

**INSIDE**

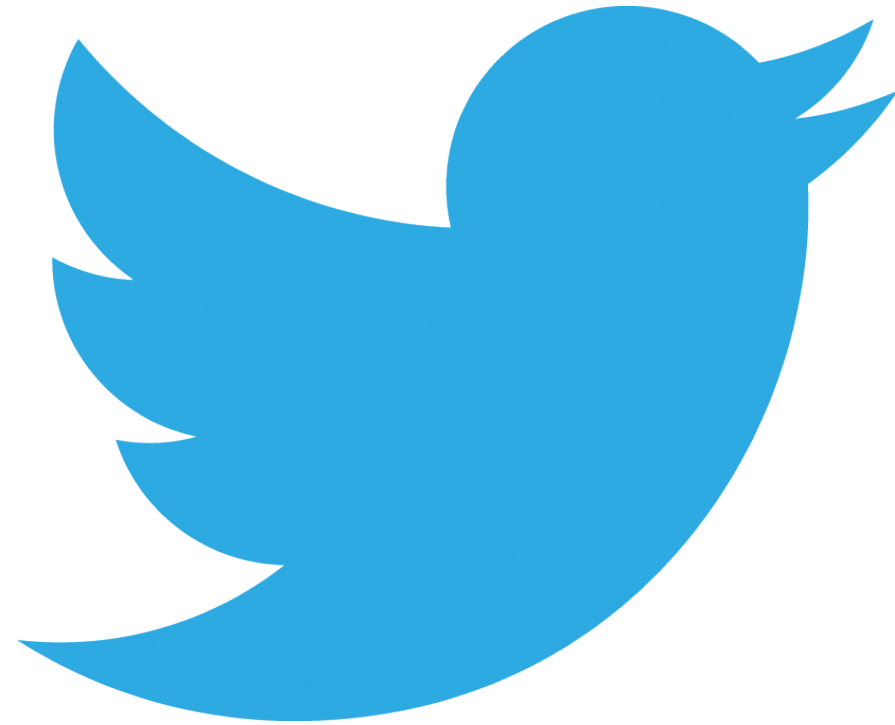
**HIGHER ED**

**[insidehighered.com](http://insidehighered.com)**



# **Social Media + Student Affairs Advancement**





**#IHESM**

**@EricStoller**



**#IHESM**

**@EricStoller**

**What this isn't...**



# Everything you do on Facebook starts with your Page



## Facebook Pages

2,006,175 likes · 44,686 talking about this

Liked

**Product/Service**  
A Facebook Page gives a voice to any brand, business or organization to join the conversation with Facebook users.



**2m**



**5**

About

Photos

Likes

Resources

Pages Guides: Orgs

Highlights

**Post**

**33** Friends  
Like Facebook Pages

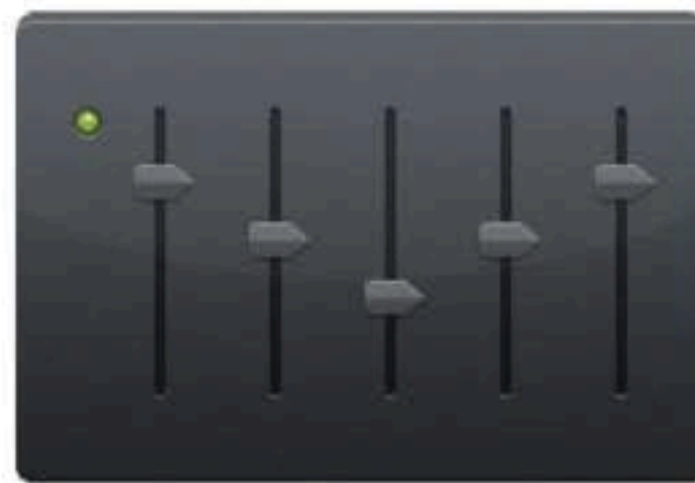
# Twitter for Business

Whatever the size of your organization, make the most of Twitter.



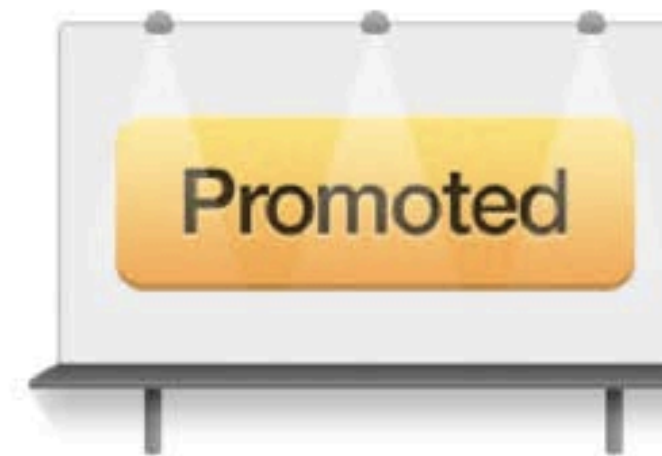
## Learn the Basics

- [What is Twitter?](#)
- [Twitter Glossary](#)
- [Best Practices](#)
- [Twitter on the Go](#)



## Optimize Your Activity

- [Community Growing](#)
- [Case Studies](#)
- [Resources and Widgets](#)
- [API Integration](#)



## Start Advertising

- [Promoted Tweets](#)
- [Promoted Trends](#)
- [Promoted Accounts](#)
- [Analytics](#)







[Browse](#) | [Upload](#)

[Playbook](#) [Getting Started](#) [Programming](#) [Optimization](#) [Community](#) [Resources](#)

[Creator Hub](#)

 [Share](#) +64 [Share this on Google+](#)

# Welcome to the Creator Playbook

We're excited to provide our partners with a great resource that compiles important tips, best practices, and strategies to help you build your audience on YouTube. We hope that you find the information helpful to your creative process, and we hope to help you take your channel to the next level.





SHARE

# Student Affairs + Advancement & Development

# Recruitment



# Parents & Families

# Residence Life

# Leadership & Engagement

# Retention



**Graduation**

**Alumni**

**Admissions**

**[**

**Alumni Dev**

# Social Media





**Step #1**

**Why / What**

# Strategic Communications Plan

R.O.I

+

R.O.C





**Add value**



**Eric Stoller**

@EricStoller

Lots of people talk *\*about\** students at conferences...it would be nice to talk *\*with\** students. **#BbW12**

 Reply  Delete  Favorite

**20**  
RETWEETS

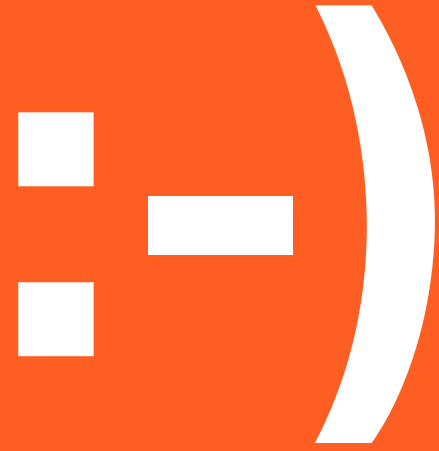
**2**  
FAVORITES



**Build around  
Social Media**

**What  
we  
do**

**Social  
Media**



**Social  
Media**





**Identify champions**



**Conversations**





**DUPLX FOR RENT**  
Call 404-444-1111

**DUPLX FOR RENT**  
Call 404-444-1111

**DUPLX FOR RENT**  
Call 404-444-1111

**DUPLX FOR RENT**  
Call 404-444-1111

**DUPLX FOR RENT**  
Call 404-444-1111

**DUPLX FOR RENT**  
Call 404-444-1111

Who will sign up for the new Fall course on Time and Relative Dimensions in Space? (TRON 404)

**Give it, Drive it, Drive it, Ags!**

**DEWEY WAYNE**  
SCHOTZES  
SATURDAY MAY 7TH

**MUSICA**  
Saturday May 7th  
8-11pm  
@ Barotz's

**JAZZ SUMMERFEST**  
WEEN - BIG BOI - WEEN  
CUT COPY - BEIRUT - YEASAYER  
SHARON VAN EATON AND THE GAP KINGS - 2ND ANNUAL  
BLACK IS MURDER - BUN B - TOBACCO BLACK DASH

**JAZZ SUMMERFEST**  
WEEN  
ISAYEY  
S - 2 W  
TOBACCO

**Tealbar**  
Salad  
WILL BE AT OUR BAR  
TODAY!!!  
WILL BE AT OUR BAR  
TODAY!!!

**JAZZ SUMMERFEST**  
WEEN - BIG BOI - WEEN  
CUT COPY - BEIRUT - YEASAYER

**isa**

**JAZZ SUMMERFEST**  
WEEN - BIG BOI - WEEN  
CUT COPY - BEIRUT - YEASAYER

**DEWEY WAYNE**  
SCHOTZES  
SATURDAY MAY 7TH

Sign up for Fall  
and  
in  
404-444-1111

**THE DRAGONS**

**DEWEY WAYNE**  
SCHOTZES  
SATURDAY MAY 7TH

**Swing**  
**Dancing**  
Every Thursday  
Lunch & Open  
Dancing 6-11pm

**Swing**  
**Dancing**  
Every Thursday  
Lunch & Open  
Dancing 6-11pm

**ANNUAL**  
CONGRESS

**ATM**





# JetBlue Airways

@JetBlue FOLLOWS YOU

*@jetblue doesn't respond to formal complaints on Twitter. For official customer concerns go to [jetblue.com/speakup](http://jetblue.com/speakup) or call 1-800-jetblue. On duty: @jetblue/team*  
11375 · <http://www.jetblue.com>



Following

37,008 TWEETS

111,058 FOLLOWING

1,681,864 FOLLOWERS

# YOU ABOVE ALL





**Eric Stoller**

@EricStoller

Press pass and hotel booked for #EDU12.  
Now all I have to do is find a flight to  
Denver...@JetBlue or  
@USAirways...decisions, decisions!

← Reply   🗑 Delete   ★ Favorite

1:08 PM - 18 Sep 12 · Embed this Tweet

Reply to @EricStoller @JetBlue @USAirways



**US Airways**

@USAirways



Following

[@EricStoller](#) We love having you on board, Eric. Check our website for our lowest fares. Here's a link: [bit.ly/US\\_Airways](http://bit.ly/US_Airways) ^AN

 Reply  Retweet  Favorite  Pocket

1:19 PM - 18 Sep 12 · Embed this Tweet





**JetBlue Airways** 

@JetBlue



Following

[@EricStoller](#) .Well, you know which one we're partial too! Comfy seats, yummy snacks, TV...just a few things to help you make your decision.

 Reply  Retweet  Favorite

1:21 PM - 18 Sep 12 · Embed this Tweet





**Eric Stoller**

@EricStoller

[@JetBlue](#) Oh JB, I <3 your style. You got me this time...your flights to Denver match my needs perfectly...and the extra space is nice too!

[← Reply](#) [🗑 Delete](#) [★ Favorite](#)

1:25 PM - 18 Sep 12 · [Embed this Tweet](#)



**JetBlue Airways** 

@JetBlue



**Following**

[@EricStoller](#) You've made our day! Thanks for letting us take you to the Mile-High city.

 Reply

 Retweet

 Favorited

**1**  
FAVORITE



1:30 PM - 18 Sep 12 · [Embed this Tweet](#)





**Seth Matthew Fishman** and 12 others followed you

1h



**Tabatha Cruz** and 9 others retweeted you

3h

9 Oct: What if money was no object? Watch this, share it with your stu...



**Bradley Liebrecht** and 12 others favorited your Tweet

3h

9 Oct: What if money was no object? Watch this, share it with your stu...



**Matt Musgrave** and 12 others favorited your Tweet

5h

22h: The Introvert's Way: Living a Quiet Life in a Noisy World zite.to/R...



**Matt Musgrave** and 4 others retweeted you

5h

22h: The Introvert's Way: Living a Quiet Life in a Noisy World zite.to/R...



**facebook<sup>®</sup>**

**1,000,000,000**

holy sh\*t that's a lot of people!

**Having a  
Facebook  
Page isn't a  
social media  
strategy**



**4 billion views per day**



**Really ridiculous?**

# Banned University of Lincoln Advert

by TomSka

Subscribe

84 videos



0:10 / 0:22



**Be real**

**Storytelling**



# OSthankU Video Contest Winner

OregonStateUniv

Subscribed

730 videos



0:38 / 1:24





**140 characters**





**twitter:**

**simply powerful**

Listen





**Marcus Bowers**

@marcusbowers



Sallie Mae gave you a \$4,000 FINANCIAL AID CHECK and you only got \$50 left. No school supplies, parking pass, or dorm  
[#ButUGotThatiPhone5Tho](#)

Reply Retweet Favorite

**66**  
RETWEETS

**7**  
FAVORITES



9:54 AM - 14 Sep 12 · Embed this Tweet





**Paris Bradley**

@paris\_bradley



Follow



perfect, I've got a paper due in 20 minutes & can't find my buff card to get on campus cuz of this #420 nonsense. #shizballs

12:29 PM - 20 Apr 12 via web · Embed this Tweet

 Reply  Retweet  Favorite



**Lindsey Rose**

@liindseyniicole

 Follow

I love being a senior at [@LoyolaMarymount](#) :)

↻ Retweeted by LMU-Loyola Marymount

1  
RETWEET



12:42 AM - 19 Mar 12 via Twitter for Android · Embed this Tweet

 Reply  Retweet  Favorite





MISSION CENTER





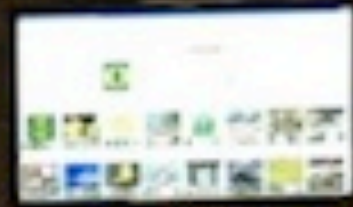


# Social Media Listening Command Center

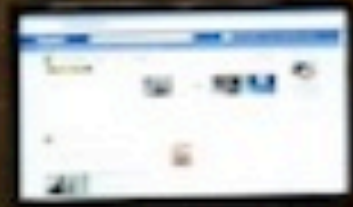
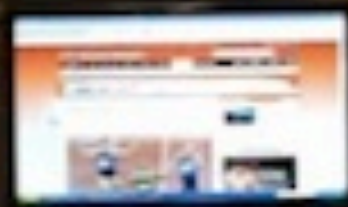




QUACK CAVE



#goducks



@goducks



# Customer Service





**Sara Conklin** @saraconkadoodle

   · [Details](#)

Sooooo annoyed. Why is everyone who works at the ku bookstore dumb as hell. I have my angry eyes in!



**KU Bookstore**  
@KUBookstore

 **Follow**



[@saraconkadoodle](#) Sorry for the frustration.  
Anything we can help you with?

from Lawrence, KS

1:12 PM - 26 Jan 12 via web · [Embed this Tweet](#)

 [Reply](#)  [Retweet](#)  [Favorite](#)





**@jongabriel**

Jonathan Gabriel

"People don't participate in conversations with brands; they converse with the..ambassadors of the brands."

<http://tumblr.com/x401htgiro>

3 hours ago via Tumblr  Unfavorite  Retweet  Reply

Retweeted by [dmolsen](#)





# ualberta ONEcard

@uaONEcard

FOLLOWS YOU

*The Must-Have card at the University of Alberta. Tweets by Marsha: program supervisor & basement dweller at the ONEcard Office.*

Edmonton, Alberta, Canada · <http://www.onecard.ualberta.ca>

**Engage**



# BU Dean of Students



**Kenn Elmore**  
Dean of Students

## ABOUT US

Our Mission, Staff, What We Do, Our Inspiration, Contact

## RESOURCES

Be Safe, Scarlet Key, Helping Students in Distress

## POLICIES

Lifebook, Board of Conduct, Student Responsibilities

## KENN 2.0

Dean's Blog, Twitter, Facebook, Flickr, FYI Student Blog

AUG

22

## Make the Community. Respect the Scene

I keep a running polemic – in my head – about Community. I'm no expert, but I spend lots of time thinking about and observing communities. Personally, I've always found Community to be too buttoned-up for my addiction to those things novel, uncertain, complex, and challenging. I get too sedentary hanging with Community and quickly start jonesing to look for unpredictable energy, conversations, and relationships.

I know this is a piece of straight-up (alcohol) advertising, but I get drawn in every time:



### Dean's Blog Archives

[November 2012](#)

[October 2012](#)

[September 2012](#)

[Upcoming Coffee & Conversation](#)

### Dean's Links

[Boston University](#)





# Kenn Elmore

@DeanElmore FOLLOWS YOU

*Kenn Elmore, Boston University's Dean of Students. Musing about life in and around BU*

Boston, MA, USA · <http://www.bu.edu/dos>

**Following**

3,032 TWEETS

1,754 FOLLOWING

12,062 FOLLOWERS

## Tweet to Kenn Elmore

@DeanElmore

Tweets >

Following >

Followers >

Favorites >

Lists >

Recent images >



## Tweets



**Kenn Elmore** @DeanElmore

23h

At Marsh we're hoping today's global events & moments of silence [bit.ly/VhGqf0](http://bit.ly/VhGqf0) defeat greed and indifference. Time for daily vigils?

Expand Reply Retweet Favorited More Pocket



**Kenn Elmore** @DeanElmore

23h

"Fondly do we hope, fervently do we pray." Standing awake at Marsh with others in the global search for dignity on Worlds AIDS Day.

Expand



**Kenn Elmore** @DeanElmore

30 Nov

Up jumps The Sasquatch! Terriers up on the Eagles 3-1 late in the third. [#youknowyoureatBUwhen...](#)

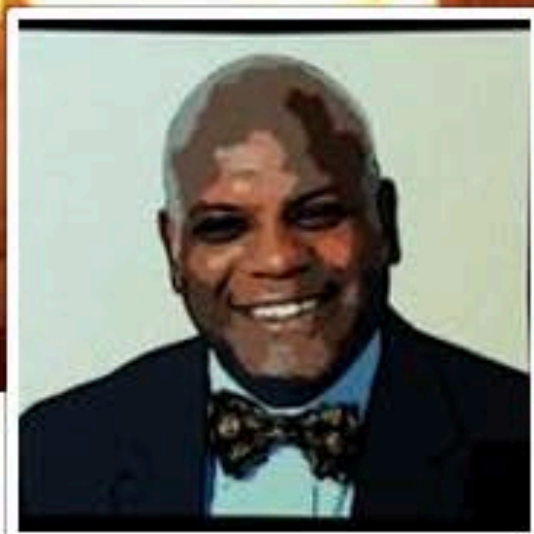
Expand



**Kenn Elmore** @DeanElmore

30 Nov





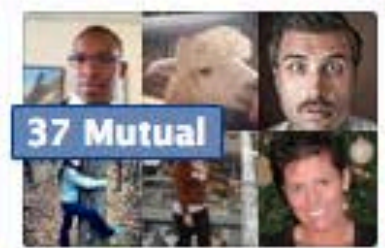
# Kenneth Elmore

✓ Friends

Message ✖️

- 🏢 Worked at Boston University Orientation
- 🎓 Studied at Boston University
- 🏠 Lives in Boston, Massachusetts
- 💍 Married

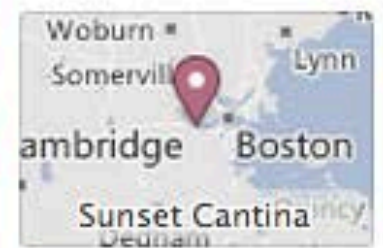
About



Friends 4,788



Photos 451



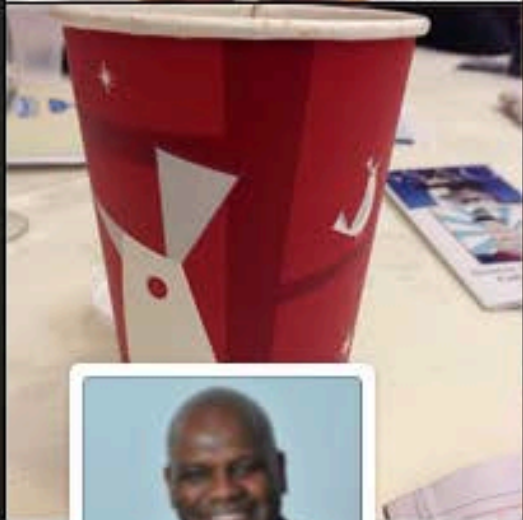
Map 101



Likes 21

4 ▾





Following

kennmore ▾

Kenneth Elmore <http://www.bu.edu/dos/>

1,031  
photos

74  
following

737  
followers



# Photos of Kenneth Elmore

[Back to Album](#)

[Previous](#) · [Next](#)



Tag Photo



# Class Gift 2011

Boston University



Subscribed

2,338 videos



1:06 / 2:02





# Dean Elmore Takes the Plunge

Boston University



Subscribed

2,338 videos



3:39 / 4:26



HD









# Class of 2012: What've you got?

Boston University

Subscribed

2,338 videos





**Rhiannon Pabich**

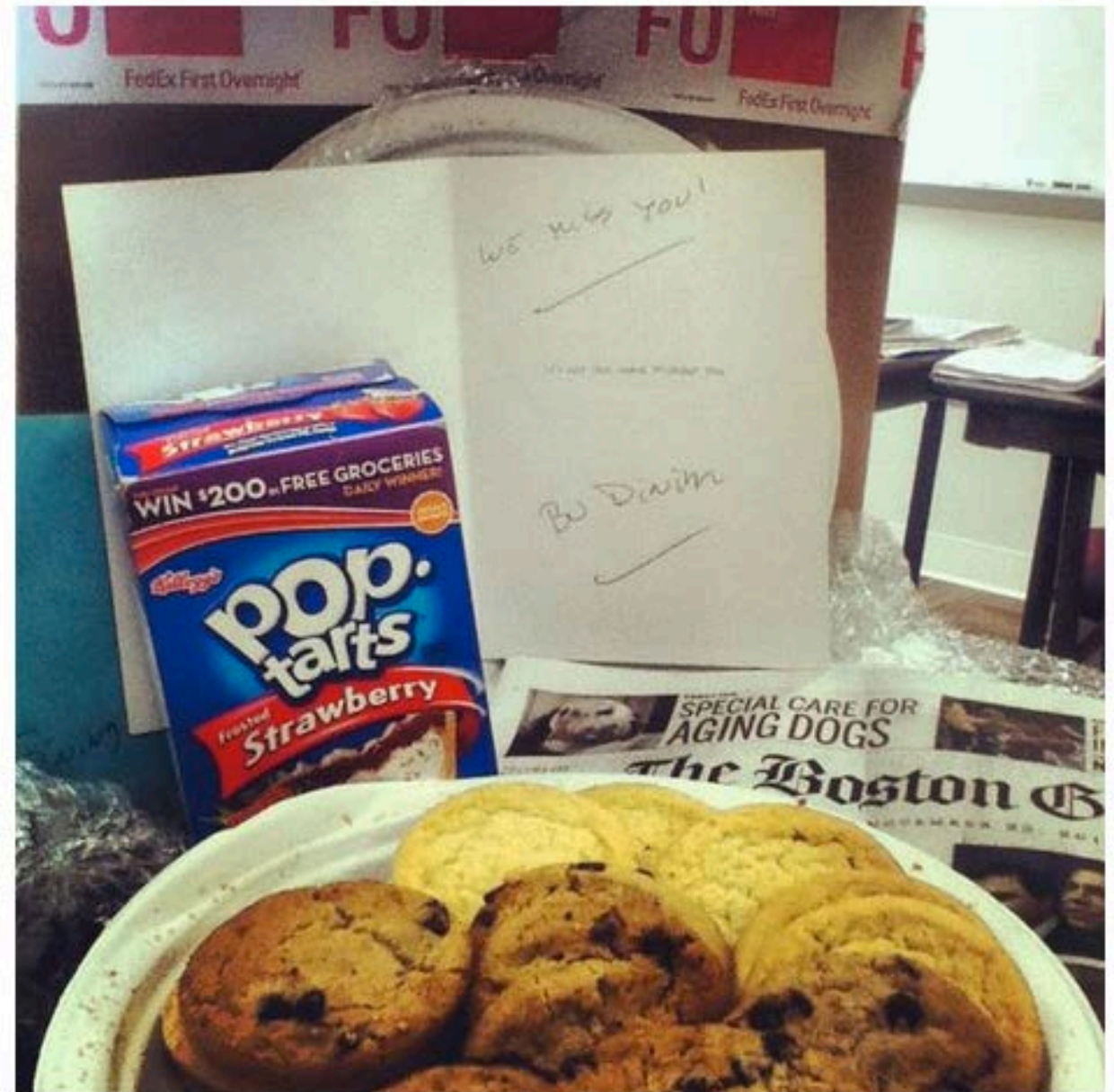
@YouRheelyLikeMe



Follow

#BU is the kindest & closest-knit 30,000-person family I've ever been a part of. I love you, @BUDiningService  
[pic.twitter.com/1mQ1tjrc](https://pic.twitter.com/1mQ1tjrc)

Reply Retweet Favorite More



3 RETWEETS

3 FAVORITES





LinkedIn

BACKGROUND

SUMMARY

As a higher education thought-leader, consultant, writer, and speaker, I frequently give keynotes on how administrators can use social media strategically and am a proponent for teaching students about digital identity development.

With a background in student affairs, academic advising, wellness, technology, and communications, I focus my energies on educating clients and captivating audiences. As the Student Affairs and Technology blogger for Inside Higher Ed, I generate conversations, answers questions, and provides insight about a variety of "tech topics."

Specialties: Higher Education Administration, Student Affairs, Enrollment Management, Campus Auxiliary Services, Academic Advising, Social Media Strategies, Communications, and Marketing.

EXPERIENCE

Higher Education Consultant - Strategic Communications, Marketing and Engagement

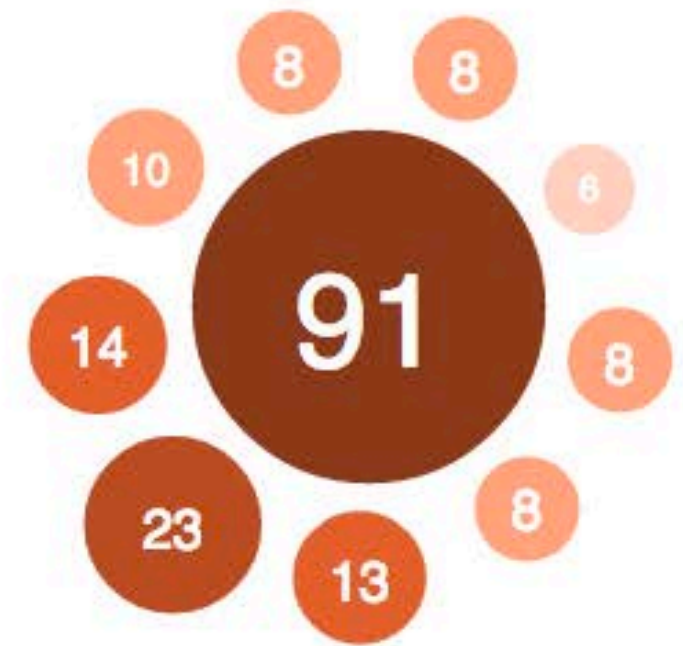
Eric Stoller
September 2006 - Present (6 years 3 months)

7 recommendations, including:

Share your profile

YOUR NETWORK Company

Oregon State University (91)



See more people you may know at these companies

WHO'S VIEWED YOUR PROFILE

Past 7 days



Marketing Cert in 12 Wks - Add an Ivy League Marketing Cert to your Resume in 12 weeks. Apply Now!



# University of Northern Iowa Network

Discussions Members Jobs Search More...

Share group

## Summary

## Demographics

## Growth

## Activity



### MEMBERS

5,665

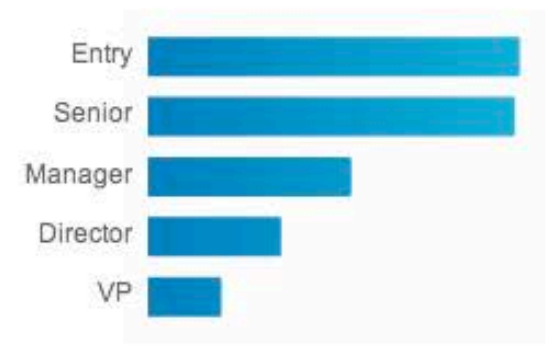
### COMMENTS LAST WEEK

0

### LOCATION

21% Des Moines...

### SENIORITY



### FUNCTION

9% Sales

### STARTED ON

March 6, 2008



Cornell Marketing Cert - Add an Ivy League Marketing Cert to your Resume in 12 weeks. Apply Now!

POWERED BY ORANGE Oregon State University Network

Discussions Members Promotions Jobs Search More...

Share group | Group rules

Summary

Demographics

Growth

Activity



SENIORITY

26%

Entry

Looking for group members at a specific seniority level? Members and subscribers can do advanced searches within the group.

FUNCTION

8% Engineering

LOCATION

41% Portland, O...

INDUSTRY

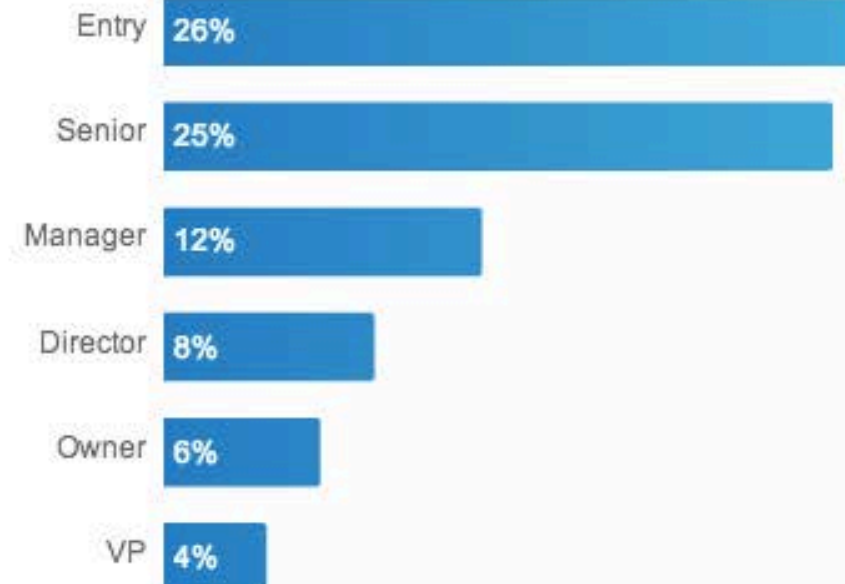
6% Computer S...

SENIORITY

FUNCTION

LOCATION

INDUSTRY





SPECIAL TALK













**What else?**

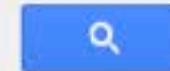








starbucks



Eric Stoller

0

+ Share



Search

About 23,500,000 results (0.20 seconds)



SafeSearch off



Everything

Images

Maps

Videos

News

Shopping

More

Boston, MA

Change location

Show search tools



Ad related to starbucks

Why this ad?

### Starbucks® Official Site - Create Your Custom Frappuccino

[www.frappuccino.com/](http://www.frappuccino.com/)

Any Way You Want It! Come in Today

#### [My Starbucks Rewards Card](#)

Earn Rewards For Every Purchase. Like Free Refills & Free Drinks!

#### [Buy A Starbucks Card](#)

Buy a **Starbucks** Prepaid Gift Card. An Excellent Gift for Everyone!

#### [Send a Starbucks Card eGift](#)

Send a **Starbucks** Card eGift for Your Friends & Family Instantly

#### [Reload My Starbucks Card](#)

Reload Your Card and Earn Rewards Like Free Refills & Free Drinks!

### Starbucks Coffee Company

[www.starbucks.com/](http://www.starbucks.com/)

Since 1971, **Starbucks** Coffee Company has been committed to ethically sourcing and roasting the highest quality arabica coffee in the world. Today, with stores ...

+ [Show stock quote for SBUX](#)

#### [Store Locator](#)

There's probably a Starbucks coffeehouse near you. Let's ...

#### [Card](#)

A Starbucks Card is a convenient way to pay for your purchases at ...

#### [Career Center](#)

Retail Careers - Working at Starbucks - Finance Partners - ...

[More results from starbucks.com »](#)

#### [Menu](#)

Drinks - Food - Nutrition - Espresso Beverages - Brewed Coffee - ...

#### [My Starbucks Rewards](#)

Register your Starbucks Card and Earn Rewards like Free Drinks.

#### [My Account](#)

Card FAQs · Manage Your Account · My Starbucks Idea. Looking for ...

### Places for **starbucks** near Boston, MA

#### [Starbucks](#)

[www.starbucks.com](http://www.starbucks.com)

★★★★★ 9 Google reviews

#### [Starbucks](#)

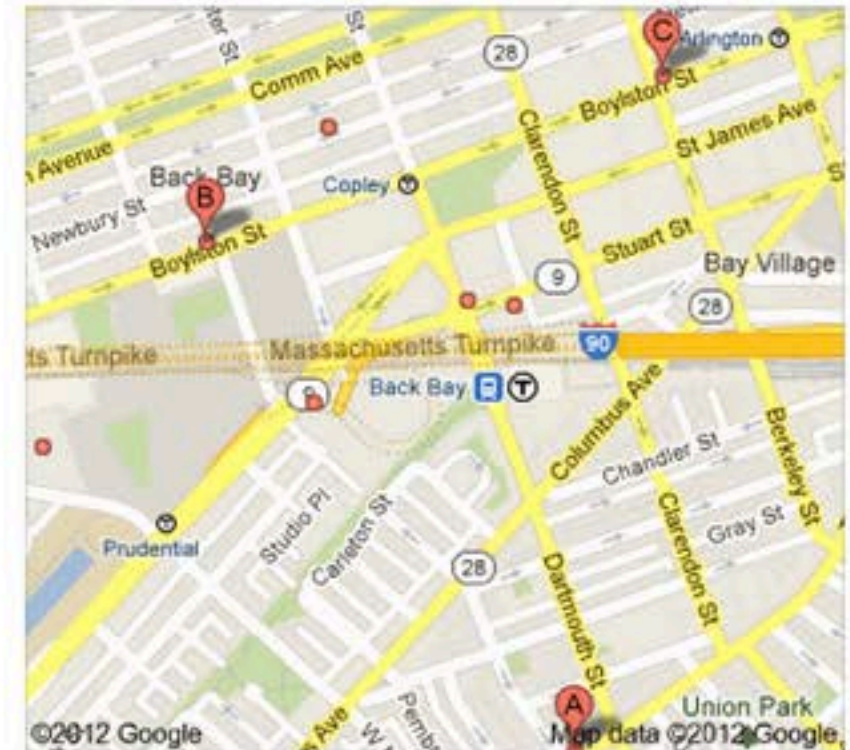
[www.starbucks.com](http://www.starbucks.com)

★★★★★ 10 Google reviews

A 627 Tremont Street  
Boston  
(617) 236-7879

B 755 Boylston Street  
Boston  
(617) 450-0310

### Map for **starbucks**



### Starbucks Coffee - Latest posts

[plus.google.com](http://plus.google.com)



#### Starbucks Coffee

In 549,126 Google+ circles

Follow

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

#### Latest posts

Starbucks Coffee – 18 hours ago – Our thoughts go out to the loved ones we have lost and the amazing men and women who continue to risk their lives every day for the freedom we are so blessed to ...





# University Housing & Dining Services (Oregc

Experience of a Lifetime™

Corvallis, OR

Repins from



Jane



Elizat



Jami

Invite Friends

Find Friends

Boards

Pins

Likes

Settings

Logout

11 Boards

218 Pins

0 Likes

Activity

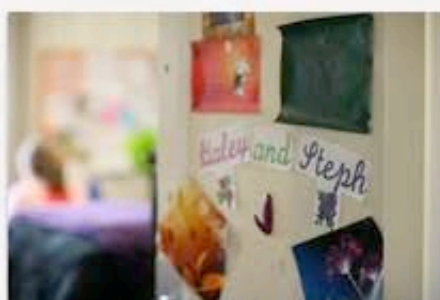
Unfollow All

222 Followers

180 Following

## Residence hall rooms

29 pins



Unfollow

## What To Bring

25 pins



Unfollow

## What Not To Bring

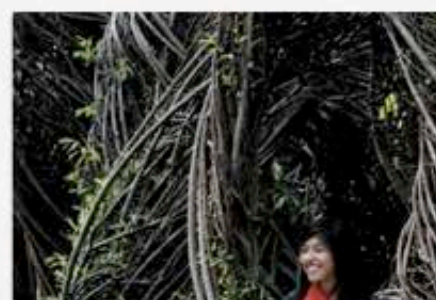
8 pins



Unfollow

## Living on campus

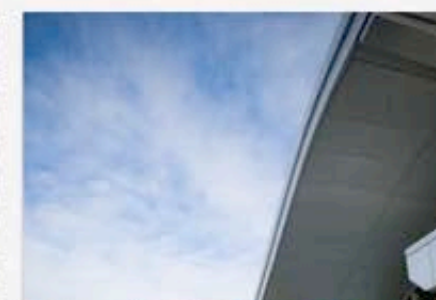
27 pins



Unfollow

## OSU Architecture

18 pins



Unfollow

## Corvallis

19 pins



Unfollow

## Beaver Nation

27 pins



Unfollow

## OSU Catering

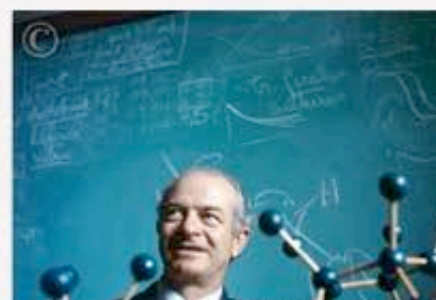
16 pins



Unfollow

## History

14 pins



Unfollow

## Oregon State's Bicycle Cu...

25 pins



Unfollow

Powered by

11 pins





# University of Pennsylvania Career Services

110 followers, 39 following




Unfollow All


Assisting Penn students & alumni translate possibilities into reality. Featuring advice, news & information for events on and off campus.

University of Pennsylvania



 University of Pennsylvania pinned American Association for Public ... to Careers: Not-for-Profit. 1 hour ago

 University of Pennsylvania pinned Delaware Valley Grantmakers (DVG ... to Careers: Not-for-Profit. 2 hours ago

 University of Pennsylvania pinned Young Nonprofit

24 Boards · 218 Pins · 15 Likes

## What to Wear - Men



Follow

## Events



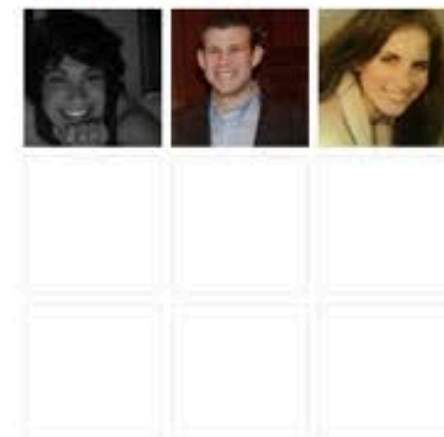
Follow

## Penn Alumni



Follow

## @PennCareerDay



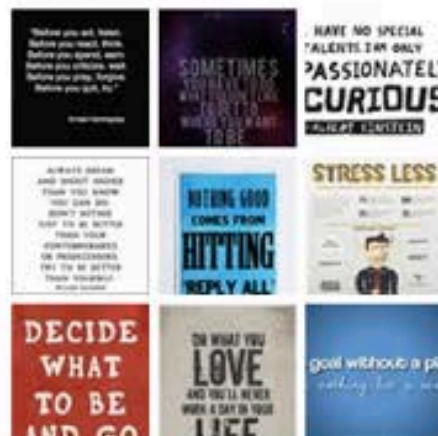
Follow

## What to Wear - Women



Follow

## Words of Wisdom



Follow

## Where to Work



Follow

## Infographics



Follow

## Wonderful Work Space



## Resources to Use



## The Latest Career News



## Career Role Models





# Life at Ithaca College



+ Subscribe

120 videos



0:05 / 1:53



3D



HD





# tumblr.

+ Follow



## ITHACA COLLEGE'S #ICLIFE

Ten disposable cameras. Five locations. One authentic view of a day at Ithaca College.

This project comes from Ithaca's student social media team, run by the Office of Marketing Communications. For more information, email [socialmedia@ithaca.edu](mailto:socialmedia@ithaca.edu).

**Learn More About #IClife**





**Eric Stoller** @EricStoller

26 Sep

Who are your favorite Deans of Students on Twitter?

Details



**Colgate University**

@colgateuniv



Following

@EricStoller easy, @TheDeanLowDown, she's done two @reddit AMA's

Reply Retweet Favorited

2 RETWEETS

1 FAVORITE



9:01 PM - 26 Sep 12 · Embed this Tweet









**Janeen Alliston**

@JaneenTheBean



Following

The new, responsive [students.ubc.ca](http://students.ubc.ca) launched yesterday. Super proud of the **#UBC** Student Comms team for their enthusiasm and hard work.



Reply



Retweet



Favorited



Pocket

1

RETWEET

2

FAVORITES



6:05 PM - 18 Sep 12 · Embed this Tweet





INSTALLED

Category: Photo & Video  
 Updated: Jun 25, 2012  
 Version: 2.5.0  
 Size: 13.2 MB  
 Languages: English, Chinese, ...  
 Seller: Burbn, inc.  
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Rated 12+ for the following:

- Infrequent/Mild Alcohol, Tobacco, or Drug Use or References
- Infrequent/Mild Profanity or Crude Humor
- Infrequent/Mild Mature/Suggestive Themes
- Infrequent/Mild Sexual Content or Nudity

Requirements:  
 Compatible with iPhone, iPod touch, and iPad.  
 Requires iOS 3.1.2 or later

[Developer Web Site](#)

**Burbn, Inc.**  
**Instagram**

[Developer Page >](#)

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Description

★★★★★ Instagram

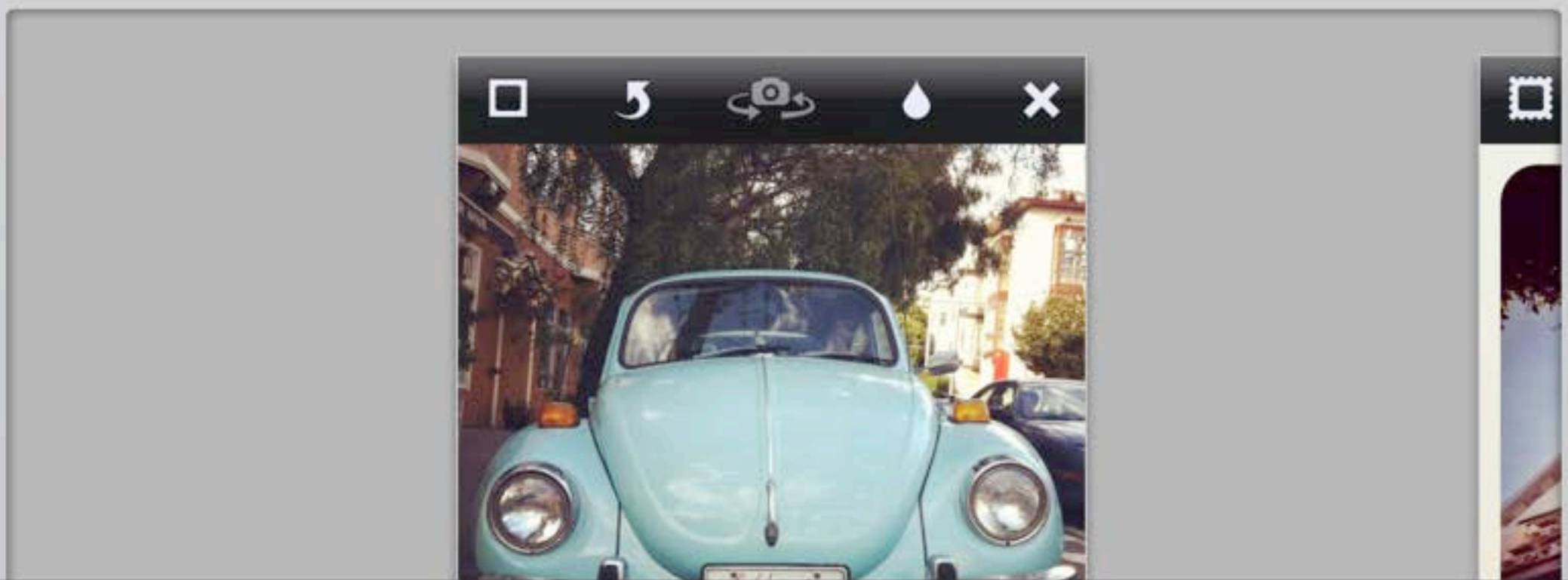
50 million users love Instagram! It's a free, fun, and simple way to make and share gorgeous photos on your iPhone.

Pick from one of several gorgeous filtered effects or tilt-shift blur to breathe a new life into your mobile photos.... [More ▼](#)

What's New in Version 2.5.0 Updated Jun 25, 2012

- Revamped profile tab
- Search for users and tags in the Explore tab
- Improvements to commenting
- User search autocompletes based on people you follow
- Visual improvements...

[More ▼](#)



**Long Term Plan ->**

**Constantly Building ->**

**Structured and Consistent ->**

**Multiple Voices Championing ->**

**Senior Leadership Involvement ->**



**Students ->**

**Social Media ->**

**Student Affairs ->**

**Lifelong Connections ->**

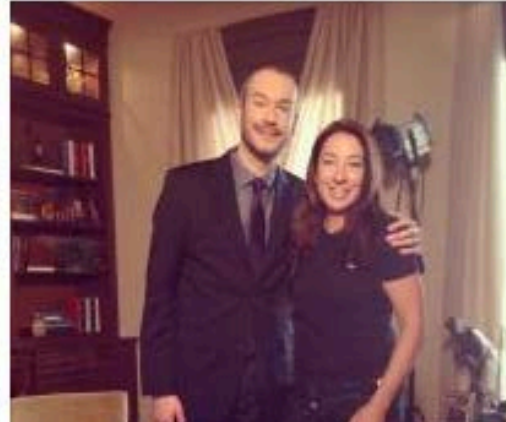
# Thank You!



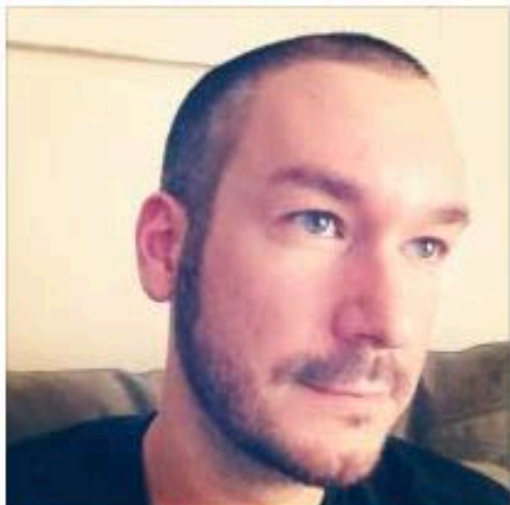




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