Leveraging Social Media for Program Engagement & Promotion

Paul William Eaton, Educational Leadership
Katie Lowe, College of Education
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

@SHSUHIED @SHSUCOE
#SoMEducation
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
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

@SHSUHIED @SHSU COE
#SoMEducation
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.
Examples

New Student Profile

JAMES BEEKS
Admissions Counselor
University of Texas at Austin

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

BELL HOOKS
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.
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!

Sam Houston State University
Higher Education Program™
Course Evaluations Now Available

COMPLETE YOUR EVALUATIONS ONLINE!
https://shsu.campuslabs.com/courseeval/

Sam Houston State University
Higher Education Program

@SHSUHIED #SHSUHIED
CONNECT WITH US  

Facebook  Twitter  Instagram
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

Sam Houston State University
Higher Education Program

@SHSUHIED #SHSUHIED

CONNECT WITH US 👍FACEBOOK • 👤TWITTER • 📸INSTAGRAM
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?