

TAKING THE FEAR OUT OF FACEBOOK (AND OTHER SOCIAL MEDIA)

PASFAA

Pennsylvania Association of Student
Financial Aid Administrators

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WHAT IS SOCIAL MEDIA?

- ▶ The incoming class of 2014 was born in 1992
 - Using a computer has always been a part of their lives
 - For many students, email is passé – even watches have been replaced with cell phones
 - People spend more time on social networking sites than on email

Source: Beloit College's 2010 Mindset List www.beloit.edu/mindset

WHAT ARE THE BIG SOCIAL MEDIA SITES?



- ▶ Facebook
 - More than 800 million active users



- ▶ Twitter
 - More than 100 million active users



- ▶ LinkedIn
 - More than 120 million members

Source: Facebook.com, Twitter.com and LinkedIn.com, respectively

WHAT'S IN IT FOR MY SCHOOL?

- ▶ You can meet students where they are
 - Get the message out in the most effective way, using the most effective means

- ▶ Larger reach using fewer resources
 - Field common questions
 - Reduce phone calls by addressing simple issues
 - Shorten lines and office traffic

WHAT ARE THE RISKS FOR MY SCHOOL?

- ▶ Don't have a full resource to dedicate to it
 - It'll take too long to monitor
- ▶ Don't have familiarity with the technology
 - Don't know what to say
- ▶ Don't have control over what others say
 - Don't know how to handle negative comments

LAY THOSE CONCERNS TO REST

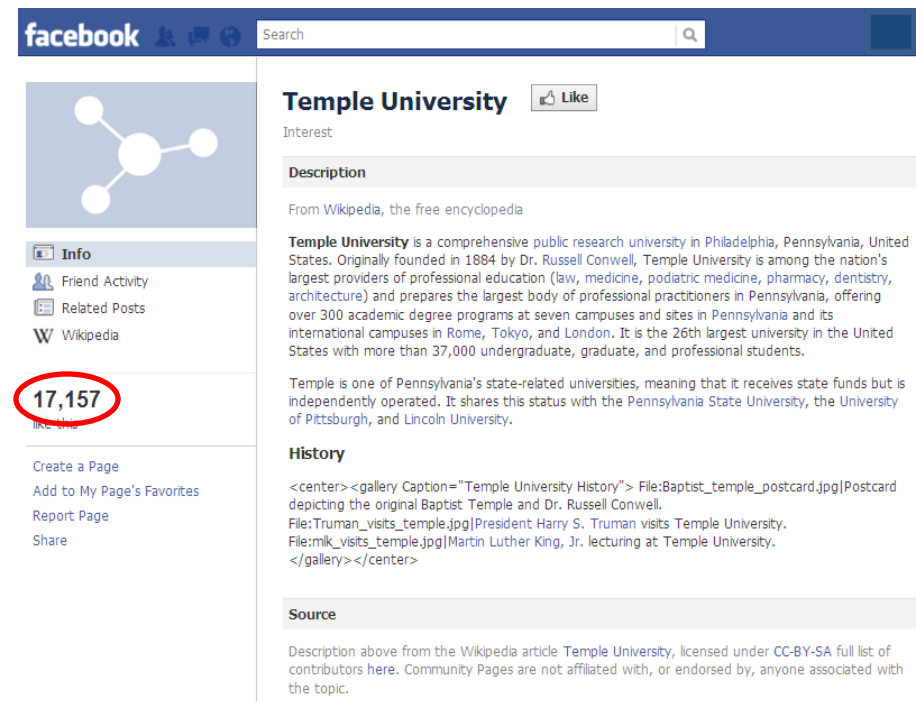
- ▶ You can dedicate as much (or as little) time to it as you want
 - It need not consume all of your time
- ▶ Set internal guidelines for tone and content
 - Don't be afraid to "hire" a student to run your page
- ▶ You can delete or hide posts as you see fit
 - This is considered relatively standard practice

STOP, LISTEN...AND LEARN!

- ▶ What's being said about you?
- ▶ Keywords – make sure they're spelled correctly!
- ▶ Listening tools for social media management:
 - Google Alerts
 - Email updates of the latest Google results (Web, news, etc.) based on your choice of query or topic
 - Social Mention (www.socialmention.com)
 - Similar to Google alerts but for social media
 - Receive daily email alerts about what's influencing your reputation

WHAT'S FACEBOOK ALREADY SAYING ABOUT YOU?

- ▶ Wikipedia has the right to create a Facebook page based on its content
- ▶ If this was your Facebook page, is this what you'd want it to say?
- ▶ Would you rather control the message and interact with your fans?



WHAT IS TWITTER?

- ▶ Posts called “tweets” go out at 140 characters or less
- ▶ Conversations are much more difficult
 - While perfect for celebrities who want to send a message to a lot of people at once, tougher to interact with individuals
- ▶ Think of it as the ticker tape in Times Square
 - Your message gets out there, but you can’t control it once it’s out



WHAT IS LINKEDIN?

- ▶ Used primarily as a business networking tool
- ▶ Great for your alumni office, but your students probably don't use it yet
 - About 9 million members (worldwide) are recent college graduates
- ▶ You may want to use it personally to build your own professional network!



IF I CAN ONLY BE ON ONE, WHICH ONE SHOULD IT BE?

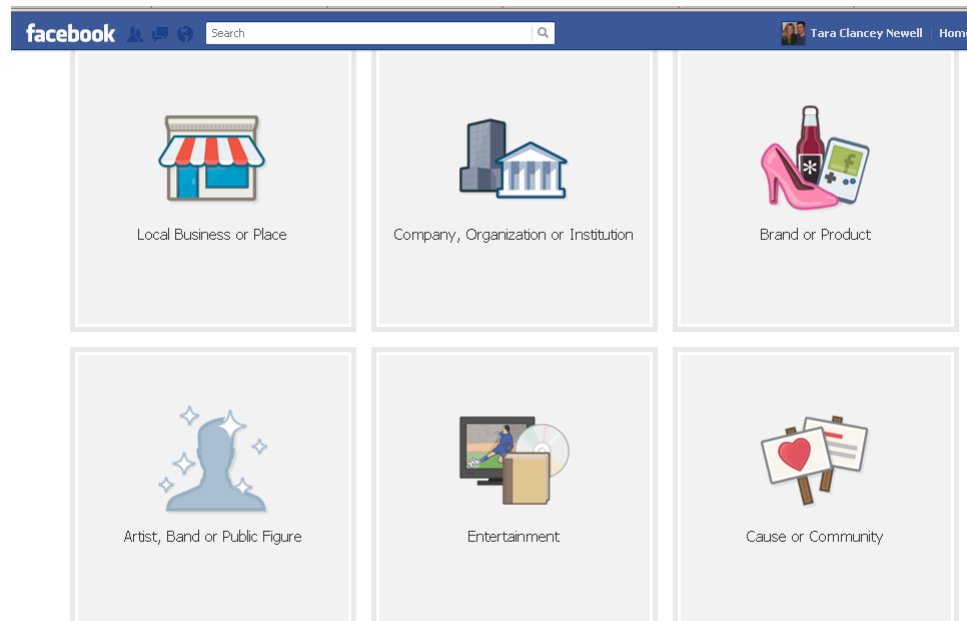


- ▶ Allows you more control of your message
- ▶ Easier to manage
- ▶ Turns a post into a conversation
- ▶ Lets you post more content

How Do You CREATE A FACEBOOK PAGE?

► Official rep of an organization

- A public profile that enables you to share your organization's information with the public



► <http://www.facebook.com/help/?page=904#!/pages/create.php>

STEP BY STEP - FACEBOOK

- ▶ Pick a category and name
 - ▶ Add a profile picture
 - ▶ Add information
 - ▶ Make the content rich and engaging
 - ▶ Publish
 - ▶ Update regularly
-
- ▶ www.facebook.com/pages/learn.php

PROMOTE

- ▶ Facebook and Twitter icons on your website
- ▶ Cross-promote
 - Such as signature lines in general email account
 - “Like us on Facebook @YourSchool Financial Aid Office”
- ▶ Host contests to gain followers
- ▶ Interact
 - Use your website to push information
 - Make students, faculty, alums your advocates



Be interactive!

Create great conversation starters!

Use relevant keywords in "About Us" box

Include FAQ's and photos when appropriate

Use email to announce your page

CREATE

PRINCETON UNIVERSITY

University · Princeton, New Jersey

Wall Princeton University · Everyone (Top Posts)

Share: Photo

About

This site is not associated with the admission office. All potential applicants to Princeton are advised to go through the regular application channels, detailed at the official Princeton admission website (<http://www.princeton.edu/admission>).

54,177 like this

10,529 were here

Likes See All

Pace Center, Princeton University

Lewis Center for the Arts

Princeton Environmental Institute,

Princeton Engineering

Seeley G. Mudd Manuscript Library

Princeton University shared Princeton University Dining Services's status update.

Princeton University Dining Services

Have you heard: The fall break meal plan is complimentary to anyone with an unlimited meal plan.

Like · Comment · Share · 22 hours ago

21 people like this.

Princeton University asked: What information do you find most useful from the Princeton University page on Facebook?

☐ A) Articles about research and achievements

☐ B) Links to upcoming events

☐ C) Photos and videos from campus life and events

2 More...

Follow · Ask Friends · September 27 at 9:39am

- Great photos in filmstrip showing off the campus
- Sharing updates on campus news
 - Example: the latest from Dining Services
- Using polls to interact with fans and learn what they want to see on this page
- “Likes” other Princeton pages
 - Enable swift fan traffic from page to page
 - Consistent
 - Unique

SALLIE MAE'S PREFERRED SOCIAL MEDIA CHANNELS



Facebook

- **Role:** Provide a friendly forum for Sallie Mae and consumers to engage in meaningful, relationship-building dialogue.
- **Content:** Education hot topics, tips for and outreach to Sallie Mae customers, relevant articles.



Twitter

- **Role:** Serve as a timely, mass-messaging system to keep our consumers "in the know" and allow for targeted resolution of consumer issues.
- **Content:** Bite-sized news or advice that consumers would benefit from knowing *right now*.

WHAT SALLIE MAE DOES ON FACEBOOK

facebook

Search

Sallie Mae
Product/Service

SallieMae
SAVE, PLAN & PAY
FOR COLLEGE

Wall
Sallie Mae · Everyone (Most Recent) ▾

Share: Post

Write something...

Sharon Lee
Hi, i have a question. About how long does it take for you guys to work with the school to finalize a loan?
Like · Comment · about an hour ago

Sallie Mae Hey Sharon, great question! Once your loan is approved, assuming we have all the information needed, it can take 7-10 business days for us to finalize everything with your school (that's including your Right to Cancel period). However, some schools may take longer to certify the loan.
15 minutes ago · Like

Write a comment...

Sallie Mae asked: We're curious, where are you in your college journey?

- ☐ HS freshman/sophomore: thinking about college & saving for it
- ☐ HS junior/senior: visiting schools & making application decisions
- ☐ College student: managing my tuition expenses

4 More...

Follow · Ask Friends · 4 hours ago

Susan Brown
how do you apply for the \$25,000.00 giveaway to pay OFF your Loan??? Do I Qualify???
Like · Comment · 4 hours ago

18,014

- ▶ Assist our customers
- ▶ Develop a community where “fans” can learn about how to save, plan and pay for college
- ▶ Share other helpful information about financial literacy and other relevant topics

INTERACTIVE QUESTION AND ANSWER SESSION



DISCUSSION TOPICS

- ▶ How to utilize social networking to improve communication with students and families
- ▶ How to successfully integrate social networking into day-to-day business goals
- ▶ Best practices
- ▶ Lessons learned
 - Challenges faced and overcome

The information contained in this presentation is not comprehensive, is subject to constant change, and therefore should serve only as general, background information for further investigation and study related to the subject matter and the specific factual circumstances being considered or evaluated. Nothing in this presentation constitutes or is designed to constitute legal advice.

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