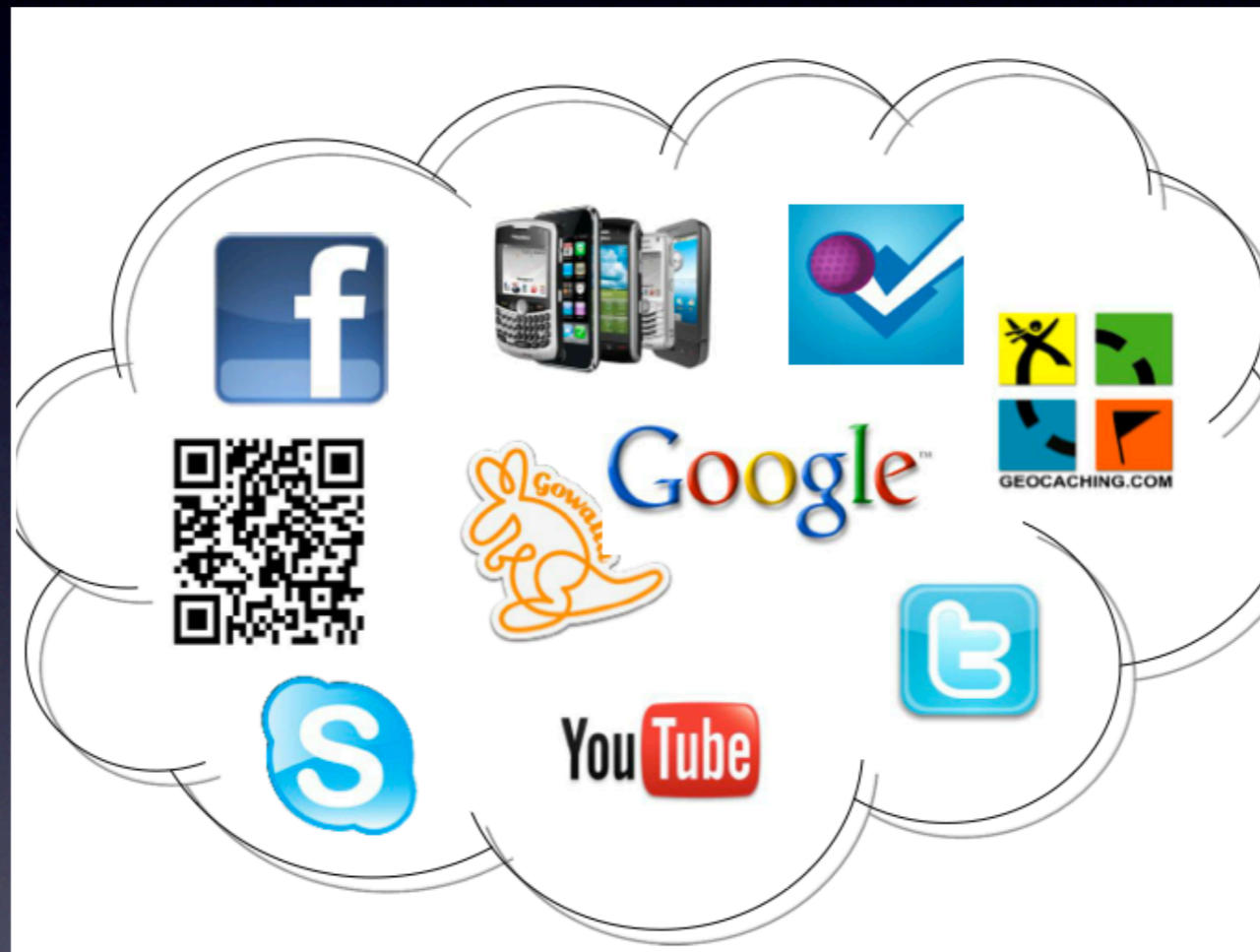


Social Media Framework & Toolkit

Socially Interactive Technologies and Beyond!



Christopher Weiss, *Indiana University of Pennsylvania*
#PCPA_Tweets
@Chris_S_Weiss

Introduction

Introduction

Today we'll discuss:

- Developmental impacts of social media
- Social media & student engagement
- Diversity & accessibility issues
- Social media strategies
- Discussion
- Procedures and results of some assessment projects

Developmental Effects

A brief review of the literature...

Developmental Effects

Negatives:

- Depression
- Narcissism
- Stress
- Drinking & Partying
- Distraction

Developmental Effects

Positives:

- Opportunities for participation
- First year transition
- Access to diversity
- Facebook therapy
- Social capital
- Offline social life

Student Engagement

A brief(er) review of the literature...

Student Engagement

- Higher Education Research Institute (HERI; 2007)
- Heiberger and Harper (2008)
- Junco, Heiberger, and Loken (2010)
- Junco (2011)

Diversity & Accessibility

Diversity & Accessibility

Diversity:

- Minorities as high-users of social media
- Increased social integration
- Increased access to involvement
- Social media as a safe space?

Diversity & Accessibility

Accessibility:

- Social media = NOT accessible
- ADA & Section 508 of the Rehabilitation Act
- National Federation for the Blind
- Who wants to use m.facebook.com/?

Social Media Strategies

Now to the good stuff!

Social Media Strategies

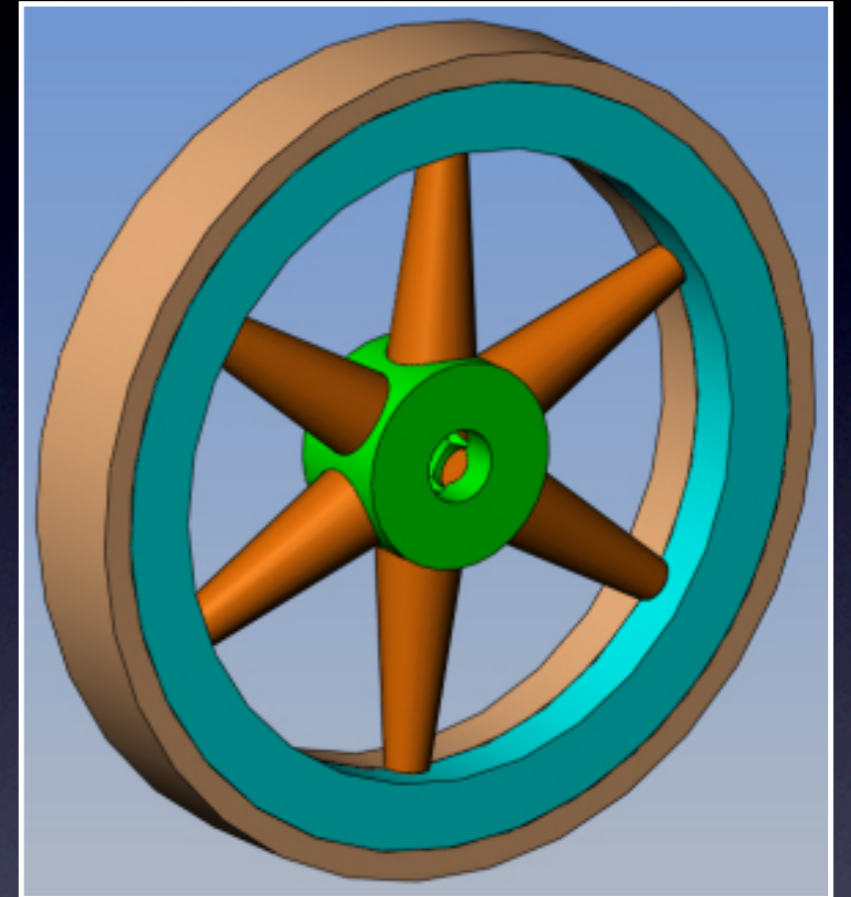
Fundamental Values:

1. **INTERACT** with your audience
2. **SHARE** your awesome content

Social Media Strategies

Hub & Spokes Approach:

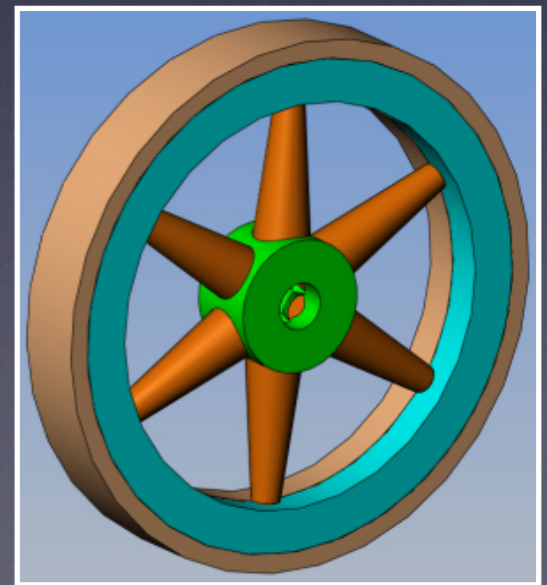
- What are your feeders?
- What are they leading to?



Social Media Strategies

Hub & Spokes Approach (Implementation):

- Set goals (be SMART)
- Set a timeline
- How are you attracting people?
- ASSESS, assess, *assess*



Social Media Strategies

Choosing Platform(s):

1. What is the level of person-power and skill among the personnel you have?
2. What is popular and being used on your campus?
3. What social media platforms are designed specifically to meet your needs?

Social Media Strategies

Toolkit:

- bit.ly/SMToolkit

CAUTION

**SMALL
FONT
AHEAD**

Discussion

Your turn!

Christopher S. Weiss

Indiana University of Pennsylvania

about.me/CSWeiss

[@Chris_S_Weiss](https://twitter.com/Chris_S_Weiss)

bit.ly/xTXB29

bit.ly/SMTToolkit

Please stay in touch (I don't bite)!!!