

Becoming a Social Media Fan!

Facebooking your way to student success.

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Why a Facebook Fan Page?

- › Other communication technologies failed
- › FB is EZ
- › Easy to post new information and notices
- › Easy to link advising information
- › No character limit (Twitter's max is 140)
- › We can disallow fan postings/comments
- › Potential "Fans": current and prospective students, alumni, other advisers, faculty and staff

Overview

- › How and why we use technology in advising
 - "To prepare students for the "beyond" is challenging because it also means that we must stay current and cutting edge not only in our fields of study but as citizens of an increasingly global world!" (Fries-Britt, 2008, p. 3)
- › Why Facebook?
- › Privacy issues and student ability to post/respond
- › What can Facebook do for you?
- › Getting students to join
- › How to set up a Facebook fan page

› Fries-Britt, S. (2008). *Advising through a wave of change*. *NACADA Journal*, 28 (1), 3-7.

Conversation or Bulletin Board?

- › Should fans be able to post comments or ask questions?
- › We chose to restrict comments
- › Buckley Amendment/FERPA
- › Our information is reliable and correct
- › Protects advising relationships - We do not conduct distance advising - Technology is only a tool to enrich student knowledge

Why Technology In Advising

- › Student habits/characteristics
- › Technology is a tool that allows us to better cultivate one-on-one advising relationships
- › We already use other online advising tools
- › A&S moving toward online degree audits
- › Our students expect us to use Technology

What Facebook Can Do For You!

- › Deadline reminders
- › Enrollment/advising information
- › Permanent links to campus and external resources
- › Internship information (limited)
- › Recruiting tool
- › Student profile pictures help with name recognition!

If You Build It, Will They Come?

- ▶ Different for each institution or discipline
 - Non-traditional learners?
 - Computer access?
 - Personality type – some would never use Social Media
- ▶ Our strategies
 - Email announcement/invitation to join
 - Signs in our lobby computers with link to join
 - Faculty announcements in class
 - Students reminded during computer lab class
 - Announce to A&S 1111 students
 - Ask pre-JB/freshmen advisers to pass it on
 - Entice students w/preferential treatment for FB Fans

Questions/Comments

How to set up Facebook

- ▶ www.facebook.com
- ▶ Have email address ready that is not currently being used for another FB account
- ▶ Click on “Create a Page” below the “Sign Up” button
- ▶ Click on Local, then Education
- ▶ Follow the information requests
- ▶ Use “Edit Page” option on the left (under profile picture) to customize your page

Feedback

- ▶ Student response
 - They love that we are reaching out this way
 - They think we are “cute” to do this
 - They tend to be very tolerant of mistakes
- ▶ Faculty/staff response
 - Other adviser’s have joined as a fan
 - They appreciate being kept informed
 - Strengthens the SJB community