

# Leveraging Social Media for Program Engagement & Promotion

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# Affordances

- \* Facebook (Katie)
- \* Instagram
- \* Twitter

# Other Mediums

- \* Snapchat
- \* LinkedIn
- \* News Portal
- \* Websites (is yours up to date?)
- \* Blogs

# Benefits

- \* Keeps students engaged
- \* Provides easy way to promote events
- \* Recruitment: Allows people to see what we are doing
- \* Allows for Community Building
- \* Allows you Maintain Connection with Alumni
- \* Allows you to build relationships nationwide/internationally with experts and students

# General Principles for Engagement

- \* Consistent Use of Usernames/addresses
  - \* @SHSUHIED (IG/Twitter); Facebook/shsuhied
  - \* @SHSUCOE (IG/Twitter); Facebook/SHSUCOE
- \* Consistent Use of Hashtags
  - \* #SHSUHIED
  - \* #SHSUCOE
  - \* #COECares

# General Principles for Engagement

- \* Consistent Posting
  - \* Algorithms Matter 😊
- \* Liking/Retweeting/Sharing from other Accounts
- \* Who to follow?
  - \* Twitter
    - \* SHSUCOE: Only follow other SHSU Accounts
    - \* SHSUHIED: Follow our students, alumni, HIED Leaders
  - \* Instagram
    - \* Only Follow other Professionals, Associations, etc.

# General Principles for Engagement

- \* Co-Hashing

- \* SHSUHIED: #SHSUHIED #SHSUCOE #SHSU #sagrad #sapro #sachat @SHSUOnline

- \* SHSUCOE: #coecares #edprep

- \* Who do you tag?

- \* SHSUHIED: NASPA, ACPA, Higher Ed Live, TACUSPA

# Unique Approaches

- \* Human-Centered/Student-Centered
- \* Instagram Takeover
- \* Instagram/Facebook: Stories/Videos
- \* Facebook Live
  - \* “We’re live at the Teacher Recruitment Fair”



# How to Manage

- \* Hootsuite; Tweetdeck
- \* Give Multiple People Access
- \* Social Media Plan

# Setting up Your Look

- \* Consistency is key
- \* Templates
  - \* Common Features of Templates
  - \* Space for Flexibility (pictures, backgrounds)
    - \* Creative Commons Licensing Searching
    - \* SHSU FLICKR Account
    - \* Shutterstock

# Examples of How We're Using It

The screenshot displays the Facebook page for 'The College of Education at Sam Houston State University'. The page features a navigation menu on the left with options like Home, About, Photos, Reviews, Videos, Events, Posts, Services, Shop, Notes, Offers, Jobs, Community, and Promote. The main content area shows a post from October 16, 2011, regarding 'Educator Preparation and Content Methods (EC-6 & 4-8) applications'. Below this, there is a post from October 9, 2011, about 'Project Starfish shirts' and a photo of two women holding a shirt. The right sidebar includes 'YOUR PAGES' with a list of related entities and 'CONTACTS' with a list of names.

@SHSUHIED @SHSUCOE  
#SoMEducation



## Student Ambassador Profile

### Nicole Mattingly

Nicole is studying Interdisciplinary Studies, EC-6 Generalist & EC-12 SPED. She chose to come to Sam Houston because it produces the best teachers in Texas and it feels like home away from home. Nicole says "I decided to become a teacher because I have always taken pride in being a role model for young children, and I believe that I have the ability to make school an enjoyable and rewarding experience for students."

Being a Student Ambassador allows countless opportunities to network with current and potential students, professors, and even potential employers. I have also made so many great friends in this organization that have the same passion for teaching.

[www.shsu/academics/education](http://www.shsu/academics/education)  
#SHSUCOE #COEcares

# Examples



## New Student Profile

**JAMES BEEKS**

*Admissions Counselor*  
University of Texas at Austin

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### Why I Chose SHSU

My future goal is to create a non-profit organization and I believe this graduate program will serve as an excellent foundation. Making a difference in the lives of students has sparked a desire in me to further my own education so that I be the best advisor possible and the thought of being able to continue to make that difference encourages me to continue developing my passion for learning.

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## Graduate Profile

**KATIE FLETCHER**

*Assistant Director - TRIO Student Support Services*  
Sam Houston State University

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### Parting Thoughts From The Graduate

Completing this degree was one of the most challenging things I've ever done, and I loved the experience! The benefit to working full-time while getting this degree is that I didn't have to wait until graduation to start applying what I've learned, and every semester I learned so much more. The faculty are incredibly supportive and made the online environment feel very welcoming. I'm also very thankful for my classmates! You've all challenged me in our online classroom and I've enjoyed learning with you and from you.

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Education can only be  
liberatory when everyone  
claims knowledge as a field in  
which we all labor.

BELL HOOKS



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State University  
Higher Education Program

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State University**  
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## Alumni Spotlight

**LISA GIGUERE**

*Academic Advisor  
Utah Valley University*

**CONGRATULATIONS** to Lisa, who was recently awarded the Academic Advisor of the Year & Distinguished Employee Award. In addition, Lisa received a promotion and is now overseeing degree audit and curriculum issues for the College of Business at Utah Valley University.

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# SHOUT OUT



**SARAH DAUCHEZ**  
Current HIED Student  
Sam Houston State University

Sarah will soon be the Assistant Director of Career & Alumni Services for the UT School of Public Health. Sarah will be helping to shape and build this new department.  
Congratulations!



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## Course Evaluations Now Available

**COMPLETE YOUR EVALUATIONS ONLINE!**

<https://shsu.campuslabs.com/courseeval/>



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## Wellness Wednesday

### EAT 4-5 SERVINGS OF FRUIT PER DAY

Many fruits, such as watermelon, strawberries, cantaloupe, peaches, pineapples, oranges, & blueberries contain over 80% water. So in addition to the health benefits below, they help you take in water naturally.

Other benefits of eating fruit regularly:

- May reduce your risk of cancer
- Contain minimal calories
- Help replenish mineral salt and vitamins



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State University**  
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# Monitoring Data Analytics

- \* Instagram
  - \* Followers?
  - \* Re-grams/Likes
  - \* LIVE: See who has viewed it
- \* Twitter
  - \* Followers?
  - \* Retweets/Likes
- \* Facebook
  - \* Show Example through our profiles

# Other Considerations

- \* Building a Reputation
  - \* Professionalism
  - \* Political Opinions/Statements/Positions (is this the view of the whole program/dept/college, etc.)

# #Questions?

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