

Social? We Can Be Social!

MABUG Conference
October 2018

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: Blue & Gray
- School mascot: UMW Eagle
- **Came up with the name for Degree Works™!**





UNIVERSITY OF
MARY WASHINGTON

where great minds get to work

STRATEGIC PLAN

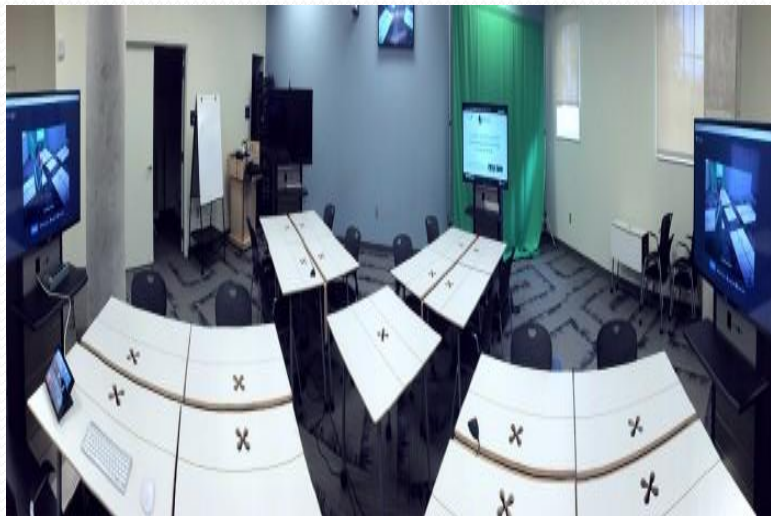


2014: Opening of new Information Technology and Convergence Center



(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., Chief of Staff: *“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.”*



Social Media in 2018





Who uses social media

As more Americans have adopted social media, the social media user base has also grown more representative of the broader population. Young adults were among the earliest social media adopters and continue to use these sites at high levels, but usage by older adults has increased in recent years.

Age

Race

Gender

Income

Education

Community

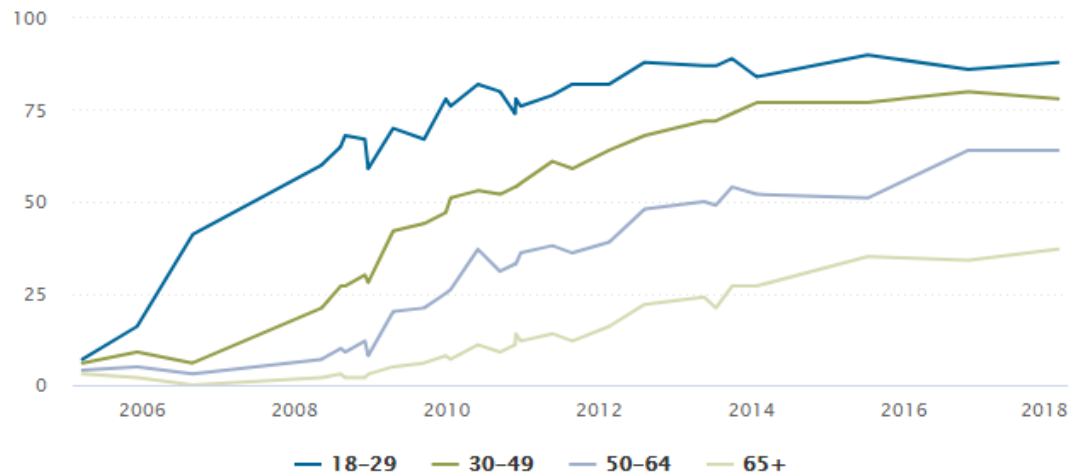
Chart

Data

Share

Embed

% of U.S. adults who use at least one social media site, by age



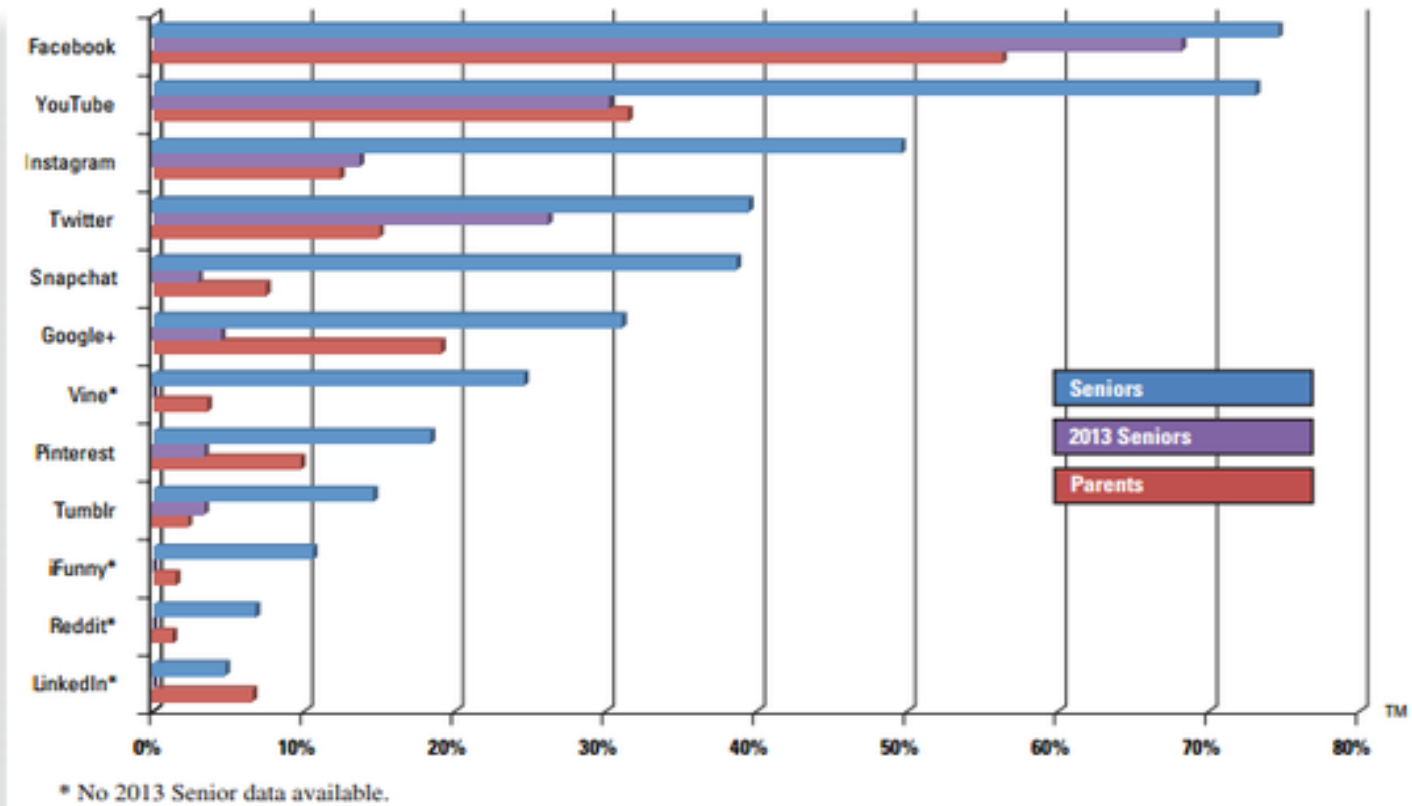
Prospective Students (2014)

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).

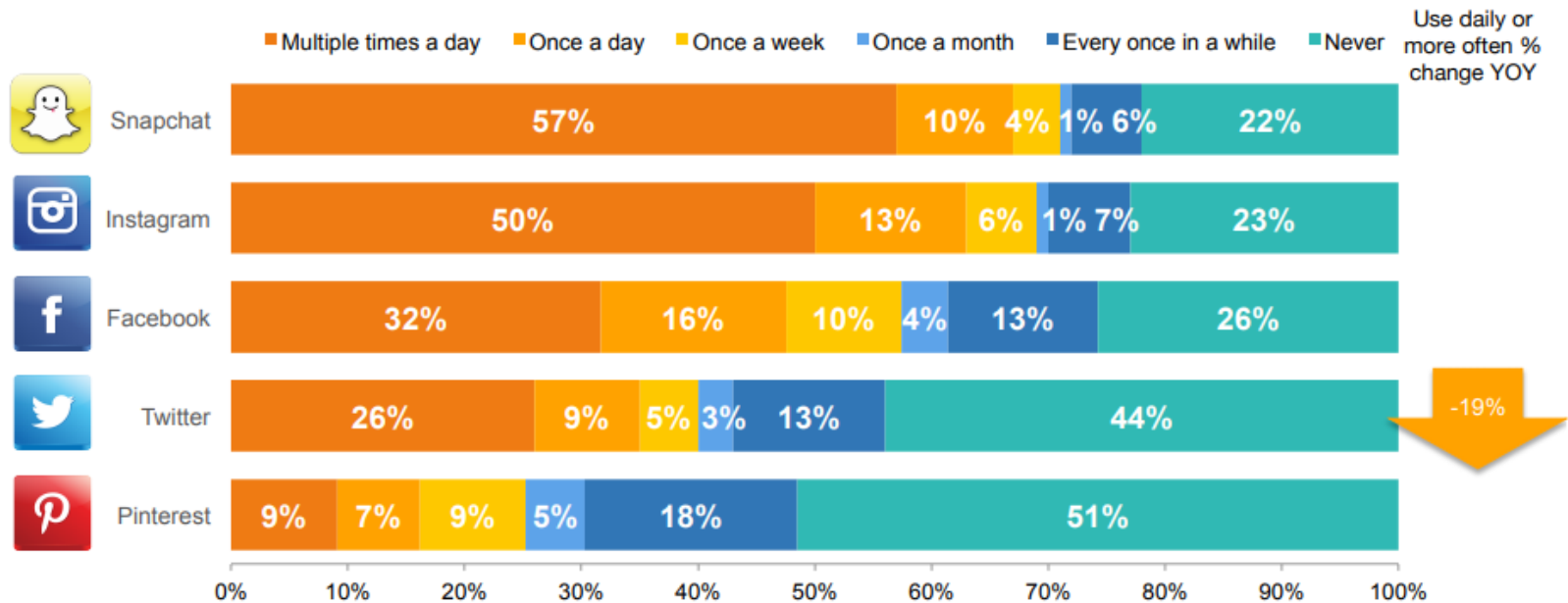


2014 E-Expectations Report:

https://www.ruffalonl.com/documents/shared/Papers_and_Research/2014/2014_E-Expectations_Report.pdf

Prospective Students (2018)

Frequency of Use: OVERALL

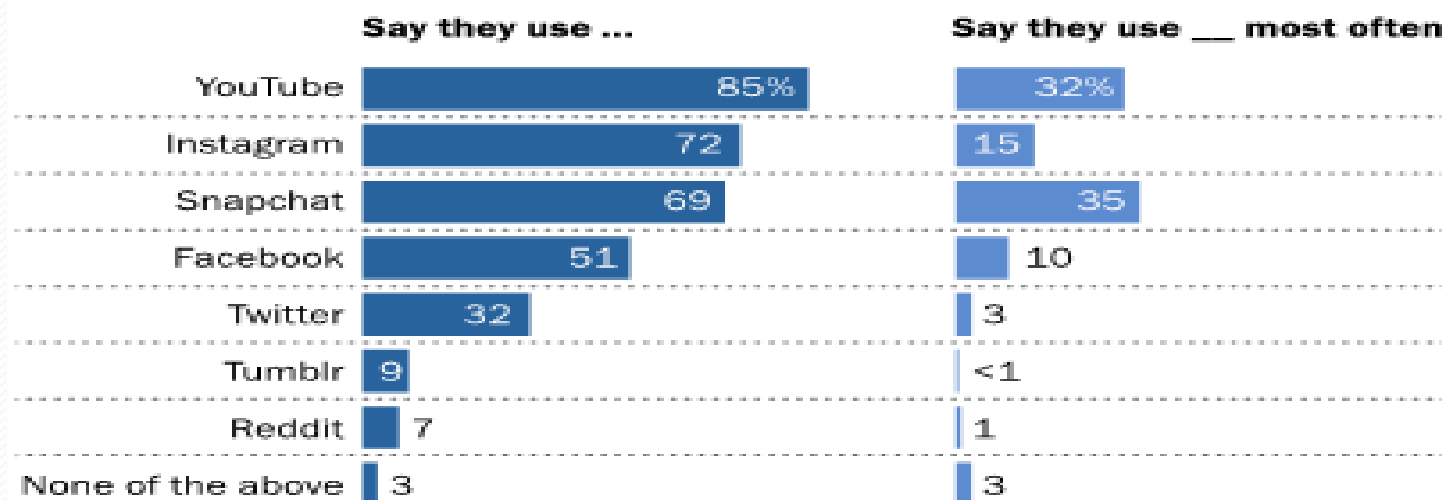


How often do you use the following different social media websites?

Teenagers Overall (2018)

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

Social Media Demographic Information

Online platform use among U.S. teens, by demographic group

% of U.S. teens who say they use ...

	YouTube	Instagram	Snapchat	Facebook	Twitter	Tumblr	Reddit
U.S. teens	85	72	69	51	32	9	7
Boys	89	69	67	49	33	9	11
Girls	81	75	72	53	32	9	4
White	86	73	72	48	33	10	8
Black	79	72	77	57	29	11	5
Hispanic	85	72	64	58	36	7	7
13-14	84	63	63	47	24	7	4
15-17	86	78	74	54	38	11	9
Less than \$30K	86	74	77	70	40	10	10
\$30K to \$74,999	84	72	71	56	30	8	4
\$75K and up	85	71	64	36	30	11	8
<i>Parent's level of educational attainment</i>							
High school or less	85	73	73	65	35	12	6
Some college	87	73	74	61	37	9	7
College graduate+	84	71	63	33	27	8	8

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race. Parent's level of education based on highest level of education associated with a teen's parent.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"



Admissions & Social Media

UMW Admissions - Facebook

Stacy Grogan · Jan 30

GOT INTO MY #1, UNIVERSITY OF MARY WASHINGTON 





UMW Admissions Retweeted



Jan 13

The University of Mary Washington has great taste 🤩😋





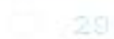
UMW Admissions Retweeted



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



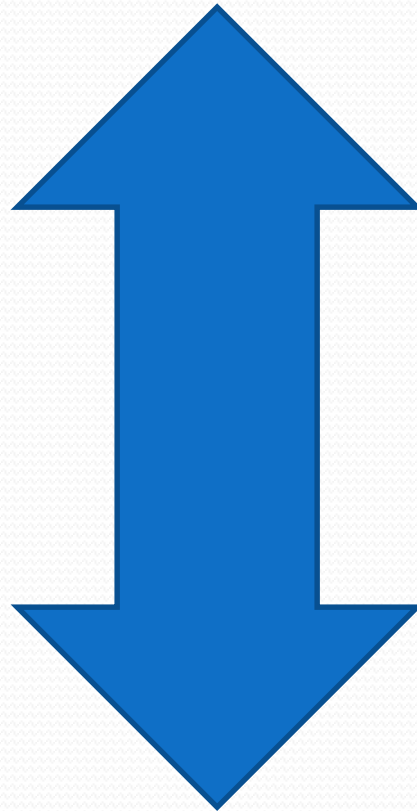
3



20



Admissions



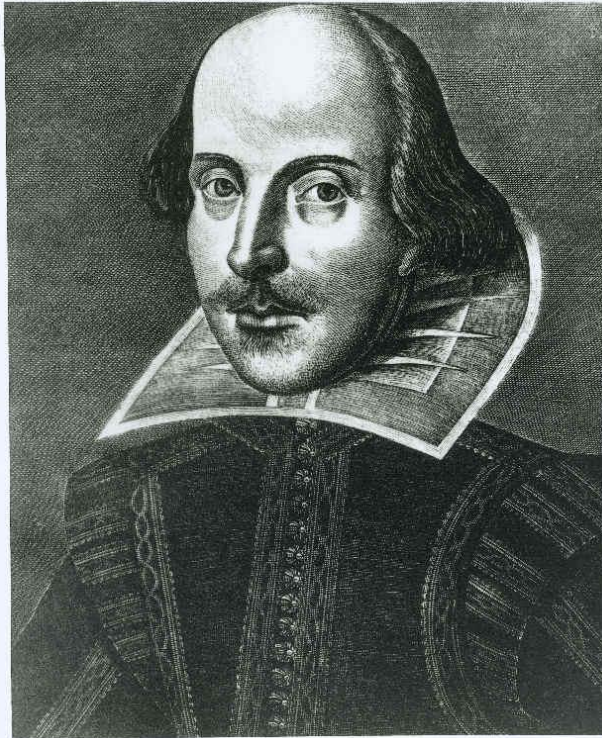
Registrar's Office

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
- Schedule Classes
- Assist with and process Registration Requests
- Enforce Academic Policies
- Process Transcripts
- Process Student Withdrawals
- Confer Degrees
- Assist with Commencement
- Collaborate with other Departments (Student Accounts, Financial Aid, Academic Services, etc.)
- 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
- Education Advisor Board (EAB)



JEOPARDY!

6 MINUTES

©2007 Sony Pictures Digital, Inc.
©2007 Jeopardy Productions, Inc. All Rights Reserved. "Jeopardy!" is a registered trademark of Jeopardy Productions, Inc.

Reynol Junco, Associate Professor of Library Science, Purdue University

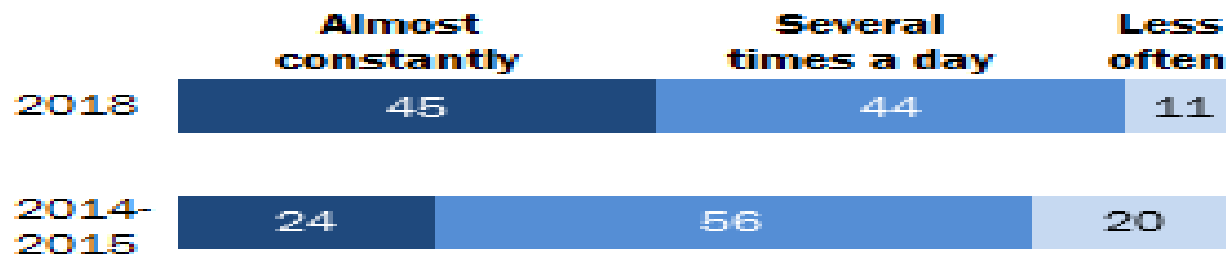
With permission, used program to track students' computer habits:

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

Fun (Scary?) Fact

45% of teens say they're online almost constantly

% of U.S. teens who say they use the internet, either on a computer or a cellphone ...

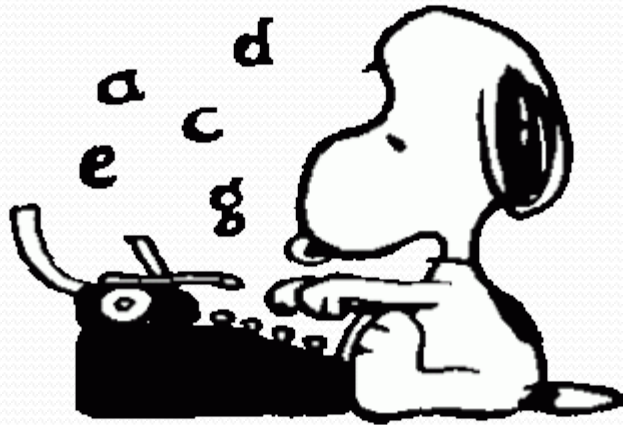


Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week" and "less often."

Source: Survey conducted March 7-April 10, 2018. Trend data from previous Pew Research Center survey conducted 2014-2015. "Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

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

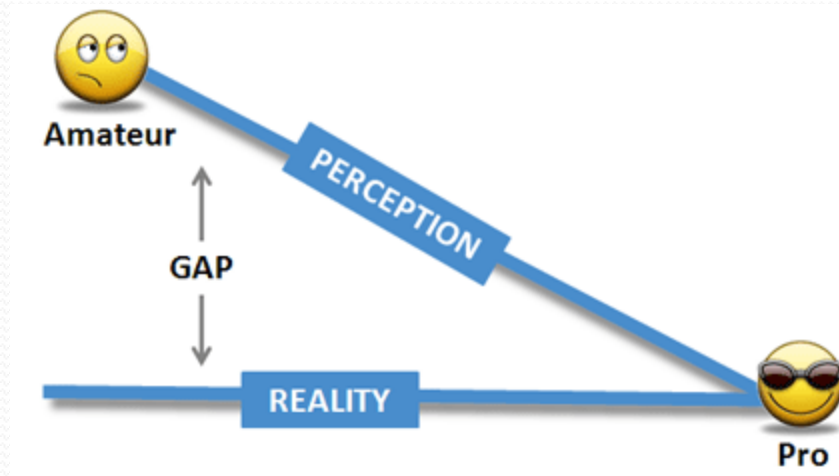


What is (*Is This?*) the *reputation* of your Registrar's Office?

- 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:

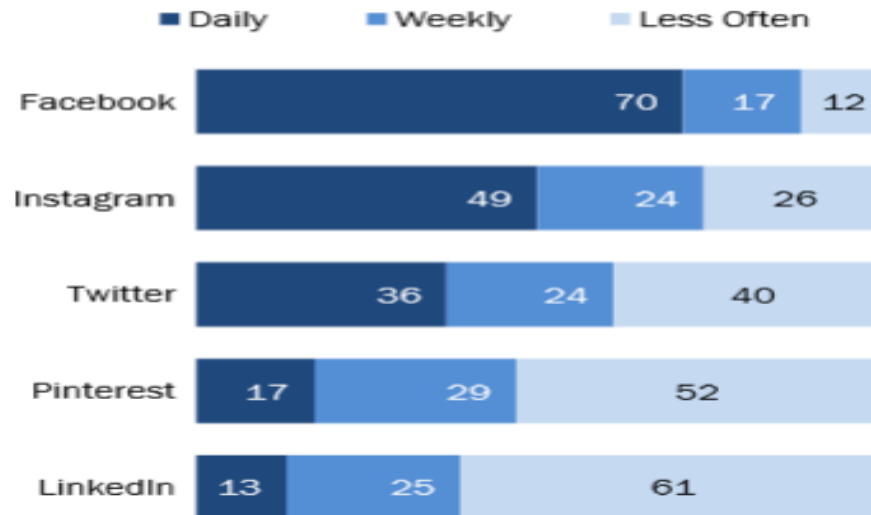
A “new” resource to redefine
our role & reputation



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)

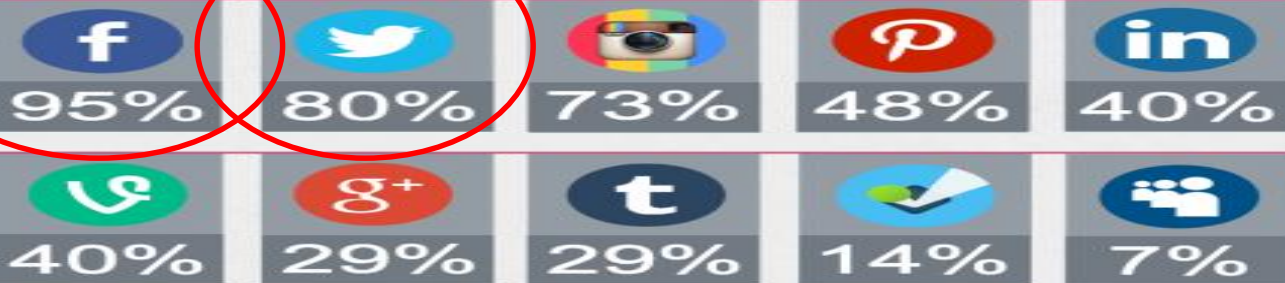


Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

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



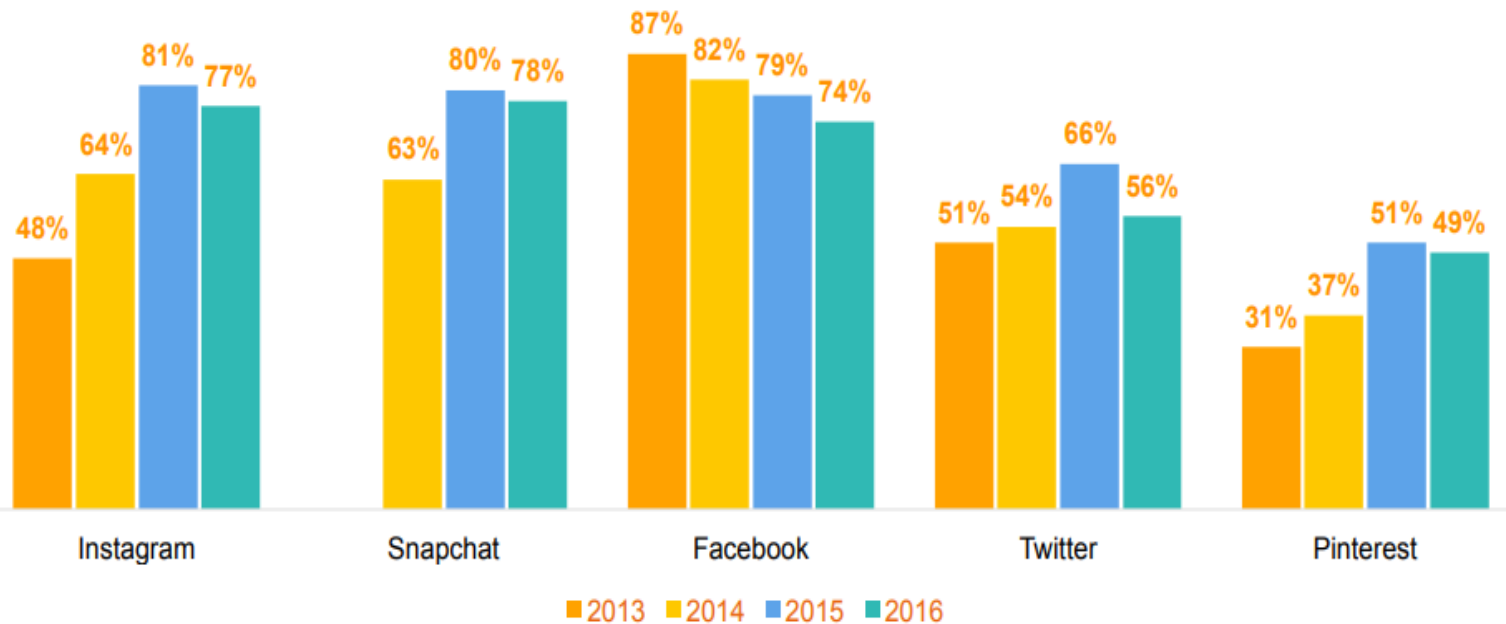
When Students Spend Most of Their Time on Social Media



Piktochart

Shifts in Social Media Usage

Use of Social Media (Trended)



Q4. How often do you use the following different social media websites?

Top 10 Most Popular Social Networking Sites (July 2017)

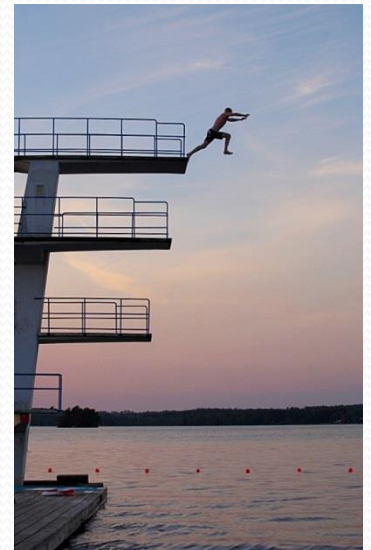
- 1) Facebook – 1.5 Billion Users
- 2) YouTube – 1.5 Billion Users
- 3) Twitter – 400 Million Users
- 4) Instagram – 275 Million Users
- 5) LinkedIn – 250 Million Users
- 6) Reddit – 125 Million Users
- 7) VK – 120 Million Users
- 8) Tumblr – 110 Million Users
- 9) Pinterest – 105 Million Users
- 10) Google Plus – 100 Million

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

Inbox **1**

Notifications **99**

Insights

Publishing Tools

Settings

Help ▾



University of Mary
Washington -
Registrar's Office
@umwregistrar

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Community

Promote

Manage Promotions



👍 Liked ▾

📡 Following ▾

➦ Share

⋮

Send Message ✎



Write something...



Share a photo or
video



Advertise your
business



Create an offer



Start a live video



Get phone calls



Get messages



Publish a job post



Help people find
your business

See All ▾

School in Fredericksburg, Virginia



Our Story

Services available in the Office of the
Registrar include registration, transfer credit
evaluation, ...

+ Finish your story to tell people more about
your business.

85% response rate, 22-hours response time ▾



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



Social Media Demographic Information

Online platform use among U.S. teens, by demographic group

% of U.S. teens who say they use ...

	YouTube	Instagram	Snapchat	Facebook	Twitter	Tumblr	Reddit
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Note: Whites and blacks include only non-Hispanics. Hispanics are of any race. Parent's level of education based on highest level of education associated with a teen's parent.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"



Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Messages

Page Summary Last 7 days ▾

[Export Data](#)

Results from **Apr 26, 2018 - May 02, 2018**

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

April 25 - May 1



We don't have data to show you this week.

Page Views i

April 25 - May 1

8

Total Page Views ▲ 60%



Page Previews i

April 25 - May 1

2

Page Previews ▲ 100%



Page Likes i

April 25 - May 1



We don't have data to show you this week.

Reach i

April 25 - May 1

162

People Reached ▲ 166%



Recommendations i

April 25 - May 1



We don't have data to show you this week.

Post Engagements i

April 25 - May 1

43

Post Engagement ▼ 27%



Videos i

April 25 - May 1



We don't have data to show you this week.

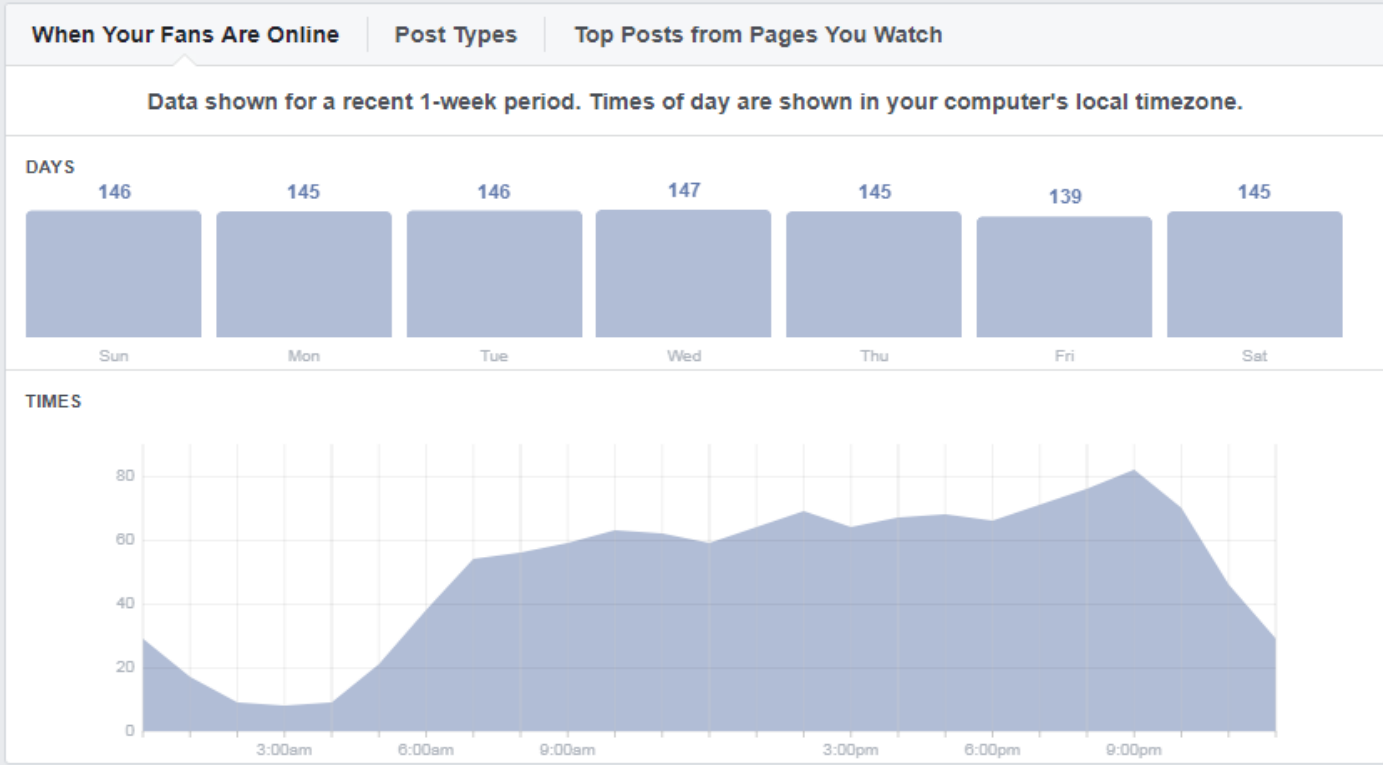
Page Followers i

April 25 - May 1



We don't have data to show you this week.

- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts**
- Events
- Videos
- People
- Messages



All Posts Published

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

Published ▾	Post	Type	Targeting	Reach <i>i</i>	Engagement	Promote
05/03/2018 11:09 am	"UMW's "heritage trees," the big gest and oldest on campus, wer			16 ■	1 ■ 1 ■	Boost Post
05/02/2018 10:23 am	#FinalsWeek continues. #YouGo tThis			29 ■	0 ■ 2 ■	Boost Post
04/30/2018 1:54 pm	Everything You Need to Know A bout Commencement #UMW201			54 ■	10 ■ 1 ■	Boost Post



Search



Kevin



Home



Find Friends



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Followers

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Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

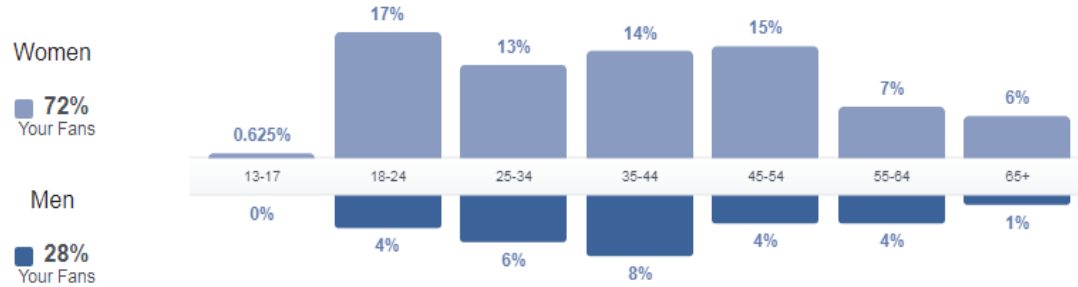
Messages

Your Fans

Your Followers

People Reached

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	152	Fredericksburg, VA	41	English (US)	155
Nigeria	2	Stafford, VA	10	English (UK)	4
Austria	1	Virginia Beach, VA	7	Arabic	1
Egypt	1	King George, VA	6		
Iraq	1	Washington, DC	6		
Italy	1	Ashburn, VA	4		
Pakistan	1	Richmond, VA	4		
Tunisia	1	Lynchburg, VA	3		
		Williamsburg, VA	3		
		Spotsylvania, VA	3		

See More

Twitter

UMWRegistrar (@UMWR)

Twitter, Inc. [US] | <https://twitter.com/UMWRegistrar?lang=en>

Home Moments Notifications Messages Search Twitter Tweet

Tweets 1,567 Following 1,685 Followers 827 Likes 597 Lists 0 Moments 0 Edit profile

UMWRegistrar
@UMWRegistrar

@UMaryWash - Where #GreatMinds Get to Work! Whether it's registration issues or graduation issues, the Registrar's Office is here to help!

Fredericksburg, VA
academics.umw.edu/registrar/
Joined September 2014
753 Photos and videos

Tweets Tweets & replies Media

Pinned Tweet
UMWRegistrar @UMWRegistrar · Apr 30
Everything You Need to Know About Commencement - umw.edu/commencement #UMW2018

UMWRegistrar @UMWRegistrar · 2h
"When asked what music means to them, Zachary said it best: "It's just part of who we are; for us, playing is like talking." Siblings Share Love of Music and @UMaryWash - tinyurl.com/y9gg7xkv

Your Tweet activity
Your Tweets earned **2,344 impressions** over the last week

View your top Tweets

Who to follow · Refresh · View all

- Followed by Jake Dehetre and others
Photo @Foxykid
Follow
- Followed by Lauren McMillan and others
The Northern Neck @the...
Follow
- Followed by Habitat FXBG and others
Fauquier Habitat @Fauqui...



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
U of Mary Washington

Retweet 15 Like 4



UMWRegistrar @UMWRegistrar · Apr 9



Good morning @UMaryWash! The waitlist option for Fall 2018 class is now available on select courses. To learn about how waitlisting works, go to tinyurl.com/nsjs7ls



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
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...

Retweet 3 Like ...

UMWRegistrar @UMWRegistrar

Edit profile



UMWRegistrar @UMWRegistrar · Aug 8
 #WearSameOutfitAsYourCoworkerWednesday here in the Registrar's Office today!



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

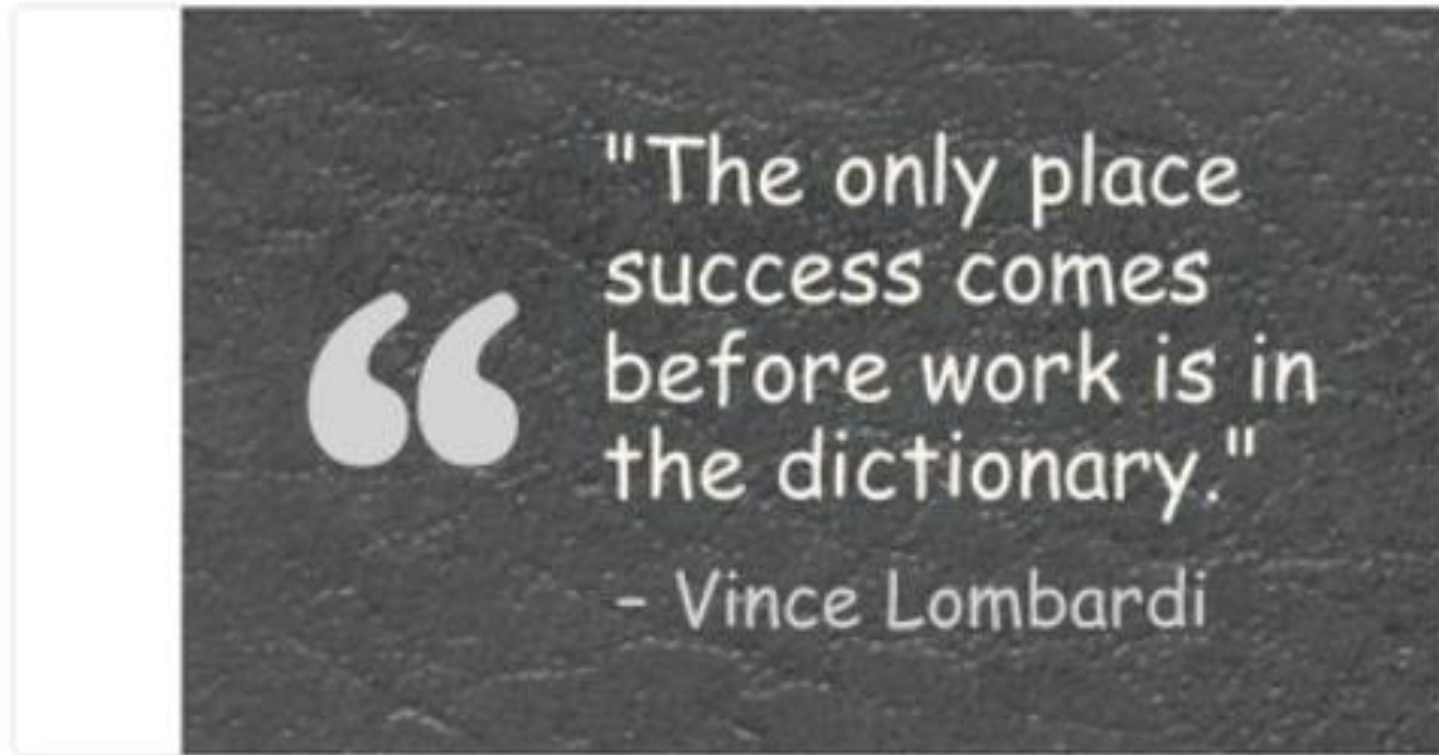
Reply Retweet 16 Like 44 More options

Edit profile



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!

Retweet icon 5 Like icon 8 Reply icon More 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/GIF 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



Top Tweet

earned 22K impressions

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



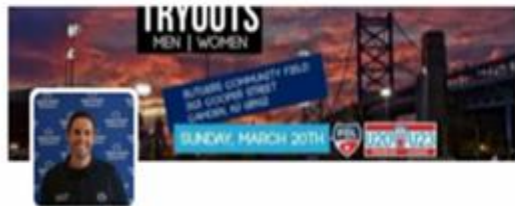
↳ 1 ↻ 2 ❤ 12

[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
[@World Sports Show](#) | ESL Tutor | Soccer Coach -

Top mention

earned 8 engagements



[@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 [@MarstelDay](#)
Innovation in [#Environmental](#) Stewardship
Award! bit.ly/1QBwTQ0
pic.twitter.com/R93nHvI7LW



↳ 2 ❤ 4

[View Tweet activity](#)

[View all Tweet activity](#)

Tweets

28

Profile visits

670

New followers

27

Tweet impressions

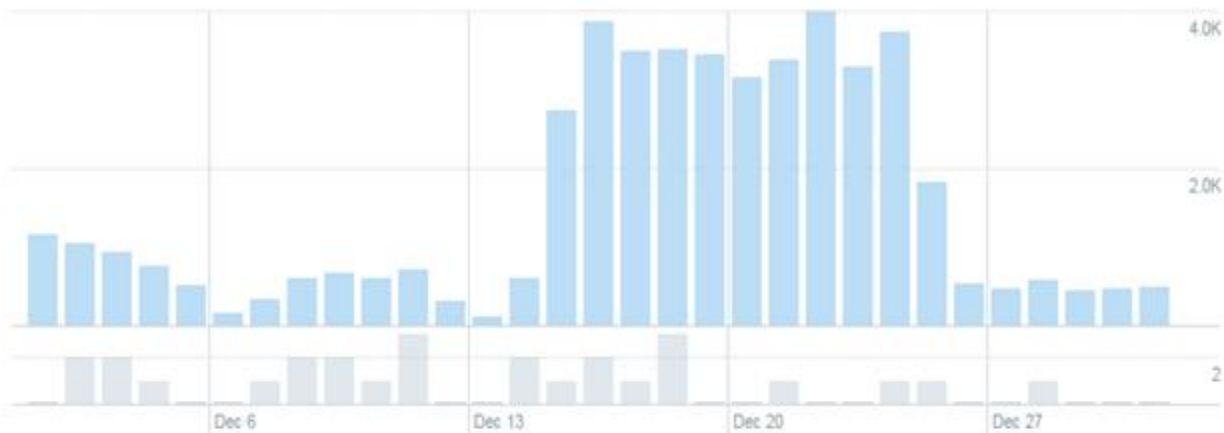
46.1K

Mentions

6






Your Tweets earned 46.1K impressions over this 31 day period



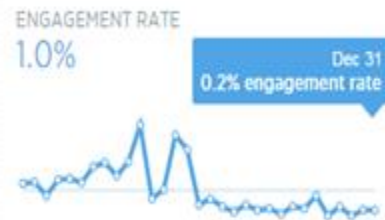
YOUR TWEETS
During this 31 day period, you earned **1.5K impressions** per day.

Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate

	UMWRegistrar @UMWRegistrar · Dec 25 Wishing everyone a very Merry Christmas and a Happy New Year! pic.twitter.com/XLCkukeuHI View Tweet activity	194	12	6.2%
	UMWRegistrar @UMWRegistrar · Dec 24 Choosing a major is no minor thing! (Get it?) Check out @UMW_ACS's new blog... twitter.com/UMaryWash/stat... View Tweet activity	309	1	0.3%
	UMWRegistrar @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



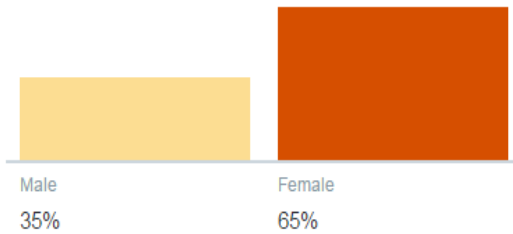


Your followers

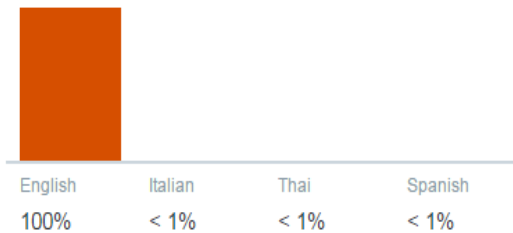
+Add comparison audience

<p>OVERVIEW</p> <p>Top interest Comedy (Movies and television)</p>	<p>DEMOGRAPHICS</p> <p>Top language English</p>	<p>LIFESTYLE</p> <p>Top interest type Comedy (Movies and television)</p>	<p>MOBILE FOOTPRINT</p> <p>Top wireless carrier Verizon</p>
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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%

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

#UMWGivingDay

#UMW18

#Fall4UMW

#UMWMade

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
- Opportunity for Improving Relationships with other Departments
- Local Community receptive to building relationships
- Potential to reallocate resources
- Acknowledge the importance of serving as an official source of school information

Questions?



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