Let’s talk about...

social media,
student engagement,
& student success

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FEB. 7, 2020 APLU APS CONFERENCE
Social Media is a Lifestyle

Any Campus
Any Town, USA
What is your WHY

Is it to...
- Promote?
- Advertise?
- Recruit?
- Connect?
- Engage?
- Develop?
SOCIAL MEDIA IS ABOUT MAKING CONNECTIONS

- Students “meet” online more than IRL
- Students look to social media to help them make decisions, not just family members, advisors, websites, viewbooks, or other
- **Making meaningful connections with and for our students is paramount to student success**

Notice & connect
soap box vs. dinner party

Student Engagement for Success
Use your Tools!

Higher Ed Social Media Engagement Report

Interns/Ambassadors

Cision

Know Your Audience, Develop Your Voice, Promote Accessibility

Virginia Tech faculty, alumni, and students were mentioned over 800 times in the news this week, including in CNN, Washington Post x2, USA Today, Daily Mail, Fast Company, Al Jazeera, Engadget, MarketWatch, Business Insider x3, Inside Science, Atlanta Journal-Constitution, Thrive Global, With Good Reason, and Medium. Research about fonts and political leanings from the College of Liberal Arts and Human Sciences got significant pickup this week and is featured in the highlights section below.

Media Highlights

CNN - In these polarized times, people see even fonts as liberal or conservative "If you think about serifs being used in more formal types of print or communications, maybe they're viewed as more traditional and sans serifs are viewed as more modern," Katherine Haenschen, an assistant professor of communications at Virginia Tech and the lead author of the study, told CNN. "There's a small but significant difference in..."
What we’ve done

...and are planning to do
What works

Student profiles
Pets
Student life outside of academics
Whimsy
Authenticity
Listen. Learn. Look for connections and engage.

“Small and apparently insignificant details can have major impacts on people’s behavior. A good rule of thumb is to assume that everything matters.”

-Thaler and Sunstein, *Nudge*
1. What has worked well for you, and what are you proud of?

2. What is one thing you’d like to incorporate as a result of this conference (regardless of budget)?

3. What is “social media gold” in your context?

4. What is your WHY?

Questions for Group Reflection