WLG Notes 3-7-12

Recap of last meeting

Alia will post mobile site best practices for navigation and content on the WLG blog.

Announcements

---We are in the process of updating databases and working to migrate all web tools that use the current SQL server to new server.

---Web Liaisons with websites pointing to the **KC-WEBSQL1.** Please contact "Z" to schedule a migration time; some after-hours appointments are available. During the migration, your website will be down approximately 15 minutes.

---Schedule all moves by March 9th– Migration will occur between March 12th-30th – On April 6 **KC-WEBSQL1** will be offline and your tool will not work.

---We will be installing the latest version of WordPress starting March 9.

Presentation

Kristen Abell – Social Media Presentation

Highlights of the presentation:

The main reason to use social media is to drive traffic to your site.

Facebook – New Timeline – Do something dynamic with the main picture, use smaller picture for logo. Timeline is a great way to add important dates in university history (when founded, etc). You are able to hide things from timeline or highlight them. You have the ability to delete irrelevant comments after a while if they don't affect your timeline

YouTube is a great medium to showcase the campus – videos showing students how to do laundry, tours of the campus, student made and edited videos – the more you interact with the student, the further along you can get when you engage them before they even get to school

YouTube – Students don't care if its professional – more likely to watch student created videos as they believe it's more real or accurate and unedited. Its more about quantity than quality, they want to see what it looks like here (for example Move In 2008). Good idea to post YouTube videos on Facebook, Twitter, etc.

Pinterest is a great visual tool to showcase the campus – watch copyrights, use only your own photos

Tweetdeck and HootSuite are both ways to schedule your posts on Twitter and Facebook at the same time. HootSuite can be used to set up updates on a schedule. It will post to Twitter, Facebook, and your blog. You do need to remember to check back and respond to comments.

Google + isn't much different than Facebook, less popular. Google+ Hangouts does work better than Skype for face-to-face chats.

Foursquare and the link are location based sites – they are not used very much anymore – could be used for more event based things vs. just checking in. It could also be used for contests.

Social Media can be used to host contests and get students involved. Have students take photos of themselves completing tasks and then ask them to tag themselves. They like seeing their pictures online and at the same time, they are learning something about your academic or administrative unit.

Should you delete blog comments? Negative comments are okay, they give you the opportunity to respond – Trolls or hateful comments (racist, sexist, obscene) can be deleted – it's best to have a blog comment policy.

Social media gives us a chance to see what people are saying and respond, either to positive or negative feedback. It's also a good way to engage the community in what we do.

Liability: If you are afraid of your liability if a student forecasts they are going to hurt themselves or others, you can ensure you are not liable by letting users know what the site is for, for example – this site will not be used to engage in confidential conversations, etc.

Check out these great uses of social media:
Boston University Dean of Students – [Twitter, Facebook, Flickr along with a blog](#) from the Dean – students want to interact informally – they pull in guest posts by students – students give an authentic voice – you do have to train students to know what communication is and isn't

John Hopkins – [Hopkins Interactive](#) – whole social media site, feature 25 student blogs – students come in as freshmen and blog about the experience of applying, picking classes, etc. and they have seniors interact with incoming to help them out