

# Social? We Can Be Social!

AACRAO Annual Meeting

March 23, 2016

9:15 – 10:15 AM

Session ID # 4152

# Presenters

Rita Dunston, Registrar  
University of Mary Washington



Kevin Caffrey, Senior Associate Registrar  
University of Mary Washington



# Session Rules of Etiquette

- Please turn off your cell phones
- If you must leave the session, please do so discreetly as possible
- Please avoid side conversations during the presentation

# University of Mary Washington at a Glance



- Located in Fredericksburg, VA
- Founded in 1908
- Coeducational, public institution that offers graduate and undergraduate degrees
- Three Colleges (Arts & Sciences, Education, Business)
- Three Campuses (Fredericksburg, Stafford, Dahlgren)
- Located within an hour's drive of both Washington, D.C., and Richmond, VA
- Approximately 4,000 undergraduate students and 500 graduate/non-traditional students
- Average class size: 22 students
- School colors: Gray & Blue
- School mascot: UMW Eagle





UNIVERSITY OF  
MARY WASHINGTON

*where great minds get to work*

# STRATEGIC PLAN

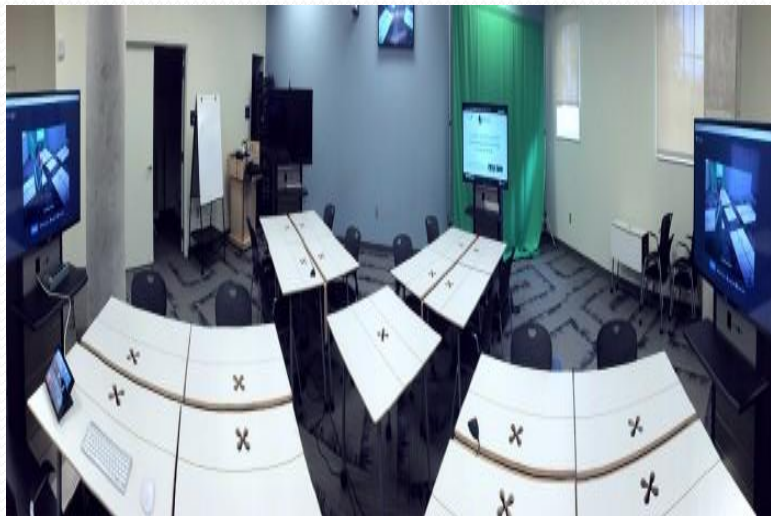


# 2014: Opening of new Information Technology and Convergence Center



*(Renamed the Hurley Convergence Center in 2015)*

- Four Story Building
- Walk up “e-station bar”
- Group collaboration spaces with digital collaboration software and equipment
- Multi-media editing studio
- Video production studio
- Designed to facilitate the application of current innovative learning technologies and structured to permit smooth transitions to new technologies as they develop
- Jeff McClurken, Ph.D., Special Assistant to the Provost for Technology, Teaching, and Innovation: *“representing UMW’s commitment to stay on the forefront of the integration of technology into teaching and learning in thoughtful, creative, academically rigorous, and student-centered ways.”*





# Admissions & Social Media

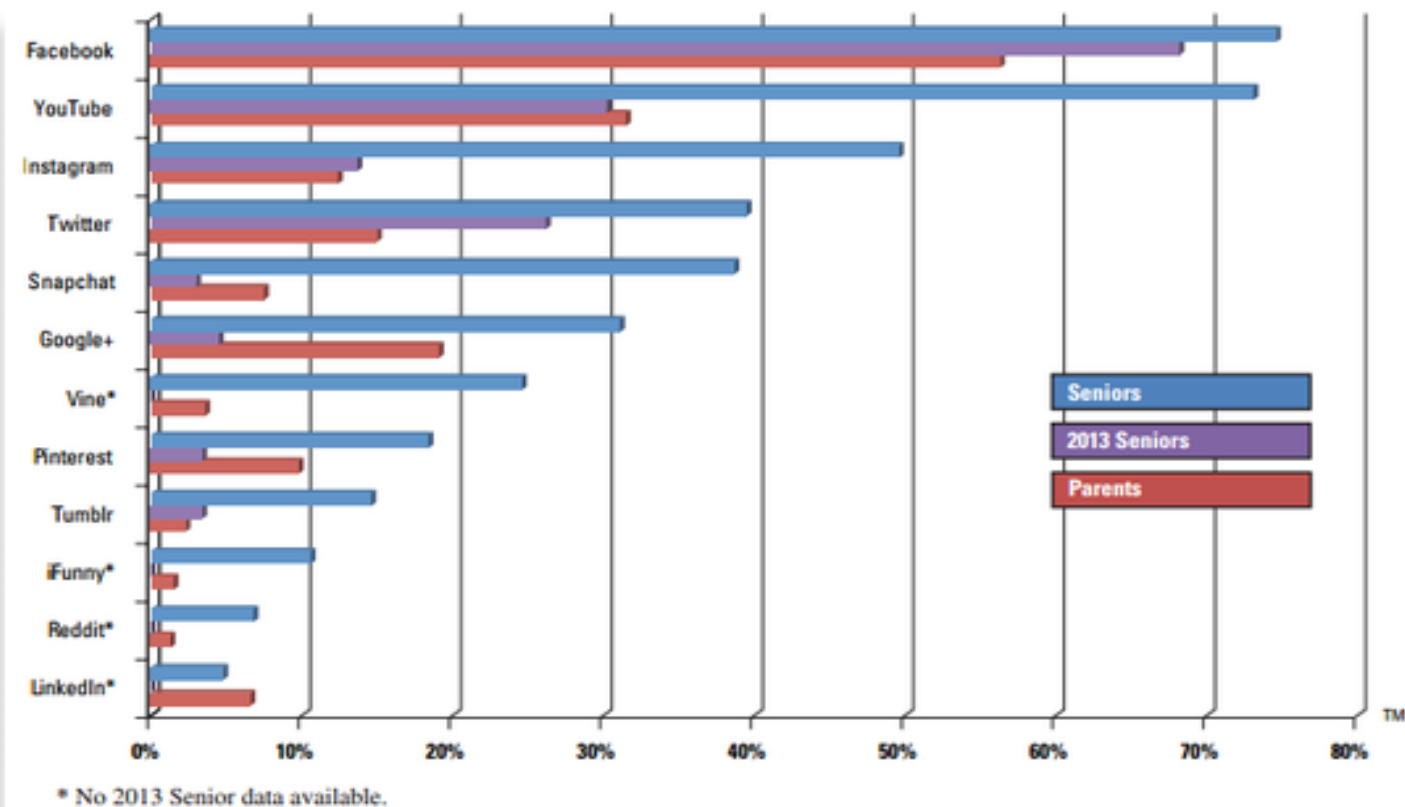
# Seniors – Prospective Students

## Social media

As the list in Figure 18 shows, students have a wide range of ever-changing social media channels to use for communicating. With the 2014 respondents, two image-based social media services—Instagram and Snapchat—had particularly notable increases compared to the previous year.

**Figure 18: Which social media channels do they use?**

The largest gaps in use of social media channels between students and parents were YouTube (42 percent), Instagram (37 percent), and Snapchat (31 percent).



2014 E-Expectations Report:

[https://www.ruffalonl.com/documents/shared/Papers\\_and\\_Research/2014/2014\\_E-Expectations\\_Report.pdf](https://www.ruffalonl.com/documents/shared/Papers_and_Research/2014/2014_E-Expectations_Report.pdf)

UMW Admissions - Facebook

Stacy Grogan · Jan 30

GOT INTO MY #1, UNIVERSITY OF MARY WASHINGTON 





UofM Admissions Retweeted



Jan 13

The University of Mary Washington has great taste 🤩😋





UMW Admissions Retweeted



"My human has been accepted to college which means she won't be home to give me belly rubs!" - Murphy @UMWAdmissions



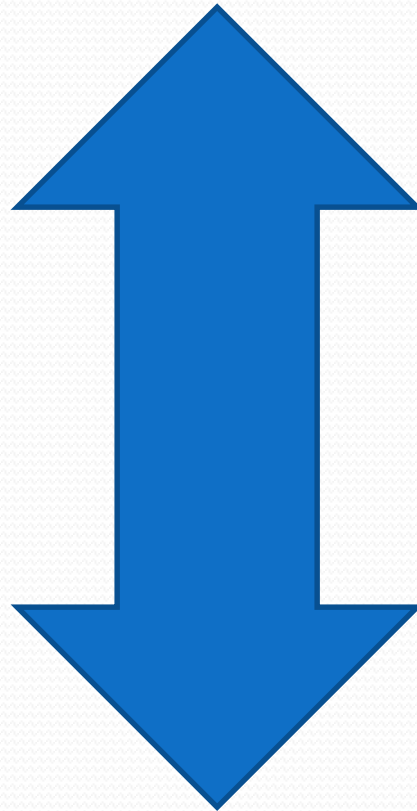
3



20



Admissions



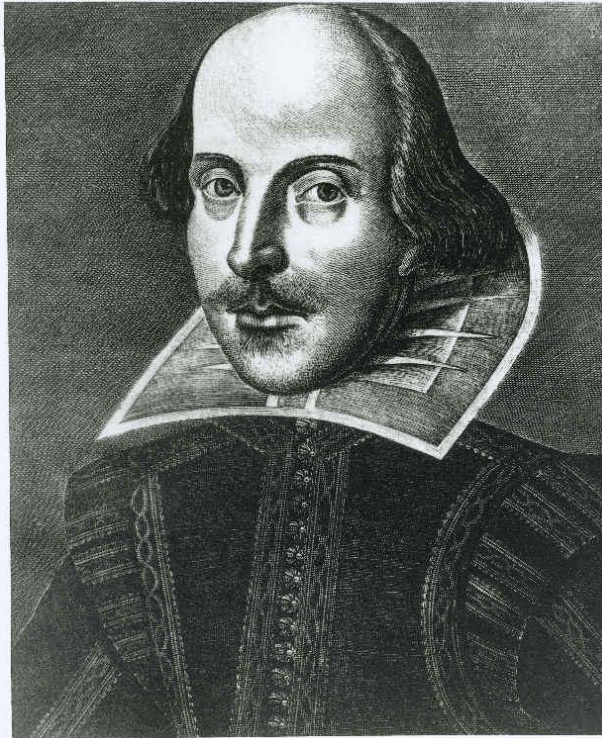
Registrar's Office

# Introduction

- How can a Registrar's Office utilize social media to expand their role on campus, create new ways to disseminate information, and alter the way the office is viewed by students, faculty, staff and the local community?

# Learning Outcome

Redefine the role, resources, and reputation of your Registrar's Office by utilizing social media.



*“I doth approve of thy  
alliteration.”*

# What is the *role* of the Registrar's Office?

- Maintain and Protect Academic Records
- Assist with and process Registration Requests
- Schedule Classes
- Enforce Academic Policies
- Process Transcripts
- Process Student Withdrawals
- Confer Degrees
- Assist with Commencement
- Develop, Innovate & Implement new processes in our SIS
- Juggle a multitude of crises on an everyday basis

# What *resources* does your Registrar's Office utilize?

- Office Website
- Guides to Registration
- Academic Catalog
- Dictionary of Academic Regulations
- New Student Orientation
- Workshops
- Mailings
- Email



# JEOPARDY!

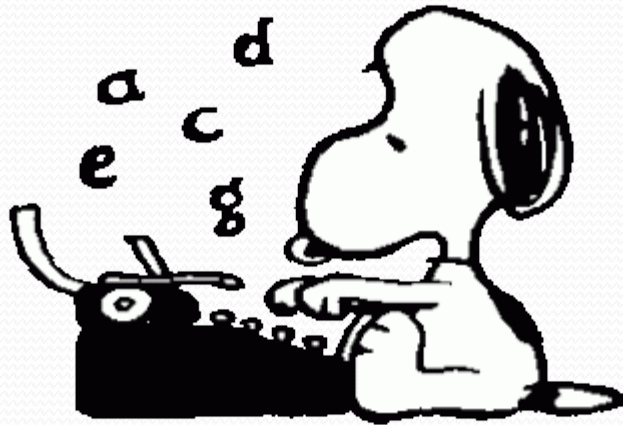
**6 MINUTES**

## Reynol Junco, Associate Professor of Library Science, Purdue University

With permission, used program to track students' computer habits:

- Average 123 minutes/day using a computer
- Largest portion (31%) spent on social networking
- Average 6 minutes/day spent checking email

“Social media is the new inbox:  
younger generations find e-mail  
antiquated and passé,” – Erik  
Qualman, *Socialnomics* 2009

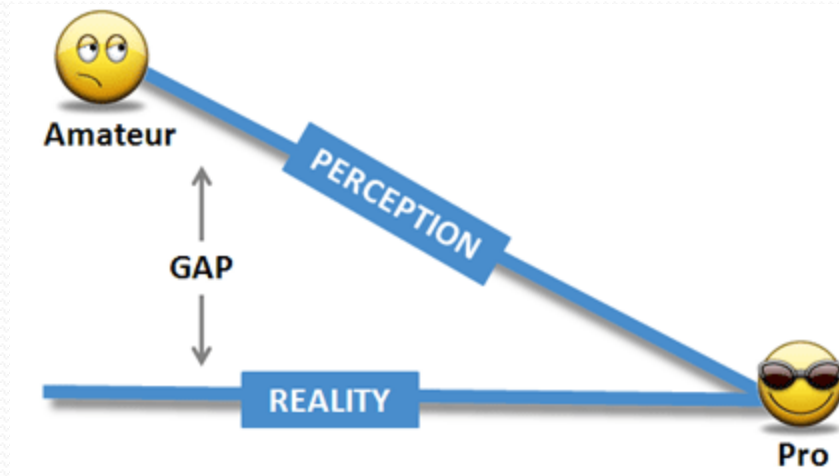


# What is (*Is This?*) the *reputation* of your Registrar's Office?

- Clerical
- Resistant to Change
- Policy Police
- Rigid
- Inconvenient
- Unaccommodating
- Uncommunicative
- Mean



# Perception or Reality?



Perception IS Reality

How can we change this perception?



# Social Media:

A “new” resource to redefine  
our role & reputation



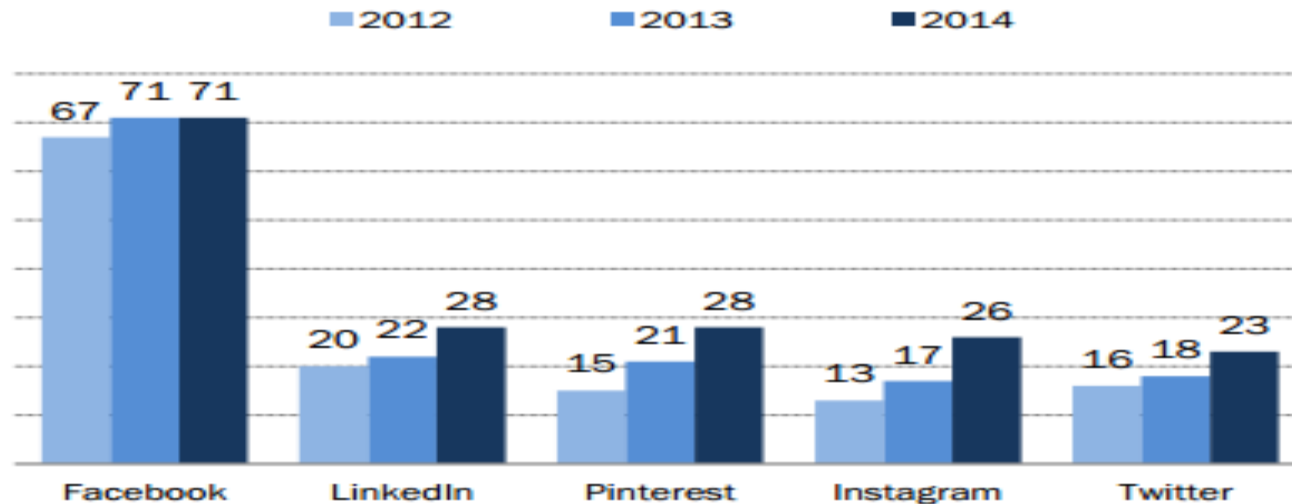
# Top 15 Most Popular Social Networking Sites (Feb. 2016)

- 1) Facebook – 1.1 Billion Users
- 2) Twitter – 310 Million Users
- 3) LinkedIn – 255 Million Users
- 4) Pinterest – 250 Million Users
- 5) Google+ - 125 Million Users
- 6) Tumblr – 110 Million Users
- 7) Instagram – 100 Million Users
- 8) VK – 80 Million Users
- 9) Flickr – 65 Million Users
- 10) Vine – 42 Million Users
  
- 11) Meetup [40mil], 12) Tagged [38mil] 13) Ask.fm [37mil] 14) MeetMe [15.5mil] 15) Classmates [15mil]

# Social Media Update

## Social media sites, 2012-2014

*% of online adults who use the following social media websites, by year*



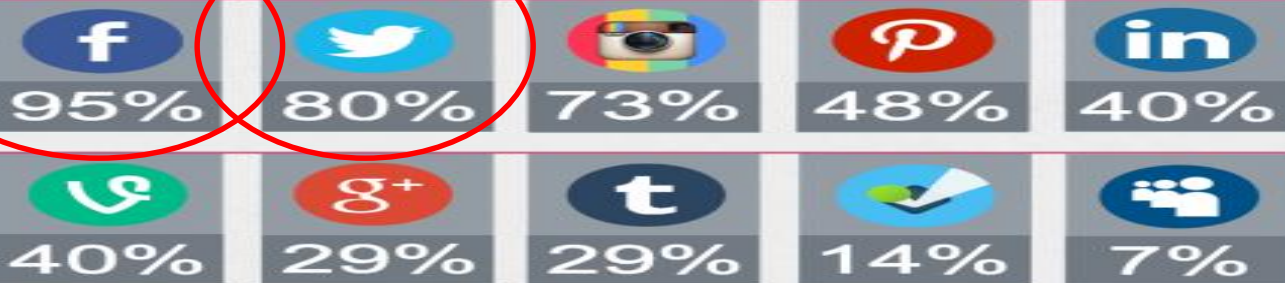
Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

**PEW RESEARCH CENTER**

# College Students and Social Media

260 College Students Surveyed

## Students Who Use the Following Platforms



### Making Purchases on Facebook



### Preferred Platforms



### Making Purchases on Pinterest



## Students Who Will Like a Fan Page for the Following Reasons



## Likelihood to Click on a Facebook Ad



## Brand Interaction



## When Students Spend Most of Their Time on Social Media

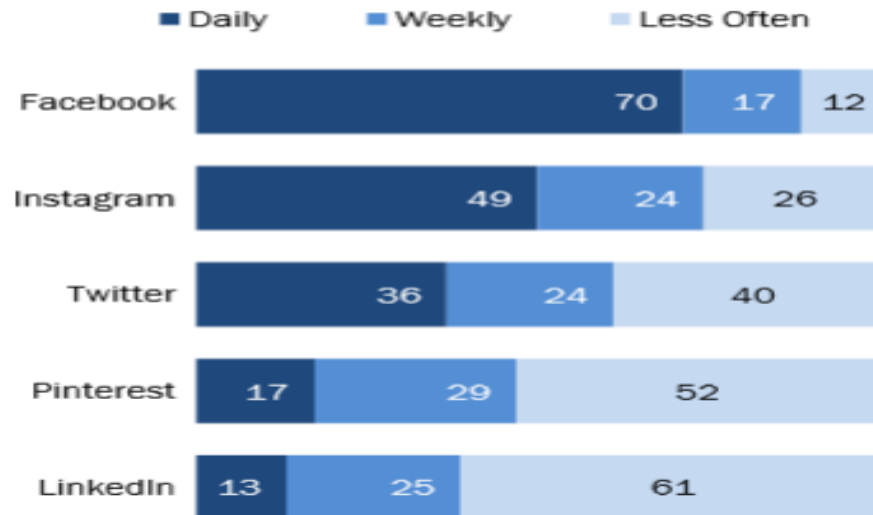


Piktochart

In 2014, 52% of social media users were using two or more social media sites compared to 43% in 2013.

### Frequency of social media site use

*% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 70% of Facebook users use the site on a daily basis)*



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

# What did we do...?




# Tips to getting started...

- Go with what you're comfortable with
- Start slowly
- Get buy-in from your department
- Communicate with others on campus
- Set Goals
- Research & Compare (Steal!)



# YouTube


rar upload 1





**UMW Registrar** Subscribe 2


[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#)


All activities ▾


 **UMW Registrar uploaded a video** 2 months ago

 **FERPA Tutorial for Faculty & Staff**  
by UMW Registrar  
2 months ago • 136 views  
This tutorial video outlines the Family Educational Rights and Privacy Act (FERPA). It is geared towards UMW faculty and stal...







 **UMW Registrar uploaded a video** 2 months ago

 **FERPA Tutorial for Students, Parents, and Legal Guardians**  
by UMW Registrar  
2 months ago • 27 views  
This tutorial video outlines the Family Educational Rights and Privacy Act (FERPA). It is geared towards UMW students as w...

 **UMW Registrar uploaded a video** 2 years ago

 **Office of the Registrar: Degree Evaluation**  
by UMW Registrar  
2 years ago • 111 views  
This tutorial will show the steps to generate a degree evaluation using EagleNet. This valuable tool shows students...

**Popular channels on YouTube**

-  **Marques Brownlee...** Subscribe
-  **TechRax** Subscribe
-  **Unbox Therapy** Subscribe
-  **CNET** Subscribe
-  **Pocketnow** Subscribe
-  **Android Authority...** Subscribe




# YouTube Best Practices


- Provide informative content that is needed
- Work with what you have
- Utilize Technology Resources on Campus
- Share with the campus community
- Collaborate
- Have Fun



# Facebook

Page Messages Notifications **13** Insights Publishing Tools Settings Help ▾



 **University of Mary Washington - Registrar's Office**  
Education

Create Call to Action Like Message ▾ ⋮

Timeline About Photos Reviews More ▾

Search for posts on this Page

65 likes +4 this week

6 were here 0 this week


View Pages Feed  
See posts from other Pages


Invite friends to like this Page

173 post reach this week


Let People Find University of Mary Washington - Registrar's Office

Status Photo / Video Offer, Event + ▾

 Write something...

 **University of Mary Washington - Registrar's Office**  
Yesterday at 9:18am · 🌐

This is a great event held every year at Gari Melchers Home and Studio at Belmont.




Recent

2016

2015

2014

See Your Ad Here



**Museum Hosts Beeping E...**  
umw.edu  
This is a great event held every year at Gari Melchers



# Facebook

- Still most popular social media platform
- Inter-connectivity with Twitter
- Schedule Ability
- Promote Notifications
- Current Newsfeed
- Pictures & Videos
- Easy Search Feature
- Excellent Mobile App
- Easy-to-Review Analytics



Start Tour

Overview

Last 7 days

Export

- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Videos
- People
- Local

**Reach** i

March 4 - March 10

**194**

People Reached ▲30%

**52**

Post Engagement ▲13%

**Page Likes** i

March 4 - March 10

**4**

Page Likes ▲300%

**Actions on Page** i

March 4 - March 10

**0**

Total Actions on Page ▲0%

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/10/2016 9:18 am	This is a great event held every year at Gari Melchers Home and			84	3 3	
03/09/2016 3:03 pm	When it comes to just hanging around, no one beats our students!			111	11 9	
03/09/2016 9:00 am	UMW Opens Guinness World Records Attempt Registration - New			38	0 3	
03/08/2016 2:32 pm	Hope you're enjoying the beautiful weather today!			62	2 4	
03/06/2016 6:10 pm	Sunday Evening Reminder -- Summer 2016 Registration begins t			63	2 4	

Back

Overview

Likes

Reach

Visits

Posts

People

Next

Overview

Likes

Reach

Page Views

Actions on Page

Posts

Videos

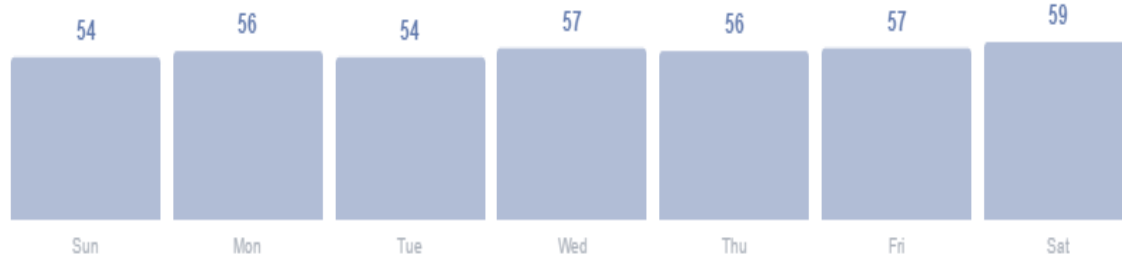
People

Local

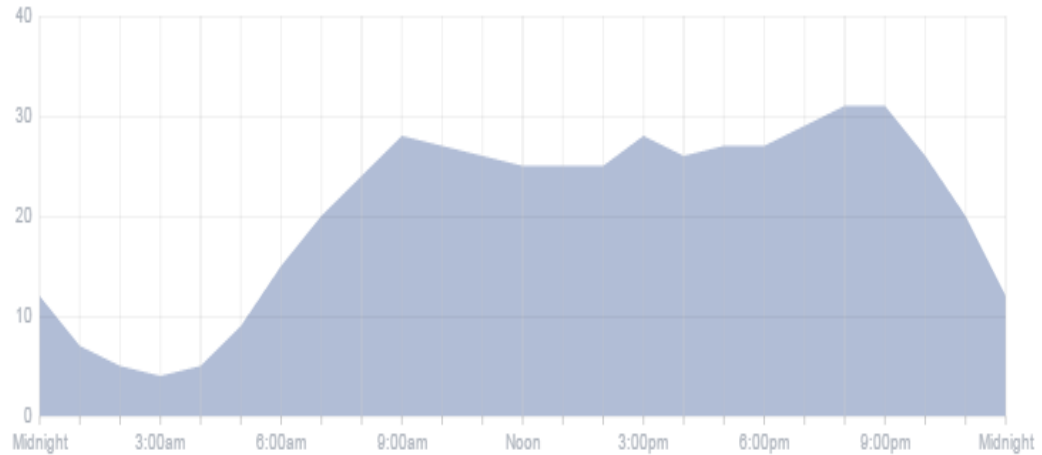
When Your Fans Are Online | Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Overview

Likes

Reach

Page Views

Actions on Page

Posts

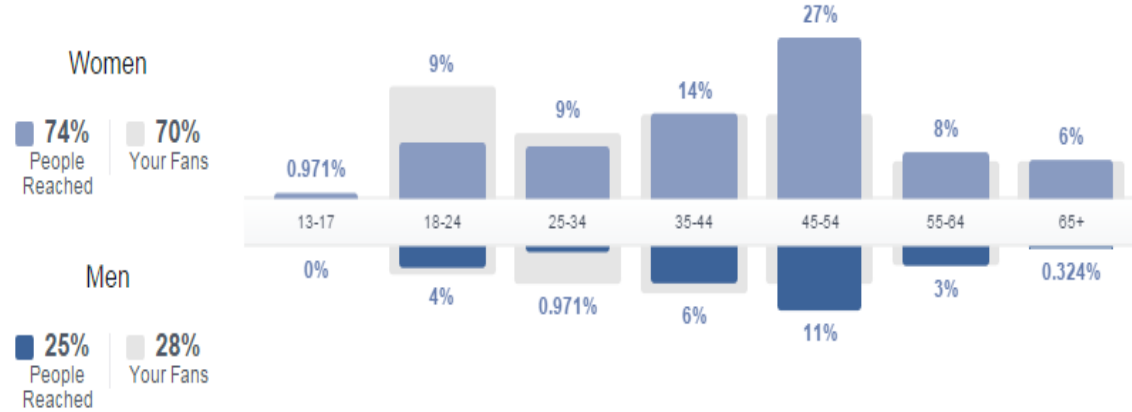
Videos

People

Local

People Reached

The number of people your post was served to in the past 28 days.



Country	People Reached	City	People Reached	Language	People Reached
United States of America	298	Fredericksburg, VA	24	English (US)	297
United Kingdom	3	Mechanicsville, VA	22	English (UK)	5
Honduras	3	Orange, VA	16	Spanish	4
Japan	1	Virginia Beach, VA	11	Arabic	1
Iraq	1	King George, VA	11	Spanish (Spain)	1
Saudi Arabia	1	Richmond, VA	8	German	1
Germany	1	Milledgeville, GA	7		
Netherlands	1	Spotsylvania, VA	7		

# Twitter

UMWRegistrar (@UMWR) x Kevin

Twitter, Inc. [US] https://twitter.com/UMWRegistrar

Home Notifications Moments Messages Search Twitter Tweet

UMW

TWEETS 396 FOLLOWING 707 FOLLOWERS 373 FAVORITES 89 Edit profile

**UMWRegistrar**  
@UMWRegistrar  
Official Twitter for the University of Mary Washington's Office of the Registrar.  
Fredericksburg, VA  
academics.umw.edu/registrar/  
103 Photos and videos

**UMWRegistrar** @UMWRegistrar · 6h  
Spring 2016 Courses: [tinyurl.com/a5yfwxc](http://tinyurl.com/a5yfwxc)

**THE SPRING 2016 SCHEDULE OF CLASSES IS NOW AVAILABLE!**

RETWEETS 2 FAVORITE 1

7:05 AM - 7 Oct 2015 · Details

Who to follow · Refresh · View all

- CultureofRespect.org @Co... Follow
- Isaiah\_Spearsy @isaiah\_sp... Follow
- Brundon @Rasian\_Bran Follow

Find friends

Trends · Change

- #GBBOFinal  
The Great British Bake Off - Meet The Great British Bake Off illust...  
27.1K Tweets about this trend
- #StartTheConvo  
Obama to Host Workers' Voice Summit at White House  
Just started trending



# Twitter

The Short & Sweet dissemination of information that is...

- Current
- Compelling
- Immediate
- Funny
- Personal
- Engaging





**UMWRegistrar** @UMWRegistrar · Sep 30  
Please Retweet: Spring 16 Guide to Registration now available! Registration begins 10/26. [tinyurl.com/oaz4w98](http://tinyurl.com/oaz4w98)  
U of Mary Washington

Retweet 15 Like 4

**Grad School Workshop**  
Feb. 11 Lee 412 5:30pm  
Start preparing for the grad school search and application process  
The Princeton Review

**Mock Interviews**  
Feb. 16 Lee 208 By Appt  
Conducted by Bill Winkler, HR Expert  
Prepare for the interview process with a professional mock interview

**CONNECT 2 CAREERS**  
UNIVERSITY OF MARY WASHINGTON  
where great minds get to work  
Sponsored by Academic & Career Services  
540/654-1010  
Lee Hall, 2nd Floor

**YOU'RE HIRED!**

**Mock Interviews**  
Prepare for the interview process -- Appt preferred  
Feb. 17-19 ACS Office  
9:30am-3:30pm

**Interview Workshop**  
Learn the who, what, when, where, why, and how of interviewing with Bill Winkler  
Feb. 16 Lee 411 4:30pm



UMWRegistrar @UMWRegistrar · Feb 12  
Please Retweet. #Connect2Careers sponsored by @UMW\_ACS February 16-19th #umwstudents

Reply Retweet 6 Like 1 More



UMWRegistrar @UMWRegistrar · May 6 #UMW2015 We're just a few days away Class of 2015! And just look at what we're about to start getting ready to go...

UMWRegistrar @UMWRegistrar Official Twitter Washington... Frederick... academi... 103 Photos... SPRING 2016 SCH... ASSES IS NOW AVA...

profile... all... Co... sp... mit at



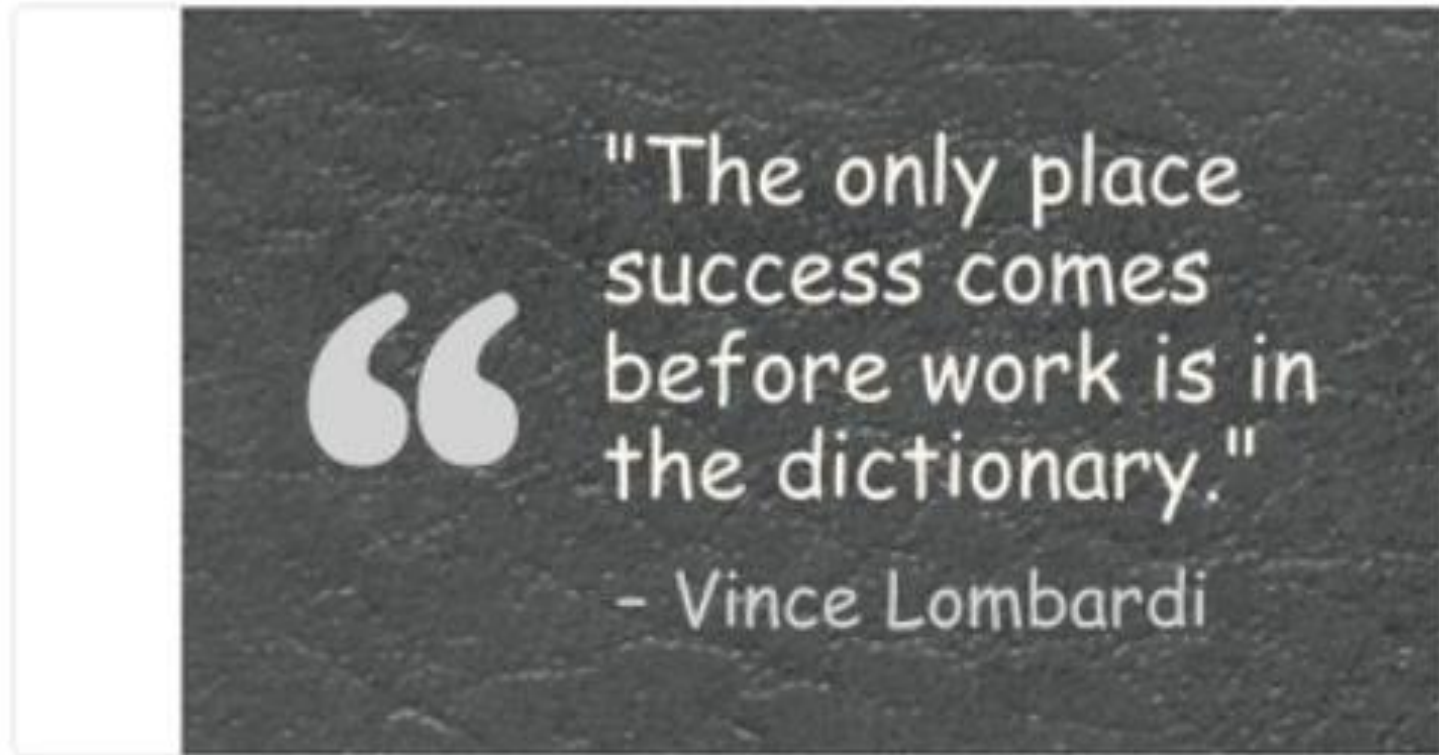
**UMWRegistrar** @UMWRegistrar · Mar 9  
 When it comes to just hanging around, no one beats our students! #UMW

Reply Retweet 16 Like 44 More options



UMWRegistrar @UMWRegistrar · Dec 11

As you make your way through this week, remember....





UMWRegistrar @UMWRegistrar · Jul 23

Good morning Class of #UMW19 -- we're about a month away from the start of the Fall 2015 Semester!

Reply icons 5 Retweet icon 8 Like icon More options icon



**UMWRegistrar** @UMWRegistrar · Aug 28  
 This is a nice #UMW image to wake up to! Coming soon from @PaulsBakery!

7 24

# Twitter Best Practices

- Engagement rates are inversely proportionate to tweets per day
- Tweets with image links have 2x higher engagement rates than those without image links
- Tweets that contain links receive 86% higher Retweet rates than Tweets with no links
  - ❖ <http://tinyurl.com>
  - ❖ <http://bitly.com>
- Tweets with hashtags receive 2x more engagement than those without hashtags
- Tweets that ask followers to Retweet receive 12x higher Retweet rates than those that do not



# Twitter Best Practices (cont.)

- Follow Others
- Real Time Q&As
- Common Sense/University policy with regard to social media (copyright, images, etc.)
- Examine the Analytics



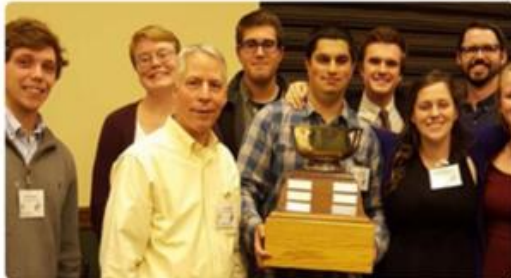


Dec 2015 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 22K impressions

#UMW Students Win Regional World #Geography Bowl Competition bit.ly/1P4VV8n pic.twitter.com/FuX7k85ZIO



1 2 12

View Tweet activity

View all Tweet activity

Top Follower followed by 42.5K people



Charlie Flowe

@DJFlowe FOLLOWS YOU

A. Coach @OCNoreasters Women U23 | Host @WorldSportsShow | ESL Tutor | Soccer Coach - Professional Trainer @FCSportsUS | #Drexel Alumni #NWSL #USWNT #WoSo

Top mention earned 8 engagements



28

@UMWRegistrar I really need to talk to somebody about transferring this next semester

1

View Tweet

Top media Tweet earned 10.7K impressions

#UMW Student receives @MarsteIDay Innovation in #Environmental Stewardship Award! bit.ly/1QBwTQ0 pic.twitter.com/R93nHvI7LW



2 4

View Tweet activity

View all Tweet activity

DEC 2015 SUMMARY

Tweets 28

Tweet impressions 46.1K

Profile visits 670

Mentions 6

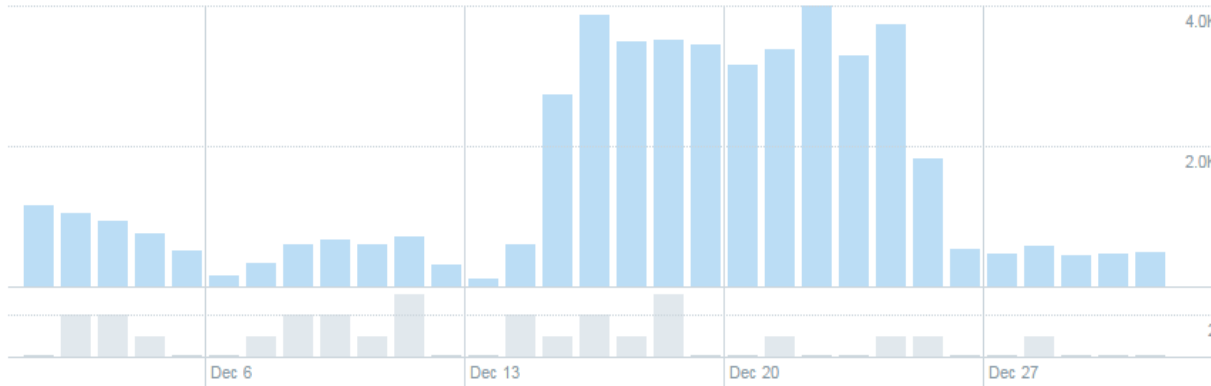
New followers 27



# Tweet activity

December 2015 Export data

Your Tweets earned **46.1K impressions** over this **31 day** period



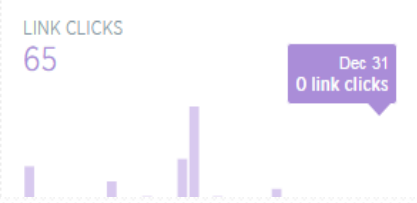
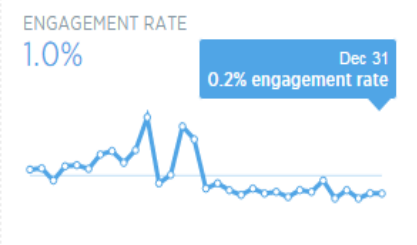
**YOUR TWEETS**  
During this 31 day period, you earned **1.5K impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweet Content	Impressions	Engagements	Engagement rate
<b>UMWRegistrar</b> @UMWRegistrar · Dec 25 Wishing everyone a very Merry Christmas and a Happy New Year! pic.twitter.com/XLCkukeuHI <a href="#">View Tweet activity</a>	194	12	6.2%
<b>UMWRegistrar</b> @UMWRegistrar · Dec 24 Choosing a major is no minor thing! (Get it?) Check out @UMW_ACS's new blog... twitter.com/UMaryWash/stat... <a href="#">View Tweet activity</a>	309	1	0.3%
<b>UMWRegistrar</b> @UMWRegistrar · Dec 21 #UMW Student receives @MarstelDay Innovation in #Environmental Stewardship Award! bit.ly/1QBwTQ0	13,227	85	0.6%

## Engagements

Showing 31 days with daily frequency



Your followers

+Add comparison audience

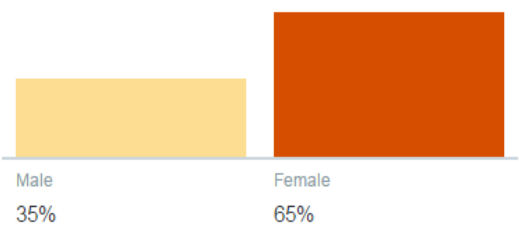
OVERVIEW  
Top interest  
Comedy (Movies and television)

DEMOGRAPHICS  
Top language  
English

LIFESTYLE  
Top interest type  
Comedy (Movies and television)

MOBILE FOOTPRINT  
Top wireless carrier  
Verizon

### Gender



### Languages



### Country

Country name	% of audience
United States	96%
India	< 1%
Lebanon	< 1%
Italy	< 1%
Egypt	< 1%
Canada	< 1%
United Kingdom	< 1%
Colombia	< 1%
Thailand	< 1%
Philippines	< 1%

### Region

State or region	% of audience
Virginia, US	77%
California, US	3%
Maryland, US	3%
New York, US	2%

Twitter Content Calendar								
						Metrics		
Day	Date	Events	Tweet	Photo	Re-Tweets	Favorites	Total Follo	
					3.42	2.28	0.57	
305	12-Oct	Ghost Walk Info		No	0	1	374	
306	12-Oct	Mid Term Reminder for Faculty		No	1	0	374	
307	13-Oct	Ginny Irvin Award Retweet		Yes	0	2	374	
308	14-Oct	Welcome Back Fall Break!		Yes	10	22	375	
309	14-Oct	Juliette Wells Lecture		Yes	0	1	375	
310	15-Oct	Appt, Schedule, etc reminder		No	4	1	375	
311	16-Oct	FF		Yes	0	1	375	
312	16-Oct	Study Abroad Article		No	1	1	375	
313	17-Oct	Saturday Events		No	1	1	375	
					2.42	4.28	0.28	
315	19-Oct	Homecoming		Yes	6	6	375	
316	20-Oct	Holds Reminder		No	7	0	377	
317	20-Oct	Asia Keynote Speaker		Yes	3	1	377	
318	21-Oct	Pumpkin Palooza		Yes	1	2	376	
319	22-Oct	Rave Guardian Retweet		Yes	1	1	377	
320	23-Oct	FF		Yes	0	0	378	
321	23-Oct	Reg Reminder for 10/26		Yes	0	1	378	
					2.57	1.57	0.42	
323	26-Oct	Registration Assistance		No	4	1	380	
324	27-Oct	Stop Hunger		Yes	8	9	381	
325	28-Oct	Last Day Drop/2nd 8 Week		No	0	0	381	
326	28-Oct	Exec in Residence Info		Yes	2	1	382	
327	28-Oct	Stop Bullying Retweet		No	1	0	382	



# Social@UMW

- UMW's social media users group
- Discusses Social Media Policy
- Provide workshops and presentations on enhancing UMW's social media presence.
- Consists of the people and voices behind UMW's social media presence.
- Share social news, tips and trends to enhance UMW's social impact.
- Hashtag campaigns

#MyMaryWash

#HighFiveHurley

#UMW2016

#Fall4UMW

#MyUMWCommute

# Best Practices

## DO...

- Adhere to school's Social Media Policy
- Utilize an Editorial Calendar
- Keep Content Fresh
- Provide answers to commonly asked questions
- Network with other Registrar Offices

## DON'T...

- Rely too heavily on deadlines
- Keep everything in-house
- Spread yourself too thin

# Promote! Advertise! Share!

- Tell EVERYONE about your social media accounts
- School newspapers and newsletters
- EagleVision
- Signature lines
- Good old fashioned posters/flyers
- Use every opportunity to tell people your office is on social media
- Embrace what's on the horizon...
- Synergy!

**“The @UMWRegistrar Twitter account is one of our best at UMW - it’s consistent, timely and relevant. They aren’t afraid to venture outside of typical “Registrar” topics, which makes the account more authentic and engaging.” – Erika Spivey, Assistant Director of Media & Public Relations**

**“We’ve used the Registrar’s Twitter page to successfully answer some basic student questions. From registration dates to commencement information to add/drop and course withdraw deadlines, the Registrar’s Twitter page is a helpful resource in sharing and communicating important student information across different campuses. ” – Paul Boger, Stafford Campus Library Manager**

**“What I love is that you tweet out important dates for my advisees that I can easily send along as a retweet. An email would get lost in my inbox and probably not get acted upon as quickly. That alone has saved my advisees (and me!) a lot of headaches recently.” – Victoria Russell, Assistant Professor, College of Education**

**“First, I was surprised to get tweets from the registrar—not something I expected. Second, I find the tweets useful. Most important, the voice is genuine. The tweets do not come across as contrived or artificial, which is sometimes the case with tweets from administrative offices.” – Steve Greenlaw, Professor, Economics**

**“As a member of the campus community, I really love that the Registrar's Office tweets about not only upcoming deadlines but fun events as well. I especially like the Twitter account because it marries the fun of Twitter with the professionalism of the Registrar's Office.” – Gwendolyn Hale, Writing Center Director/Writing Program Director**

**“I use [the] Registrar's twitter to get latest updates on when registration opens and different [appointment] times. Also, I use it for important dates such as pass/fail, last date to withdrawal, etc.” – Arfa Vasim, Sophomore, Business Administration: Accounting**

**“The Registrar's [Twitter] account seems very connected to the student body. It's peppered with photos of campus life and tags whoever has followed them recently,” – Emily Hollingsworth, Senior, BA English**

**“I find the [Twitter] account very helpful and I appreciate the fact that someone always answers a student's question. I also enjoy that the account promotes school involvement. I'm an RA and whenever my residents have a registration question for me, I either already know the answer from looking at the account or I refer them to your page,” – Christopher Markham, Junior, Journalism Major/Sports Management Minor**

# Lessons Learned...

- Students engage positively in social media interaction
- Faculty/Staff appreciate a modern resource for information
- Local Community receptive to building relationships
- Acknowledge the importance of hashtags & collaboration with other departments
- Potential to reallocate resources
- Acknowledge the importance of serving as an official source of school information

# Questions?



# Contact Information

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