Using Social Media to Promote and Achieve Grant Outcomes

September 15, 2016

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With Additional Support by the ATE Collaborative Impact Project

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The CCTA is led by:

- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)
- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC
- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL
- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA
- **Networks Resource Center** at the Maricopa Community College District in Phoenix, AZ
CCTA Purpose

• Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
• Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds
• Deliverables
  – Topical webinars on existing and new solutions
    • Live/recorded with attendee Q&A
  – Identify and document best practices
  – Host convenings
Poll #1: Your Affiliation

A. I am involved with an NSF grant
B. I am involved with a TAACCCT grant
C. Both
D. Neither
Poll: How many people are listening with you?

A. 1  
B. 2  
C. 3  
D. 4 or more
TODAY’S PRESENTERS

Gordon Snyder
Presenter
Associate Director
OP-TEC

Ann Beheler
Presenter
Executive Director,
National Convergence
Technology Center

Joe Ippolito
Presenter
Senior Project Director
Education Development Center
Agenda

• Context for Discussion – Two NSF ATE Centers, Several Projects

• Planning tips to consider before you begin a social media campaign

• Top Social Media Tools and suggested use

• Current Research Project Framework - “It’s More Than Tools”

• What We’ve Learned So Far

• Educational Development Center’s Foundation and More Resources
Background

• EDC’s NSF-ATE New Media Technician Project

• National Center for Information and Communications Technologies

• National Convergence Technology Center
National Convergence Technology Center

National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College:

- 2004 forward, first as a regional
- 8 main partners
- Community of Practice with 57+ college and university partners
- Primarily in the area of networking infrastructure/mobility/data communications
- Designed with lock-step cooperation with regional and now national business to ensure employment for graduates
Poll: If you currently have a social media outreach for your group what tools do you use?

• A. Twitter
• B. Facebook
• C. LinkedIn
• D. Snapchat
• E. Instagram
• F. Google +
• G. Pinterest
• H. Blog
Planning Tips and Tools
Social Media Seems Simple…. But, it requires planning if it is to be used to accomplish goals

• Requires Time
• Requires Training in more than just tool usage
• Requires consistency and persistence
• Requires thoughtful consideration of goals and demographics
• Requires planning on messaging and content
• Requires attention to analytics
• Requires tracking intermediate results and willingness to adjust
Before you start – Plan ahead

• Know your goal(s) and target audience
• Define key messages/themes
• Figure out where to get content – it does not have to be all original
• Map out an editorial strategy & calendar

Content Marketing Calendar

<table>
<thead>
<tr>
<th>Topic/Campaign</th>
<th>Component</th>
<th>Initial Publish Point</th>
<th>URL</th>
<th>Distribution Points</th>
<th>Target Publish Date</th>
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<td>General Article</td>
<td>Blog</td>
<td><a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a></td>
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<td>Twitter, Facebook, LinkedIn</td>
<td></td>
</tr>
</tbody>
</table>
Build a content creation engine that uses all the resources you have at your disposal

Look outside your college, center, or project
• Industry news
• Social conversations

Look inside your sphere of influence
• Reuse and re-purpose content
• Evergreen library

Pay attention to copyright if you copy content
• Link to content when possible
Tip #1: Follow Industry News

Follow related organizations and influencers to reinforce messages and as content source (re-shares)

Put your spin on the news and identify trends that support key messages

Set up Google Alerts and RSS feeds for RSS, recommend [flipboard.com](http://flipboard.com)
Women in STEM Example

Influencers that support key themes: Women in technology, STEM education, regional content, sister educational institutions, etc, etc

- IWITTS
- STEMforher
- Women in Technology WITI
- National Center for Women in Technology
- Girls Who Code
- Girls in Technology
- Wired and Bloomberg Business Magazines
- Flipboard RSS
- Twitter filters (Tweetdeck, etc)
Tip #2: Monitor Social Conversations

Re-post content from your audience

Use comments to generate ideas

Use tools such as TweetDeck, HootSuite, Buffer, and SproutSocial to automate postings on different platforms
Polk State Facebook Examples – Reusing An Image

Did you know the median annual salary of network and computer systems administrators is $77,810? It's true. We checked with the Bureau of Labor Statistics. Did you know Polk State’s Network Systems Engineering Technology Program can prepare you for a career as a computer/systems admin? It's true. All you gotta do is register. More info: https://www.polk.edu/network-systems-technology/

What can you do with $7,800. You could buy a dozen or so smartphones. Or you could get an associate's degree in Network Systems Engineering Technology. Who needs that many phones???? Get the degree. More info: https://www.polk.edu/network-systems-technology/

https://www.polk.edu/network-systems-technology/
Polk State Facebook Example

http://bit.ly/29usmAc Forget Amazon delivering packages, I want one of these..... Check out this link to an article on the drone program at Polk State College http://bit.ly/29Vv3Hz
Tip # 3: Re-purpose and Reuse Content

- Quick, easy, available
- Re-sharing makes for easier engagement
- Use currently available and professionally developed content pieces
- Collect via RSS feeds, Twitter hashtags, email subscriptions, etc
- Again, watch copyright
Reusable content examples:

El Centro College @ECCOutreach · Aug 30
The 2016-17 online Student Handbook is now available at: elcentrocollege.edu/students/stude... Hard copies also available.

Student Handbook
Student Handbook 2016-2017: View Handbook or Download PDF  On behalf of the Student Services division, we welcome you to El Centro College. We ha...

http://wapo.st/2c7laXO FBI looking for a few........hackers

The FBI's latest mission: Be cool enough to recruit hackers
How FBI director James Comey's daughter boiled it down: "Who would want to work for 'the Man?""
WASHINGTONPOST.COM
Tip #4: Keep a Supply of Evergreen Content

Common content types
• Lists
• Top Tips
• Instructional “How To” Tutorials
• Product Reviews
• Videos
• Infographics
• Podcasts (recorded by others or you!)
Evergreen content examples:

“"When educating the minds of our youth, we must not forget to educate their hearts.""

- Dalai Lama

“I don’t want a job. I want a career. I want to work somewhere where I’m going to love it, I’m good at it, and I want to go there every day. That’s what I want.”

- HCC student Francisco Rivera-Diaz

Primo video content and loads of it!
What Evergreen content is NOT:

- News articles
- Statistics or numerical
- Season content (holidays)
- Current trend or pop culture fad
- Latest clothing and fashion trends
- Sports
- Anything dated
- Anything political or religious
Selected Tools and Posting Frequencies
Twitter – 3 times per day, or more
Facebook – 2 times per day, at most

2x per day is the level before likes & comments begin to drop off dramatically.

*When a brand posts twice a day, those posts only receive 57% of the likes and 78% of the comments per post. The drop-off continues as more posts are made in the day.*

Source: Track Social [http://tracksocial.com/]
LinkedIn – 1 time per day

20 posts per month (1x per weekday) allows you to reach 60 percent of your audience

Source: LinkedIn Small Business Guide
Snapchat - 3 times per day, or more

64% of Internet users between 18 and 24 now use Snapchat, up from just 24 percent in 2013

Source: Comscore
Major brands post an average of 1.5 times per day to Instagram. There’s no drop-off in engagement for posting more, provided you can keep up the rate of posting.

Source: Union Metrics Data Primer For Brands On Instagram
Google+ – 3 times per day, at most

The more often you post, the more activity you’ll get. Users have found a positive correlation between frequency and engagement. When posting frequency wanes, some have experienced drops in traffic up to 50%.

Source: Stone Temple Consulting’s Mark Traphagen and Socialmouths’ Daniel Sharkov

https://plus.google.com/+GoogleAnalytics
The top brands on Pinterest have experienced steady growth – and in some cases rapid or sensational growth! – by adopting a multiple-times-per-day posting strategy.

Source: Olapic

https://analytics.pinterest.com/
Blog – 2x per week

Companies that increase blogging from 3-5X/month to 6-8X/month almost double their leads.
Source: Hubspot
Applying What Looks Easy to Accomplishing Grant (Project) Goals
Background and Rationale

- Previous social media experience and projects; administrative background getting new programs approved

- Need to grow IT enrollments in light of full IT employment
Framework

• Three pilot institutions wishing to grow IT enrollment, each with different demographic goals, each a part of the CTC

• Workshops and pre-work for teams resulted in initial Social Media Plan for each

• Regular contact with each team; Monthly meetings/reporting
## Example of Social Media Plan

**REVISED SOCIAL MEDIA PLAN (Version 2)**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Frequency</th>
<th>Days Content Will Be Posted</th>
<th>Social Analytic Tool</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>2 Times Daily</td>
<td>M, T, H, F</td>
<td>Assumed Facebook Insights</td>
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<tr>
<td>Twitter</td>
<td>2 Times Daily</td>
<td>M, T, H, F</td>
<td>Assumed Twitter Analytics</td>
</tr>
<tr>
<td>Instagram</td>
<td>2 Times Daily</td>
<td>M, T, H, F</td>
<td>Youtube Analytics</td>
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<tr>
<td>YouTube</td>
<td>2 Times Monthly</td>
<td>M, T, H, F</td>
<td>LinkedIn Analytics</td>
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<tr>
<td>LinkedIn</td>
<td>2 Times per Day</td>
<td>M, T, H, F</td>
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### Example Social Media Tracking

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<thead>
<tr>
<th></th>
<th>Facebook Plan</th>
<th>Posts</th>
<th>Reach</th>
<th># Likes</th>
<th># Comments</th>
<th># Shares</th>
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<tr>
<td>May-16</td>
<td>32</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Jun-16</td>
<td>32</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul-16</td>
<td>32</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

July 8th  What could you do with $7,800?
July 8th  Polk State updated their cover photo
July 11th What could you do with $7,800?
July 11th Learn Something New Every Day
July 11th Work Avoidance Cycle
July 12th Did you know the median annual salary for computer support specialists is $51,470?
July 12th Is Snapchat ready for prime time social media?
July 12th Top 10 Technology Trends Signal the Digital Mesh
July 12th Forget Amazon delivering packages, I want one to these.....
July 13th What could you do with $7,800?
July 14th Time is slipping away... Calculate # of years you have left. Then make the most of everyday.
July 15th Don't forget the Palo Alto Network Academy
July 14th Polk State is authorized Cisco Networking Academy, Microsoft IT Academy, CompTIA Authorized Academy, VMWare IT Academy, LPI Academy, & member of EMC Academic Alliance.
July 14th Poorer than their parents? Latest research involving 25 advanced economies throughout the world by McKinsey...
July 15th What could you do with $7,800?
July 18th What could you do with $7,800?
July 19th Did you know the median annual salary of network and computer systems administrators is $77,810
July 20th Computer network technician.
July 21st Being a network administrator is for a like being a superhero.
July 22nd What could you do with $7,800?
## Tracking Continued

<table>
<thead>
<tr>
<th></th>
<th># Posts in</th>
<th># Actual</th>
<th># Tweet Impressions</th>
<th># Profile Visits</th>
<th># New Mentions # Retweets # Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td></td>
<td></td>
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<td></td>
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<td>May-16</td>
<td>32</td>
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<td></td>
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<tr>
<td>Jun-16</td>
<td>32</td>
<td>2</td>
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<tr>
<td>Jul-16</td>
<td>32</td>
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<table>
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<th># Posts in</th>
<th># Actual</th>
<th># Views</th>
<th># Likes</th>
<th># Dislikes</th>
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<td><strong>YouTube</strong></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th># Posts in</th>
<th># Actual</th>
<th># Profile Views</th>
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<td><strong>LinkedIn</strong></td>
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<tr>
<td>Jul-16</td>
<td>36</td>
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<td></td>
</tr>
</tbody>
</table>
Tips and Realities

• Getting approval for social media initiatives has to be supported by administration

• Possible barriers
  – Institutional policies can prohibit departmental initiatives
  – Staff to do the work is usually not in the budget
  – Cannot just be layered on
  – Content can be controversial
Tips and Realities

• PR/Marketing involvement is very important but not sufficient
  – Some institutions, especially the larger ones, control messaging centrally and focus on “umbrella” messaging
  – Others allow departments to have their own messaging, but departmental faculty and staff must do the work
Strategic Messaging Is Key

- Techies know how or can learn how to use the tools; marketing typically not their forte
- Messaging varies by demographic
- Messages that will attract younger women won’t necessarily attract older women nor men and vice versa
- Subject matter experts help; role models for the target demographics help
Takes More Time

- Time needed for execution, tracking, and adjusting the plan has been much more than expected
  - Organizing and postings required take hours per week, but can be streamlined
  - Difficult in light of having a “regular job”
  - A single individual is often responsible for the work and has no backup if unexpected events occur
Unforeseen Events Happen

• In early July, 5 police officers were ambushed and the assassin was eliminated at one partner’s location
  – Major disruption for people and the college
  – Major disruption in the facilities and equipment needed for the work
• Vacations and Illnesses happened
• Could have key people leave, though we have not
EDC has Identified Best Practices

- Foundational materials
  - Profile of Social Technology Enabled Professional
  - Performance Based Rubrics
  - Problem Based Lessons
  - eBook
- Identified Subject Matter Experts
# Profile of a Social Technology Enabled Professional (STEP)

Learning Occupation: The Social Technology Enabled Professional builds, maintains, manages and leverages online social networks to engage with customers, business partners, employees and key influencers with the goal of building organizational success.

<table>
<thead>
<tr>
<th>DUTIES</th>
<th>TASKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CONDUCT RESEARCH</td>
<td>1A. Contacts with communications or marketing colleagues.</td>
</tr>
<tr>
<td>2. CREATE A SOCIAL NETWORKING STRATEGY</td>
<td>2A. Defines goals and objectives of social media strategy.</td>
</tr>
<tr>
<td>3. ESTABLISH AN ONLINE PRESENCE</td>
<td>3A. Ensures professional presence supports organizational objectives.</td>
</tr>
<tr>
<td>4. CREATE CONTENT TO ENGAGE COMMUNITY</td>
<td>4A. Establishes editorial calendar.</td>
</tr>
<tr>
<td>5. MANAGE ONLINE PRESENCE</td>
<td>5A. Collects social analytic data.</td>
</tr>
<tr>
<td>6. ENGAGE IN PROFESSIONAL DEVELOPMENT/ONGOING LEARNING</td>
<td>6A. Seeks out mentors.</td>
</tr>
</tbody>
</table>

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### Sample STEP Rubric

#### FINAL/DUTY ONE: CONDUCTS RESEARCH

<table>
<thead>
<tr>
<th>Performance Area</th>
<th>Level One Novice</th>
<th>Level Two Approaching Proficiency</th>
<th>Level Three Proficiency</th>
<th>Level Four Expert</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 DETERMINES VALUE OF SOCIAL MEDIA TO ORGANIZATION’S BUSINESS GOALS</td>
<td>1.1.1.1 Studies marketing analysis surveys.</td>
<td>1.1.1.2 Gathers analytical/ anecdotal/ demographic data.</td>
<td>1.1.1.3 Identifies target market (audience).</td>
<td>1.1.1.4 Identifies new markets by interpreting trends.</td>
</tr>
<tr>
<td>(Includes Tasks A, B, C, G)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1.2.1 Identifies competitors and influencers.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1.1.2.4 Adapts own strategy based on evaluation.</td>
</tr>
<tr>
<td>1.1.3.1 Identifies organization’s marketing goals.</td>
<td></td>
<td>1.1.3.2 Researches use of social media platforms by target demographic groups.</td>
<td>1.1.3.3 Defines impact of different social media platforms for specified target market.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1.1.3.4 Prioritizes different types of social media based on organizational needs.</td>
</tr>
<tr>
<td>1.1.4.1 Reviews similar industry case studies/ successes/ failures (e.g. Facebook page reviews).</td>
<td>1.1.4.2 Quantifies benefits of reaching target markets through social media.</td>
<td>1.1.4.3 Communicates value of social media to key stakeholders.</td>
<td>1.1.4.4 Manages expectations of colleagues (e.g. communications and marketing people).</td>
<td></td>
</tr>
</tbody>
</table>
Social Media Planning Guide
A Great Resource for All

• Social Media Planning Template

• Social Media Reporting Template

• Resources
  Profile, rubrics, lessons: https://sites.google.com/site/edcsteppublic/
Additional References

All of the Social Media Metrics That Matter
http://sproutsocial.com/insights/social-media-metrics-that-matter/

The Ultimate Guide To Snapchat In 2016 – Strategy, Tutorials, Case Studies, And More
http://responster.com/blog/snapchat-guide

What Is a Snapchat Story?
http://webtrends.about.com/od/Snapchat/fl/What-is-a-Snapchat-Story.htm

Getting started with TweetDeck
https://support.twitter.com/articles/20169620

Hootsuite Quick start guide

LinkedIn Students
https://students.linkedin.com/

Look at OZ: ‘Pokemon Go’ impacts campus
Contacts

- Gordon Snyder – gordonfsnyder@gmail.com, Twitter Account @gsnyder
- Ann Beheler – abeheler@collin.edu, Twitter Account @abeheler
- Joe Ippolito - jippolito@edc.org, Twitter Account: @SocialTechPro

http://www.atecenters.org/ccta
Questions?
October 13, 2016
Strategies for Business Engagement (Includes Credential/ Curriculum Alignment)
The Business Industry Leadership Team (BILT) was developed by the National Convergence Technology center in 2004 created a lock-step cooperation with regional and national business to ensure employment for graduates. This BILT process has been recognized as a best practice by many entities, and has been shared with colleges nationwide. This session will discuss adaptations of the BILT concept from the National CTC.

Presenters:
Ann Beheler, Principal Investigator, National Convergence Technology Center
Michael Lesiecki, Director, MATEC
Meri Winchester, Instructor, McHenry County College

For Other Upcoming Webinars See: http://www.atecenters.org/ccta
WEBINAR SURVEY

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