittenden Hall. You can read the official memo.

The memo includes a very brief sketch of the history of Chittenden Hall:

- 1901 – Chittenden Hall is constructed as the Dairy Laboratory
- 1999 – Chittenden Hall is vacated by Department of Agricultural Economics graduate students

CHITTENDEN HALL | FUTURE HOME OF THE GRADUATE SCHOOL

Use of Social Media at Michigan State University

Experimental Stages:

Google +
> http://bit.ly/MSUGradGPlus

Pinterest
> pinterest.com/MSUGradSchool

Social Media 101--Strategies

- Goals/objectives

- Who is the audience?

- Test it—on a personal account!

- Consider "messaging"

- Evaluate the results

- **TRY IT!** WORKSHEET

Why these platforms? What do we gain?

- General:
  - Get the message straight to the students, eliminating college / department intermediaries.
  - Get messaging to students in real time.
  - Students are already there, you just have to find them. They don't have to join your network because they're already using it.
  - Platforms are mobile friendly (often more so than our website).
  - Viewed as "modern" by our student audiences.

Why these platforms? What do we gain?
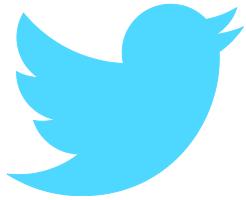
Twitter

- Live conversation ("back channel") during events.
- Search for comments from potential students and network them with specific programs.
- Connect with journalists.

LinkedIn

- Network with current students and alumni.
- Determine post-graduate placements.

Why these platforms? What do we gain?

Facebook

- Reach current students & university pages.
- Share visual items – videos, photos, flyers (PDFs saves as images)
- Target audience segments with different pages.

YouTube

- Highlight student/program accomplishments and share with potential students & donors.
- Search engine optimization (with Google)

Why these platforms? What do we gain?

Flickr

- Share photos from events on our website with embeddable slideshows.
- Find free stock images for communications.

Instagram

- Embed images for quick & easy blog posts.
- Search for students' images from our events.
- Cross-platform sharing with Facebook & Twitter.

Why these platforms? What do we gain?

Wellness Blog

- Engage current students on specific topics.
- Develop opt-in email list.

Chittenden Blog

- Share information on renovation project in one location with students, journalists and other interested parties.
- Curate information and media from multiple sources (archives, etc.)

Why these platforms? What do we gain?

Google +

- Search Engine Optimization

Pinterest

- Forcing us to be more aware of the importance of visual communication on our websites and blogs.

Links on data

Growth of social media:

http://www.searchenginejournal.com/growth-social-media-2-0-infographic/77055/

Social media impact on the world.

http://www.nerdgraph.com/how-social-media-is-changing-the-world/

What does Twitter offer to academics?

http://digitalsociology.org.uk/?p=48

Links for practical information

- Social Search Basics: http://bit.ly/ListenUp1

- Keywords & Operators: http://bit.ly/ListenUp2

- Brand Alerts: http://bit.ly/ListenUp3

- Automated Monitoring Dashboard: http://bit.ly/ListenUp4

- The Social Alumnus: Implications of Social Identity Theory in the Digital Era: http://bit.ly/SocialAlumnus

- Using HootSuite for Social Listening: http://bit.ly/HootListen

- More Resources: http://bit.ly/CGS53Social

News from FACEBOOK and LINKED IN

- Comments from speakers at Assoc for Public and Land-grant Universities Nov 2013:

- Facebook (Katie Harbath): Mobile is it!

- CONTENT is most important
  - Succinct, photos/videos, timely!

- Linked In (Christina Allen): Higher Ed Initiative
  - Professional networks, career outcomes
  - Can use "actionable insights" page for data

Summary

- You don't have to be a user of social media
- You need to know what social media can do for you and what platforms to try
- You need to have set goals. Objectives must come before strategy.
- You don't have to use every tool out there – use the ones that match up to your goals.
- Experiment. If something doesn't work, nix it.

Doctoral Placement
Data Collection and Use at
Michigan State University

Karen L. Klomparens, Dean

CGS—December 4, 2013

Collection methods

- Exit ("Destination") survey at the time of dissertation submission to the Grad School

- "GradInfo" system input by graduate secretaries

- (coming soon) "direct deposit" of first placement info provided by student into GradInfo

- Use of social media for <u>current</u> placement

Use of social media for placement data

In 14 days in 2011, 3 part-time undergrads and 2 office staff found 652 of possible 669 Ph.D. graduates (97%) using:

- Google
- Facebook
- Linked In (enhanced business subscription)

Domestic much easier to find than international

We continued "finding" and recording Ph.D. grads back to 1999…current placement.

Comments

- Are social media sites reliable?
- LinkedIn was the most productive
- Double ("spot") checks with faculty
- Data entered into "GradInfo" system can be summarized by program into a report
- Data used in "public" data reporting on Ph.D. program outcomes on grad application webpage

Public Ph.D. program outcomes

Initial Placement of Ph.D. Graduates (for 2007-08 thru 2009-10 grads)

- Faculty at 4-yr institution = 16
- Postdoc or Res Assoc = 1
- Non-US institution = 0
- Faculty at 2-yr institution = 2
- US K-12 school = 0
- Government = 1
- Non-profit = 0
- Industry or business = 1
- Self-employed = 0
- Student in Grad or Prof School = 0
- Other or Unknown = 7

Thanks to the University of Iowa for their Ph.D. program outcomes template!

Read more

"Where did your graduates go? Linked In knows"

http://chronicle.com/article/Where-Did-Your-Graduate/132197/

TRY IT!

- Enter your name into a Google (or other search engine) and see what comes up.

Engaging Social Media to
Improve Graduate School Services

Creating Your Master Plan

1. What are your objectives?

What are your broad objectives? *Examples: Increase attendance at workshops; increase participation in student support groups; streamline communications to students*

2. What are your goals?

Create goals that tie back to your objectives. Make sure they are SMART goals - Specific, Measurable, Attainable, Relevant, Time-Bound. Take a baseline measure so you can track your results. And then track your results! *Example: Increase attendance at semester thesis & dissertation formatting workshop by 5% by August 2014 (compared to August 2013).*

3. Who is/are your audience(s)?

Who are the audiences pertinent to this goal? *Examples: Current Students; Potential Students; Faculty; Staff*

4. What is your key message?

Develop one to three key talking points pertinent to your goal. Use these to serve as a guide for all your messaging related to this goal.

5. What platforms could you use?

What communications tools could you use to reach the specified audience(s) for this goal, keeping in mind their communication patterns and preferences? Consider both traditional and "new" media. Evaluate the effectiveness of platforms to determine the best use of your resources.