@Handles, #Hashtags and Higher Ed

The Impact of Social Media on Higher Education

By: Joseph Fantozzi Jr.

&

Joanna Kucharski
Overview

The Landscape of Social Media

Understanding the Basics

Best Everyday Practices
The Landscape of Social Media

CATS AND SOCIAL MEDIA

BY GUHMSHOO

WELL OF COURSE YOU HAVE NO FOLLOWERS, THAT'S WHAT HAPPENS WHEN YOU SLEEP 20 HOURS A DAY.

WWW.BITSTRIPS.COM
What we want...

Dear Mr. Joseph Fantozzi,

It was very nice to meet you earlier today at the Beacon School. As you may already have figured out, I am currently a junior, particularly interested in the CUNY colleges.

At this moment, I am prioritizing City College of New York as my first option due to the small distance from my apartment and the good things I have heard about the physics department from you and the guides during my visitation last year. As I mentioned this morning, I am very much attracted to attending CCNY or any of the other CUNY’s through Macaulay Honors College program.

I understood that for the Macaulay Honors you require a composition score of about 32 for the ACT, which I can gladly say I have achieved in only my one attempt at taking the ACT, and a Grade Point Average of about 90, which I believe I have exceeded. Please note that my school does not score its students through the GPA system, meaning that I cannot be certain of my accomplishments in relation to your requirements. That said, practically all of my grades in all of my classes have been A’s and A-’s, since my arrival to the United States from Greece.

With this limited and I suppose temporary information, do you believe that applying to the Macaulay Honors College in CCNY will be too much of a challenge for me?

Thanks in advance,
What we’ve started to get...

To: Cindelle Harris  
Subject: Official Transcript

Let me know if this works plz.

Mel

"It just doesn't look like 1000 words because it's written in text message."
According to the Chegg Social Admissions Report 2015, when a student contacts a college representative, how soon does s/he expect a response?

a. Within an hour
b. Within a day
c. In 1-3 business days
d. In 5-7 business days
## Who uses social networking sites

### % of internet users within each group who use social networking sites

<table>
<thead>
<tr>
<th></th>
<th>74%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All internet users</td>
<td></td>
</tr>
<tr>
<td>a Men</td>
<td>72</td>
</tr>
<tr>
<td>b Women</td>
<td>76</td>
</tr>
<tr>
<td>a 18-29</td>
<td>89&lt;sup&gt;cd&lt;/sup&gt;</td>
</tr>
<tr>
<td>b 30-49</td>
<td>82&lt;sup&gt;cd&lt;/sup&gt;</td>
</tr>
<tr>
<td>c 50-64</td>
<td>65&lt;sup&gt;d&lt;/sup&gt;</td>
</tr>
<tr>
<td>d 65+</td>
<td>49</td>
</tr>
<tr>
<td>a High school grad or less</td>
<td>72</td>
</tr>
<tr>
<td>b Some college</td>
<td>78</td>
</tr>
<tr>
<td>c College+</td>
<td>73</td>
</tr>
<tr>
<td>a Less than $30,000/yr</td>
<td>79</td>
</tr>
<tr>
<td>b $30,000-$49,999</td>
<td>73</td>
</tr>
<tr>
<td>c $50,000-$74,999</td>
<td>70</td>
</tr>
<tr>
<td>d $75,000+</td>
<td>78</td>
</tr>
</tbody>
</table>

Pew Research Center’s Internet Project January Omnibus Survey, January 23-26, 2014. Note: Percentages marked with a superscript letter (e.g., <sup>d</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER
### By the numbers

<table>
<thead>
<tr>
<th>Platform</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1.19 Billion Users</td>
</tr>
<tr>
<td>Twitter</td>
<td>232 Million Users</td>
</tr>
<tr>
<td>Instagram</td>
<td>300 Million Users</td>
</tr>
<tr>
<td>YouTube</td>
<td>Over 1 Billion Users</td>
</tr>
</tbody>
</table>
Are they talking about your institution?

May 26th · @t_jefe · May 21
What is the point in working in the financial aid office if you have an attitude and aren’t any help at all? @CUNYfail

Araby Smyth @arabysmyth · May 15
Geo students just got an email from the psych dept congratulating us on our psychology degrees @CUNYfail.

Rosalia LoVerde @rosaliaoverde · Mar 25
CUNYfirst has a schedule of when it’s going to be down. @CUNYfail
kathleen_anne_ Thank you so much! I'm glad you admire it. I had a lot of great professors/chefs from CUNY New York City College of Technology and they were the ones that helped me grow 😞 @cunywc

cunywc That's great @kathleen_anne_! Your hard work and dedication are evident, and we wish you all the best in your #culinary endeavors 🍴 🍹 🍪

kathleen_anne_ @cunywc awww thanks so much!! 😊❤️
xtopheral Thank you #ASAP for directing me to the path that will take me to success. Yesterday I was a lost student that had nothing but obstacles on my path to become a professional; today I am a student that is about to graduate and knows that the obstacles that I have on my path are weak to the power of an educated man. @asapbcc @cunywc @cuny @careertransferbcc

view all 12 comments

xtopheral @just_benme thank you

simpleyulix3 Congratulations mi amor ❤️

cunywc Congratulations and best wishes as you embark upon a brighter tomorrow. We're proud of you 😊
### Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>% of teens 13 to 17 who use...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71%</td>
</tr>
<tr>
<td>Instagram</td>
<td>52%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>41%</td>
</tr>
<tr>
<td>Twitter</td>
<td>33%</td>
</tr>
<tr>
<td>Google+</td>
<td>33%</td>
</tr>
<tr>
<td>Vine</td>
<td>24%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>14%</td>
</tr>
<tr>
<td>Different social media site</td>
<td>11%</td>
</tr>
</tbody>
</table>


**PEW RESEARCH CENTER**

Would it kill you to update your Twitter status if you’re going to stay out so late?
Understanding the Basics
Good For

• Broadcasting essential information
• Immediacy
• Quick conversations
• Photos/Video
• Analytics

Not Good For

• Detailed information
• Reliability
Know the Lingo!

Tweet / Retweet
Hashtag #
Handle @
Feed
Follow / Followers
Favorite
Direct Message (DM)
140 Characters or fewer
Good For

- Photos and short videos
- Getting prospective and current students involved
- Campaigns

Not Good For

- Having conversations
- Broadcasting essential information
- Targeted Marketing
cunywc
2 months ago - Baruch College
Who wouldn't want a view like this from their classroom? #baruch #cuny #nyc #verticalcampus

- vwholepackage, klyde_do_general_fanpage, farangiliz__
  and 34 others like this.

- _mctighe93_
  @al_perleshi

- kristalawrence
  @gabe_q50s

Leave a comment...
Know the Lingo!

- Channel
- Playlist
- Views
- Subscribers
Best Everyday Practices

KEEP CALM AND BE SOCIAL
Best Everyday Practices

Do

K now your audience
E stablish your voice
E ngage your community
P lan ahead
C reate campaigns
A ssign hashtags
L isten to your feedback
M aximize your creativity

Don’t

B e text only
E ngage in a losing battle
S ingle out your competition
O mit the “shout out”
C urse or use inappropriate language
I gnore negative feedback
A sk too much
L eave your accounts unattended
DO: Use Trending Hashtags

CUNY Admissions
@CUNYWC

Remember #TheDress? Maybe it was all about your gender the entire time.
@BklynCollege411 @smithsonianMag ow.ly/L60Ad #color

Smithsonian Magazine

Men and Women See Things Differently (No, Literally)
Color perception may actually have something to do with gender
Don’t: Use Hashtags without Understanding What They Mean

DiGiorno Pizza @DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM
DO: Maximize your Creativity

CUNY Admissions @CUNYWC - Jan 28

When school is preferable to another
#snowday. #WelcomeBack
#FirstDayofClass #bravingthecold #CUNY

kae @kaelynwyckoff - Nov 6
@CUNYWC I applied to #CUNY because of the welcoming environment and home-like feel Hunter has. It's perfect. Just need some #CUNYswag 😍

CUNY Admissions @CUNYWC - Nov 8
@kaelynwyckoff - You're making us blush! #CUNYswag pic.twitter.com/1v9EVjKnpy

kae @kaelynwyckoff - Nov 6
@CUNYWC: @kaelynwyckoff - You're making us blush! #CUNYswag 😊 I love this & #CUNY @Hunter_College 😍
DON’T: Fight a Losing Battle

Olivia @sungjongss · Apr 9
@impolitecabbage Are you interested in any particular program at CUNY?

based doge @impoliteness · Apr 9
@sungjongss Accounting, and only three places have it. I would've applied to Hunter, but they don't have it. :^(

CUNY Admissions @CUNYWC · Apr 9
@impolitecabbage Hunter College does have accounting through their economics department #justsaying 😊

5:49 PM · 9 Apr 2015 · Details

based doge @impoliteness · Apr 9
@CUNYWC No you don't.

CUNY Admissions @CUNYWC · Apr 10
@impolitecabbage take a look. We're happy to assist if you'd like to chat econ.hunter.cuny.edu/accounting-pro...

based doge @impoliteness · Apr 10
@CUNYWC It's too late to apply anyway dude.
DO: Engage with Your Community
6 Steps to a Successful Campaign

1. Determine what you want to accomplish and why
2. Figure out what you want your users to do
3. Promote the campaign
4. Offer the right rewards
5. Engage with your users to maximize content
6. Monitor your progress
How are you Doing?

TWITTER ANALYTICS

#tagboard

ICONOSQUARE

How far did your tweet travel?

hootsuite

facebook INSIGHTS
Questions?

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