

## ELECTRONIC COMMUNICATIONS AND SOCIAL MEDIA

*COMMUNICATING WITH THE NEXT GENERATION*

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## THE NEW GENERATION

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### Generations on Campus

	Silent Generation (1925-1942)	Boomers (1943-1960)	Gen X (1961-1981)	Net Generation (1982-now)
Peer Personality	Loyal Collaborative Personal Sacrifice Patriotic Conformity Respect for authority Civic Pride	Optimistic Competitive Individualistic Reject Authority Return to religious values	Independent Skeptical Latchkey Kids Shun Traditional Values Nihilism Special	Special Sheltered Confident Conventional Team-Oriented Achieving Pressured
Defining Events	WWI & II Great Depression New Deal	Vietnam War Watergate Women's Rights Civil Rights Movement Television	Challenger Accident MTV Computers Video Games Persian Gulf War	Columbine Shooting September 11 Oklahoma City Bombing
Attended College	1943-1960	1961-1978	1979-1999	2000-Now

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## Characteristics of 'Net' Generation:

May have never used a bottle of "White Out."  
 "Spam" and "cookies" are not necessarily foods.  
 "Ctrl + Alt + Del" is as basic as "ABC."  
 They have never been able to find the "return" key.  
 Computers have always fit in their backpacks.  
 They have never gotten excited over a telegram, a long distance call, or a fax.  
 Computers have always suffered from viruses.  
 They have done most of their search for the right college online.  
 They don't remember when "cut and paste" involved scissors.  
 Today's college freshman were about 7 years old when browsers changed the Internet.  
 The Net Gen of college students is quite comfortable with computer use.  
 Many began using computers during early childhood (20% between 5 and 8).  
 85% have their own computer at college.  
 57% use the Internet for something other than email at least once a day.

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## Characteristics of 'Net' Generation

- Are more comfortable composing documents online than longhand.
- Have turned "remembering" (phone numbers, meetings, etc.) over to a technology device.
- Are constantly connected. The Internet always on. Cell phone is always there.
- Can effectively engage in many different activities at one time.
- Play video or computer games.

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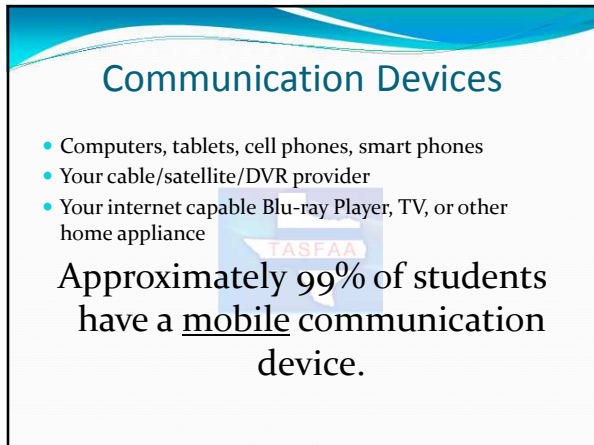
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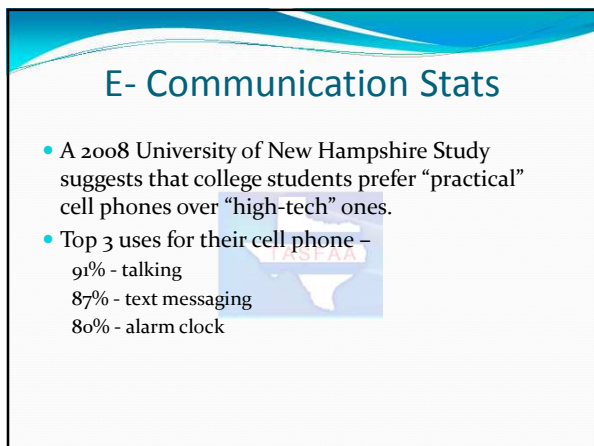
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## E-Communication Stats

- A 2010 University of New Hampshire Study about cell phone usage in class suggests newer trends.
- Top 6 most frequently used cell phone features –
  - 74% - clock
  - 64% - texting
  - 26% - social media
  - 24% - email
  - 17% - surfing the internet
  - 10% - games



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## Types of Electronic Communication

- Email
- IM
- Texting
- Blogging
- Intranet for College or University



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## Email

- Why email was created:



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## Instant Messaging

- Staff uses during office hours
- On demand communication with students for instant answers
- Scheduling challenge
- Students sometimes expect more



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## Texting

- Many of your FAMS system have this feature or have an avenue for an affordable add-on that will provide this function
- Allow for voluntary sign up
- Can also integrate with emergency alert system



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Let's play a game

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## Blogging

- Update office website with “Blog-like” language/narrative
- Notes section on Facebook or other social media venues



The image shows a screenshot of a blog header. At the top, it says "Go! FINANCIAL AID Blog" with a tagline "EXPERT FINANCIAL AID CONSID TALKS". Below this is a navigation menu with links for "HOME", "ABOUT", "CONTACT", and "RSS". There are also several small profile pictures of people.

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## SOCIAL NETWORKING

- 1 • What is it?
- 2 • Who does it?
- 3 • Where do we start?

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## WHAT IS IT?

Social media are media for social interaction, using highly accessible and scalable publishing techniques.

- Social media uses web-based technologies to turn communication into interactive dialogues.
- Social media as a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content.
- Businesses also refer to social media as consumer generated media (CGM).
- A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.



The image shows a row of social media icons including YouTube, Facebook, Twitter, LinkedIn, and others.

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Online Social Networking Has Exploded

**facebook**  
 >400 million users worldwide  
 2009 revenue: >\$550 million  
 8 billion minutes spent on Facebook each day  
 Increasing corporate marketing use

**twitter**  
 "Tweets" - max. of 140 characters  
 Celebrity usage - Lance Armstrong, Brittany Spears  
 Corporate use growing exponentially  
 Over 55 million users / month and growing  
 Largest user demographic: 35-49

**YouTube**




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Online Social Networking

**LinkedIn**  
 • Facebook for professionals  
 • Over 50 million registered users

**myspace.**  
 • Similar to Facebook  
 • Less than half the users at over 100 million

**YouTube**  
 • Online videos

**Blogger**  
 • The original social networking tool




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What's the Big Deal?

- Connections beyond just "catching up"
- Keep people informed- including you!
- Currently used by academics, CEOs, major news outlets as well as friends & family.
- Your audience is one of the largest populations already connected to social media all day, every day!
- Largest growing audience on Facebook= women 55+ (Moms are connected!)
- People are already making social media part of their communication plan- no need to search any further
- Social media is revolutionizing communication and interaction, don't get left behind!

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### Who's Doing It?

The screenshot shows a collection of logos and social media links. At the top left is the N.A.S.F.A.A. logo (National Association of Student Financial Aid Administrators). Below it is the TXHigherEdCoordBrd logo with the handle @TXHigherEdBoard and a 'Follow' button. To the right is a poster for the SWASFAA Conference 2011 with a 'Find us on Facebook' button. In the center is the ED.gov logo (U.S. Department of Education). At the bottom left is the 'Get Connected' section with links for Facebook, YouTube, Twitter, and Email Updates. At the bottom right is the NCHelp logo.

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The screenshot displays a collage of social media pages from various Texas institutions. It includes logos for Texas A&M University, Texas A&M Health Science Center, Austin Community College (with the slogan 'Start Here. Get There.'), The University of Texas at Austin, and Alamo Colleges (San Antonio College). There are also social media icons for Facebook, Twitter, YouTube, and LinkedIn, along with a 'SOCIAL MEDIA DISCLAIMER' and a 'FIND US ON' section listing Midland College.

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### WHERE DO YOU START?

- Contact your IT Department
- Know your Internet Use Policy
- If you do not have one, create a Social Networking Policy
- Find your audience
  - Have a game plan: Why Twitter, why Facebook, why a blog:
- Integrate your sites together:
  - Use Twitter to promote your blog or Facebook
  - Put YouTube video links on Facebook, Twitter or in your blog
- Check out others in the field: what are they doing?
- Define your message and pick your target
- Do you have the time and/or resources available?
- Do your homework:
  - What social media platforms work best in the FA industry?
  - How are others using these platforms?
  - What kind of compliance issues might you have to consider?

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### Let's Talk About It

- What experiences do you have with your institutions exposed to Facebook, Twitter?
- Do any of you use YouTube for informational videos on Financial Aid at your institution?
- What is your opinion of whether or not electronic communications have increased, decreased or created complexities in the entire process?
- How many of you require that everything in your offices be done electronically? Does it work?

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### What's next in our electronically social communication? QR Codes!!

#### WHAT'S THAT FUNNY LOOKING BAR CODE?

- This unique bar code on the lower right of the sticker (known as a QR code) lets customers - and potential customers - instantly learn more about a business, by visiting a mobile version of the business' [Place Page](#) on any supported phone.
- Just think about the potential!!!




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### Resources

- Ball State's Emerging Media Initiative  
<http://cms.bsu.edu/Academics/CentersandInstitutes/EmergingMedia.aspx>
- UMass – Center for Marketing Research  
<http://www.umassd.edu/cmrr/studiesandresearch/socialmediaandcollegeadmissions2010study/>
- ASMH – Center for Marketing Research  
<http://socialmediahighered.com>
- American U – Center for Social Media  
<http://www.centerforsocialmedia.org/>

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