

SOCIAL MEDIA STRATEGY

SOCIAL MEDIA AND MARKETING EFFORTS

In the giant world of social media, it is almost impossible to create a comprehensive strategy without taking smaller steps and creating individual objectives for each of the desired media.

According to Wikipedia.com, social media can be defined as the use of web-based and mobile technologies to turn communication into an interactive dialogue.

Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Social media are media for social interaction, as a superset beyond social communication." Kietzmann *et al.* (2011) argue that "social media introduce substantial and pervasive changes to communication between organizations, communities, and individuals", enabled by ubiquitously accessible and scalable communication techniques. (Wikipedia, 2011)

Social media bring people together, usually people that share a common interest, whether they are in the same family, school, club, hobby, a friend of a friend, support a common cause, and so on. More often than not, people join because of a joining force leading them to want to be a part of the group. Once a part of a group, they share ideas, stories and other information.

Wilkes University currently has over 18 Facebook pages, 8 Twitter accounts, 3 active blogs (6 archived blogs) and 4 Youtube channels that are affiliated directly with the University (see appendix A). Creating a single strategy that encompasses all of these would be both impossible and impractical.

With this in mind, we will create a strategy which will involve three main Facebook pages - The Wilkes University Official page, Admission page (new page), and the Alumni Facebook page. Later we will discuss the tactics that will be used to create a synergy that will use Wilkes' current Twitter account and blogs.

As defined by Wikipedia, social media can take on many different forms, including:

- collaborative projects (e.g. [Wikipedia](#)),
- blogs,
- microblogs (e.g. [Twitter](#)),
- content communities (e.g. [Youtube](#)),
- social networking sites (e.g. [Facebook](#)),
- virtual game worlds (e.g. [World of Warcraft](#)),
- virtual social worlds (e.g. [Second Life](#)).

Having a presence on all available social media outlets may not be possible due to limited resources. However, employing a handful of these outlets, chosen for the highest number of users, can efficiently achieve any strategy that is put forth. For example, concentrating on

Facebook with over 750 million active users makes more sense than focusing on the new Google+ with only about 22 million active users.

In this paper we will identify what Wilkes is currently doing in the social media arena and make suggestions for what should be done now and in the future. We will present an analysis of the university's current strengths, weaknesses, opportunities and threats.

Strengths, Weaknesses, Opportunities, and Threats/Challenges Analysis (S.W.O.T)

Strengths:

- Wilkes University currently possesses a strong following of “followers” and “fans/likes” on its Social Media network. With a Facebook page now connected to over 2800 fans and a Twitter page with more than 800 followers, we have the ability to share information with over 3600 social media accounts.
- Wilkes fans/followers are more active than those of our closest competing colleges. Both Kings and Misericordia only update their page every other day at best.
- Wilkes has access to A/V resources (including digital camera, flip, etc.) allowing us to post a strong variety to our social media networks - from posting messages, photos and videos to broadcasting events.
- As the social media page continues to get more recognition and campus buy-in, the amount of information we will be able to share through the network will increase, leading to more fans and followers.
- Wilkes maintains an infrastructure that can support *some* major efforts toward the achievement of our objectives
- It's worth noting that we already possess a strong collection of blogs which have, to this point, reached varied levels of success. The most successful blog according to participation has been Rachel in Costa Rica. (student internship)
- Wilkes has a strong support/information stream that can be used to post interesting and compelling information. (Google, Campus News, Leads, Marketing Department resources)
- Policies are currently in place that cover blog efforts (appendix B) and efforts on other social media outlets (appendix C).

Weaknesses:

- Wilkes lacks a concrete social media strategy to act as a guiding principle behind posts and marketing approaches.
- Wilkes currently sees only a limited amount of user interaction with social media posts.
- At this point, we lack promotion of our social media presence through ongoing marketing efforts.

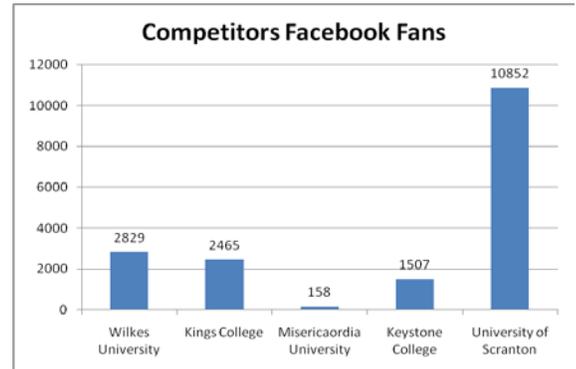
- Marketing Communication department is not aware of all social media efforts conducted by university employees/faculty and current students.
- There is a lack of interest on the part of faculty/staff in participating in blogs due to time constraints and the concern for protection of intellectual property.

Opportunities: There are many opportunities for Wilkes University to increase its social media presence and find greater success in this area.

- With the recent comprehensive edition of a social media page (appendix D), we now have greater access to most of the sources of information campus wide who are posting. By encouraging people to share information among all of the Facebook pages, blogs and tweets, growth would likely be seen not only by the main Wilkes University social media pages, but also by the wealth of sub pages that currently exist.
- Advertising our Facebook page and Twitter feed on Facebook and Twitter themselves.
- Mobile use is on the rise, and people are using smart phones to connect with social media networks. “By 2014, mobile internet should take over desktop internet usage.” (<http://www.digitalbuzzblog.com>)
- Wilkes University’s main Facebook/Twitter/Blog should contain all original information first and be the main “feed” to other affiliated Facebook pages since we will get our information to a larger audience. Users can then be led to supporting social media outlets.
- Encouraging incoming students to add our pages to their social networks upon inquiry/application/acceptance/enrollment would offer the potential for a large increase in page growth and interaction on a yearly basis.
- Open House and Freshman orientation are key opportunities to grab users.
- It must be made clear to the campus and all faculty and staff that the Wilkes University Facebook page will be used in situations in which information has to get out quickly. So the Wilkes community needs to be aware that the primary sources for information in an emergency situation are not only local media and 408-SNOW, but also Facebook and Twitter.
- Outside the social media networks we currently employ, we also have opportunities to utilize other social media outlets, some to which we currently have access. Better use of current assets like Flickr could result in more interactions within the application itself, as well as across all social networks. Increased interactive items like slideshows and video, which have proven to be successful on Facebook, would likely increase interaction levels.
- Tap into other social media outlets that seem promising, such as the fast-growing Google+.
- Realize and utilize the wealth of useful, original information that we can use from faculty expertise and students experiences.

Threats:

- Local schools'/competition's social media presence
- Constant changes to programs/web 2.0 sites
- Privacy Concerns
- Too many internal social media outlets
- Intellectual property concerns
- Lack of time on the part of potential content providers
- Unwanted or negative messages placed on Facebook and blogs



WHAT IS WILKES DOING? | WHAT IS WILKES NOT DOING?

What is Wilkes Doing?

Wilkes University currently utilizes the following social media tools:

- Facebook
- Twitter
- Flickr
- Wordpress (.com)
- YouTube
- MySpace

Facebook:

Used to update students (prospective and current), parents, and those interested in university activities about what's going on at Wilkes University. Other uses include link sharing, and running contests.

Detailed List of Activities:

- Highlight events on campus
- Publicize major events/lectures
- Share photos/video of on-campus activity from flip cam and YouTube
 - Proven increase in activity and participation on Facebook Page.
- **Run contests**
 - Example: Video Contest Details:
The Marketing Communication department sponsored this contest that asked current students to develop a short video about some aspect of Wilkes University. Once submitted, the videos were uploaded on YouTube. Marketing Communication then began to promote the videos

and voting on Facebook (Wilkes, Alumni and Colonel Pages) and Twitter. MC also sent emails to promote the videos to prospective students. This tactic was a true social media run contest that encompassed all e-communication outlets. Below is the activity we received in one week of voting.

1899 Total Votes
Total Video Views – 1684

- 67 new likes – up 46% from the two weeks prior
- Almost 43,000 posts – up 97% from the two weeks prior
- 56 Prospective Students participated in Voting
- What is Being Colonel– 516 views
- A Virtual Tour of Wilkes– 584
- Why Wilkes– 584

- **Announce cancellations due to weather**
 - More than a 30% increase in activity and participation on Facebook Page during snow and weather-related cancellations or delays

- **Utilize as communication tool during emergency situations**
 - Example – September 2011 Flood:
The September 2011 Flood allowed for the greatest activity to date. It was clear the interaction and urgency of this emergency answered a lot of questions and eased even more worried members. Real-time communication was crucial in achieving praise campus wide.
 - New Likes - 498 – up 441%
 - Monthly Active Users - 3,212 – up 161%
 - Post Views - 112,731 – up 175%
 - Post Feedback – 276 – up 431%

Twitter: Used to update students (prospective and current,) parents, and those interested in university activities about what's going on at Wilkes University. Other uses include link sharing and running contests.

Detailed List of Activities:

- Tweet events on campus
- Share photos/video of on campus activity from flip cam and YouTube
- Publicize major events/lectures
- Tweet contests

- Tweet cancellations due to weather
- Status updates are fed into **MySpace** from Twitter/Facebook.
 - **Detailed Twitter statistics:**
 - Over the past 3 months, we have an average increase of two followers per day.
 - We average approximately 1 tweet per day
 - Some of our top users include:
 - FMKirbyCenter
 - LeaScopelliti
 - The570

Flickr: Currently using Flickr for photo storage and slideshow creation.

Detailed List of Activities:

- Create slide shows on a yearly basis for Move-In Day, Lectures
- Highlight slide shows by embedding on webpage and featuring in Facebook/Twitter posts

Wordpress: Used as the host site for over 15 blogs managed by Wilkes University.

YouTube: Main host of videos for the University. Post strong variety of videos and highlight videos throughout website by embedding within web page and posting on Facebook. Videos include: Student-made video about the dorm, Television commercials, academic program highlights, interviews, etc.

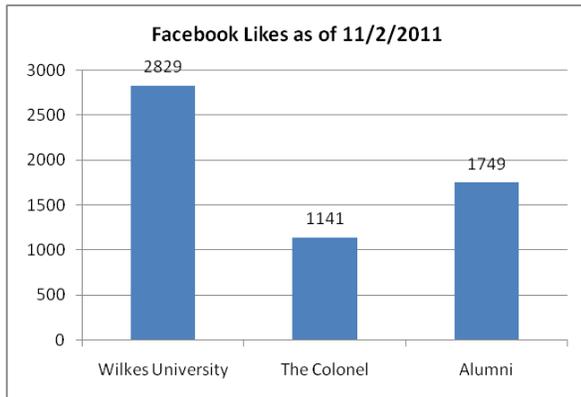
Below are samples of the most popular videos being viewed on Wilkes University's YouTube page..

YouTube	Jan-11	Feb-11	Mar-11	Apr-11	May - 11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Evans Hall	3,080	3205	3,334	3429	3555	3646	3912	4041	4122	4176
Roth Hall	3,060	3153	3,257	3362	3508	3576	3785	3899	3957	4003
Towers	1,932	2047	2,189	2285	2379	2440	2637	2768	2870	2959
Waller	1,864	1944	1,976	2046	2123	2163	2309	2389	2412	2453
Discovery	1,777	1835	1,897	1950	1999	2058	2115	2194	2289	2397
Total Video Views	28,306	29335	30,609	33605	35001	35884	37554	38588	39540	40783

It is important to note that the top 4 listed were student-made videos that marketing communication worked on with the Advanced Video course offered by the Communications Academic department.

WHO ARE OUR “LIKES” AND FOLLOWERS

First let’s give some raw numbers. The top three Facebook pages affiliated with Wilkes University are as follows:



Wilkes University - Official FB Page
The Colonel – The mascot/Student Affairs FB Page
The Alumni - Association FB Page

The chart to the left is a comparison of all three pages.

Diving deeper into these numbers we can start to get a true understanding of who Wilkes University’s “likes/fans” are. According to Facebook “Insights,” our tracking mechanism,

the total fan base can be divided at female - 58% vs. its male counterpart at 36.87% with 5.13% of fans of undetermined gender.

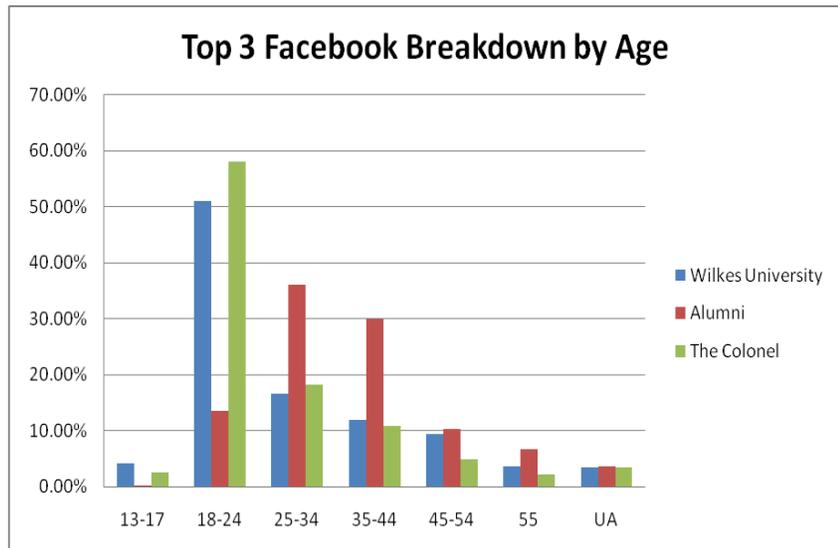
The Colonel Facebook page gender demographic is Female – 60% vs. Male 35.97% (4.03 undetermined) and The Alumni Facebook page has a breakdown of Female – 56.8 vs. Male 39.77 (3.43 undetermined)

Below is a graphical breakdown of age demographics:

As shown, the top age group for both the Wilkes University and The Colonel Facebook page is the 18-24 age group, followed by the 25-34. (As of Nov. 1, 2011)

The Alumni Facebook page has the highest usage among the ages of 25-34 and 35-44. (As of Nov. 1, 2011)

Later, we will utilize this data to begin to make some assumptions of what this breakdown means regarding the admission funnel and how this knowledge can be applied to both the social media strategy as a whole and the tactics that will be put in place to garnish the highest ROI.



SOCIAL MEDIA STRATEGY

In this section the social media strategy will be defined, objectives will be set, and tactics to achieve the objectives will be suggested.

According to UniversityAlliance.com, “Social networks can strengthen a marketing campaign even in a secondary role. So far, they seem to work best as campaign feeders, though they are now taking the lead role in many corporate efforts. Because of its relationship-building power, social networking could become a brave new tool to help achieve a number of significant goals for a higher ed institution.”

To directly support Wilkes University’s Vision 2015, the following Social Media Strategy is recommended:

THREE OBJECTIVES WITHIN THE SOCIAL MEDIA STRATEGY

1. Recruit students
2. Engage and communicate to alumni, parents and community
3. Increase university-activity attendance

TACTICS TO ACHIEVE THESE OBJECTIVES

1. Create/Enhance Facebook pages according to Role of Audience
2. Increase “Likes,” Twitter followers & Blog hits
3. Increase Facebook Impressions and Shares
4. Incorporate Social Media into current/future advertising campaigns
5. Promote Student and Faculty blogs to potential students and campus community.

DETAILED TACTICS TO ACHIEVE THE OBJECTIVES

1. CREATE/ENHANCE FACEBOOK PAGES ACCORDING TO ROLE OF AUDIENCE

Because there are different messages that are geared toward different roles, each Facebook page would be created to be specifically tailored to each role. Messaging on each page will be targeted to the role of the audience who is viewing it.

We currently use 3 Facebook pages - The Wilkes University page, The Alumni page, and The Colonel page.

This tactic would still use all of these pages, but The Colonel page would now become the official “Admissions” Facebook page.

Example: The Admission Facebook page would be advertised on all marketing materials and house announcements and updates for the prospective student. Announcements such as open house updates and other deadlines will be highlighted on this page.

The Wilkes University Facebook pages will be used for current students/faculty and staff/The Wilkes-Barre community as a whole.

The Alumni Facebook page will be used for Alumni.

Each page will also be utilized to promote the other pages at set times.

For example: In August the Admissions Facebook administrator will send out messages to their fans to direct them to join the Wilkes University main page since they are now a part of the Wilkes Community. And in May, the Wilkes University main page will encourage graduates to join the Wilkes Alumni Facebook page because their role will have changed again.

2. INCREASE “LIKES”, TWITTER FOLLOWERS, & BLOG HITS

- a. Continue to do what works. Run contests, encourage participation and post shares.
- b. Work with all top social media affiliates within the University to create a synergy and create buzz.
- c. Grow emergency and cancellation announcements into Social Media outlets
- d. Create a LANDING-page-style FB homepage
- e. Update 7 days a week as opposed to 5. Weekends show highest feedback on Facebook (<http://momentusmedia.com/blog/?p=899>)
- f. Hold photo contests
- g. Tweeting and posting news releases to Twitter and Facebook. Publicize other news that is in the public eye. Get discussions going.
- h. Showcase Student/Faculty Achievements and Work
- i. Broadcast Events
- j. Connect people – Prospective students to current students; current students to Alumni; Alumni to Alumni; etc.... a full circle
- k. QRC codes on shirts
- l. Scavenger hunts
- m. Tweet acceptance on VIP Day

- n. Utilize hash tags
 - o. Take part in more “Twitter”- themed activities (follow Friday, etc.)
 - p. Hashtag themed events/conversations
3. INCREASE FACEBOOK IMPRESSIONS, INTERACTIONS AND SHARES
- What are post impressions and why are they important? Post impressions are the amount of times posts have been seen throughout Facebook. It is important to note that a person can see a post more than one time, and this will still increase the percentage. (Appendix E)

Comparing impressions to interactions.

If impressions are the number of times a post is viewed, interactions are actual people posting to a comment on another’s page. This is important because the more interactions that take place will increase the number of impressions the post will have throughout Facebook. This is crucial because the more impressions will increase the likelihood of interactions. Then the whole cycle starts again. The more Facebook interactions, the more impressions, and the more fans.

It is important to note that Feedback on Facebook only measures the number of likes and comments a post receives. It does not measure clicks on links, video plays, or clicks on similar posts.

- a. Utilize Facebook Events more often
- b. Promote Discussions Tool/Discussions/Q&As
- c. Utilize “Also on” option or apps
- d. Create a Social Media team that encompasses the administrators of the top four social media affiliates at Wilkes University.
 - i. The Wilkes University official fan page
 - ii. The Alumni fan page
 - iii. The Colonel fan page
 - iv. The Athletic fan page

This team will work together to create circles of conversation and begin to share and play off each other’s posts. This group can begin to connect fans to each other and act as a liaison for alumni to current students, current students to prospect students, etc... Begin to develop a true networking group for all audiences.

4. INCORPORATE SOCIAL MEDIA INTO CURRENT/FUTURE AD. CAMPAIGNS
- a. Promote Facebook on all marketing activities
 - b. Advertise top four social media pages on Facebook

- i. Devote budget dollars to “liking” Facebook page and “Follow us” on Twitter advertising campaigns. Advertising on Facebook is not very expensive, and all efforts can be targeted by age, demographics, education anyone who has Wilkes University with in their profile, etc... These efforts also can be tracked for efficiency.
- c. Have admission counselors promote main Facebook page
- d. Promote and offer incentives at Open Houses to “like/join” our social media outlets
- e. Use QR Codes that link directly to main Facebook page
- f. Email campaigns that focus on Facebook “likes”
 - i. The 2011 Noel-Levitz study on social media revealed the following:
 Email use – 86% students and 80% parents
 80% of students surveyed had a Facebook account – 9% have Twitter accounts.
 48% of parents surveyed have a Facebook account – 5% have Twitter accounts.
 Of the 80% - 27% of students visited a college Facebook page compared to parents at 12%.
 27% of students and 17% of parents looked on YouTube for a school of interest.

5. PROMOTE STUDENT AND FACULTY BLOGS TO POTENTIAL STUDENTS

- a. Example: Biology blogs would be promoted to students interested in majoring in Biology
- b. Continue to provide training to Faculty/Staff/Student Groups on procedures and best practices so we can optimize volume and content
- c. Entice bloggers with monetary or other awards
- d. Other Tools to Explore:
 - i. **Tumblr:** Blogging format that includes a briefer, more concise format than traditional blogging (Word Press)
 - ii. **Google+:** New competitor to Facebook/Twitter. More tech-oriented at the present moment. Currently updating and will soon have the ability to create business pages. More information available upon launch.
 - iii. **Slideshare** - Currently have account. May be more applicable for future use. Worth exploring.
 - iv. **Foursquare/Yelp** - Currently have a foursquare acct. Do not use actively from my understanding. Was used for a campaign.
 - v. **iTunes University** - Currently use for Commencement and a recent Alumni project. Could have more overall use to increase visibility.

DEFINING OUR DESIRED AUDIENCE

A social media strategy should focus on a primary audience, who will be the main catalyst for achieving the defined strategy, while staying cognizant of all “Fans/Likes/Followers” who would be considered the secondary audience. Bottom line is to focus on the audience(s) that will garner the greatest ROI.

Below is a list of the roles that are most likely to make up the **Wilkes University** Facebook page primary and secondary audiences:

Primary Audience	Secondary Audience
<ul style="list-style-type: none">○ Current Students	<ul style="list-style-type: none">○ Parents of Students
<ul style="list-style-type: none">○ University Staff	<ul style="list-style-type: none">○ Alumni
<ul style="list-style-type: none">○ University Faculty	<ul style="list-style-type: none">○ University Clubs
<ul style="list-style-type: none">○ Community	<ul style="list-style-type: none">○ University Departments

Below is a list of the roles that are most likely to make up the **Admission Facebook** page primary and secondary audiences:

Primary Audience	Secondary Audience
<ul style="list-style-type: none">○ Future Students	<ul style="list-style-type: none">○ Parents of Future Students
<ul style="list-style-type: none">○ University Staff	<ul style="list-style-type: none">○ Community

Below is a list of the roles that are most likely to make up the **Wilkes University Alumni Facebook** page primary and secondary audiences:

Primary Audience	Secondary Audience
○ Alumni	○ Current Students
○ University Staff	○ Alumni
○ University Faculty	○ Community

As stated in research found on UniversityAlliance.com,

“A powerful network can have a positive impact on all of these, but it can’t and shouldn’t replace traditional marketing programs. And it should never be undertaken without a clear strategy. Too many Institutes of Higher Education are jumping into tactics and technology before clarifying their objectives. Focusing on technology first is working backward. Successful social networks are built by people, not the latest gadget. They gain power from the interaction among community members.”

FUTURE TRENDS

It is hard to predict the future of technology because it is always changing and moving. There is one thing however, that is for certain, social media is here to stay. Universities need to realize that being ahead of this revolution can give a huge competitive advantage.

Below are some things that will dominate the industry over the next few years. Trying to stay ahead of all these changes will be paramount to the success of the Wilkes University image, recruitment, and fundraising.

- **Content will always remain king.**
- **Mobile, Mobile, Mobile** – Increase use and development of mobile needs
 - Mobile websites
 - apps
 - social media apps
 - Mobile Marketing – MessageBuzz | Enowit
 - location-based marketing – Foursquare | Facebook Place
- **QR Codes will be everywhere.**
Ease of use, interactivity and trackability are three crucial things that will make this a success.
- **Social e-Commerce**
Ability to make purchases on Facebook and other social media outlets.
- **Blogs** - UStream
- **Wordpress-Based Websites**

IN CLOSING

Wilkes University has an ever growing presence on all of the top social media outlets. As social media platforms increase, it will be inevitable that more resources will be needed to truly maximize the return on investment.

Constant monitoring, advertising budget, updating, and non-traditional work hours will be needed to support this strategy. It is important to begin to use this new innovative technology to its fullest potential. As the pool of prospective undergraduates begins to decrease, it is important to touch those in the pool as soon as possible. Our main objectives are to recruit students and communicate to the community. To achieve these objectives, we need to be where our target is, and – our target audience is on Facebook and other social media outlets.

Appendix A

Connect with Wilkes University

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facebook PAGES twitter PAGES

- [Wilkes University](#)
- [Alumni Association](#)
- [The Wilkes Colonel Mascot](#)
- [Wilkes University Athletics](#)
- [Creative Writing Program](#)
- [Rifkin Cafe](#)
- [Henry Student Center Food Court](#)
- [Farley Library](#)
- [Sordoni Art Gallery](#)
- [Instructional Media Program](#)
- [WCLH 90.7 FM](#)
- [ITS at Wilkes](#)
- [Zebra Communications](#)
- [Programming Board](#)
- [Student Activities](#)
- [Accelerated BBA Program](#)
- [Wilkes University Theatre](#)
- [Women's and Gender Studies](#)

- [Wilkes University](#)
- [Wilkes University Athletics](#)
- [Psychology](#)
- [Instructional Media](#)
- [Discovery Education](#)
- [Career Services](#)
- [The Wilkes Beacon](#)
- [Student Development](#)

facebook GROUPS You Tube CHANNELS

- [University Choral Ensemble](#)

- [Wilkes University](#)
- [Wilkes University Athletics](#)
- [Wilkes World \(TV Show\)](#)
- [Wilkes Beacon \(Newspaper\)](#)

BLOGS

- [Dominick at WBRE - Internship Blog](#)
- [Merryman Mentoring in Uganda](#)
- [Community Service in Tanzania](#)
- [The Write Life](#)
- [Archived Blogs](#)

- [Alumni Association](#)

Appendix B

Guidelines for Promoting Blogs

University Marketing Communications provides links from Wilkes University's official blog page (<http://wilkes.edu/blogs>) to a list of blogs written by faculty, staff and students. These blogs demonstrate our leadership in major public issues, experiences and trends. These links lead to the university's official blog provider, WordPress.com.

The views expressed on the blogs are those of the authors and their readers. Links to a blog do not imply that the university endorses any of the views expressed within the blog, nor is the campus responsible for other content of external Web sites.

By participating with the official Wilkes University blog site, WordPress.com, you adhere to the rules that govern all Wilkes University blogs.

Why Blog?

Blogging is a relatively new communication medium that has dramatically changed how public discussion occurs. By promoting these blogs, University Communications is carrying out its responsibility to promote ideas and scholarship created at the university.

Your blog offers the opportunity to facilitate conversation about important and timely topics, and to create a sense of community among your readers. Voicing your perspective on a subject about which you are passionate invites discussion and provides a forum for the sharing of ideas and intelligent debate. Your blog allows you to communicate, educate and inspire on a global level.

What is considered a Wilkes University Blog?

The following are the criteria that would make a blog Wilkes University property:

- Any blog that is created and directed by the Wilkes University Marketing Communications office
- Any blog that is located within Wilkes University's WordPress.com account
- Any blog that is linked from Wilkes.edu
- Any blog that uses blogger's name, position within the University and or job position

Criteria for selecting blogs

Marketing Communications' goal is to be as inclusive as possible, using the following criteria:

- Bloggers need to be connected to Wilkes University as faculty, staff, graduate students, postdoctoral fellows, students, or alumni.

- The blogs should relate to the University mission of research, education and public service.
- Bloggers may not be anonymous. In the case of collaborative blogs, for instance, individual bloggers must be identified.
- Bloggers must display respect for other opinions and people, and discourage personal attacks. It should be recognized that popular blogs attract a wide range of comments, and some will fall short of these standards. Such comments should be removed immediately.

Guidelines for campus bloggers

- Blogs hosted from the Wilkes University Web site within the wilkes.edu domain need to follow Wilkes University policies, including the prohibition of engaging in political activities during University work time. (For more, go to <http://www.wilkes.edu/pages/1075.asp> - **General Policies on Acceptable Use of Computer & Electronic Resources.**)
- Users of Wilkes University's electronic communications resources shall not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the University or any unit of the University unless appropriately authorized to do so.
- Whether blogging on- or off-campus, Wilkes University affiliates should not use a campus address or affiliation to imply the University's support for a particular point of view.
- Wilkes University reserves the right to remove any blog from WordPress.com, or links associated to a blog that resides on Wilkes.edu, without notice to the author for any reason.
- It is expected that any student, faculty or staff notify his/her direct supervisor about his/her intent for blogging if the blog will contain anything that is associated with Wilkes University.

Blogging Instructions

The following guidelines have been established to help you become a successful blogger and abide by the code set by Wilkes University. Remember that blogs are public and will be seen by Wilkes University students, faculty and staff as well as the general public.

A. Template/Blog Creation

- A template will be created for you through the Office of Marketing Communications, and the blog will be created through Word Press. The template will, in most cases, include a photo of you, which will be taken by Marketing Communications.
- User will sign up and create a username for Wordpress.com. The University will grant permissions to the created blog once user has created username.
- User must submit a basic biography for the "About Me" page prior to publishing of first post. A photo will be included on this page as well.

B. Blog Content

- Consider what you are posting on your blog. If you have any second thoughts regarding content, it's best to not post it at all. The content you post on any Wilkes blog can cause backlash both to you personally and against the University.
- Be active. It's important to make sure you are providing new content one or two times a week. Long delays in content updates will cause large drops in readership and render the blog ineffective.

C. Linking on Blog

- When providing links on your blog, make sure to have the link open in a new window.

D. Policies and Procedures / Branding

- Follow all rules regarding social media/branding/web policy, which can be found under the Marketing Communications section of the website (click here - <http://wilkes.edu/pages/3211.asp>).
- The Marketing Communications Department reserves the right to remove or edit posts if deemed necessary.

E. General Blogging Tips

- When creating your first blog entry, make sure to create an introduction post explaining who you are and what you will be writing about.
- Create accurate title posts to describe what you've written.
- Utilize keywords/tags with each blog post to describe what you've written.
- Use visuals when possible. Make sure to obey all copyright laws in doing so.
- Ensure that spelling and punctuation are correct.
- Monitor comments posted to the blog and respond accordingly.
- Again, be active! Communication drives the blog!

F. Questions?

- If you have any questions or concerns, please contact Craig Thomas at extension 4755.

Appendix C

Wilkes University Social Media Guidelines

Social media platforms such as a **facebook**, **myspace**, **Twitter**, and **blogging** are popular methods of communication currently being utilized by our University. In order to set a standard of quality for these social media platforms, we ask that you adhere to the following guidelines.

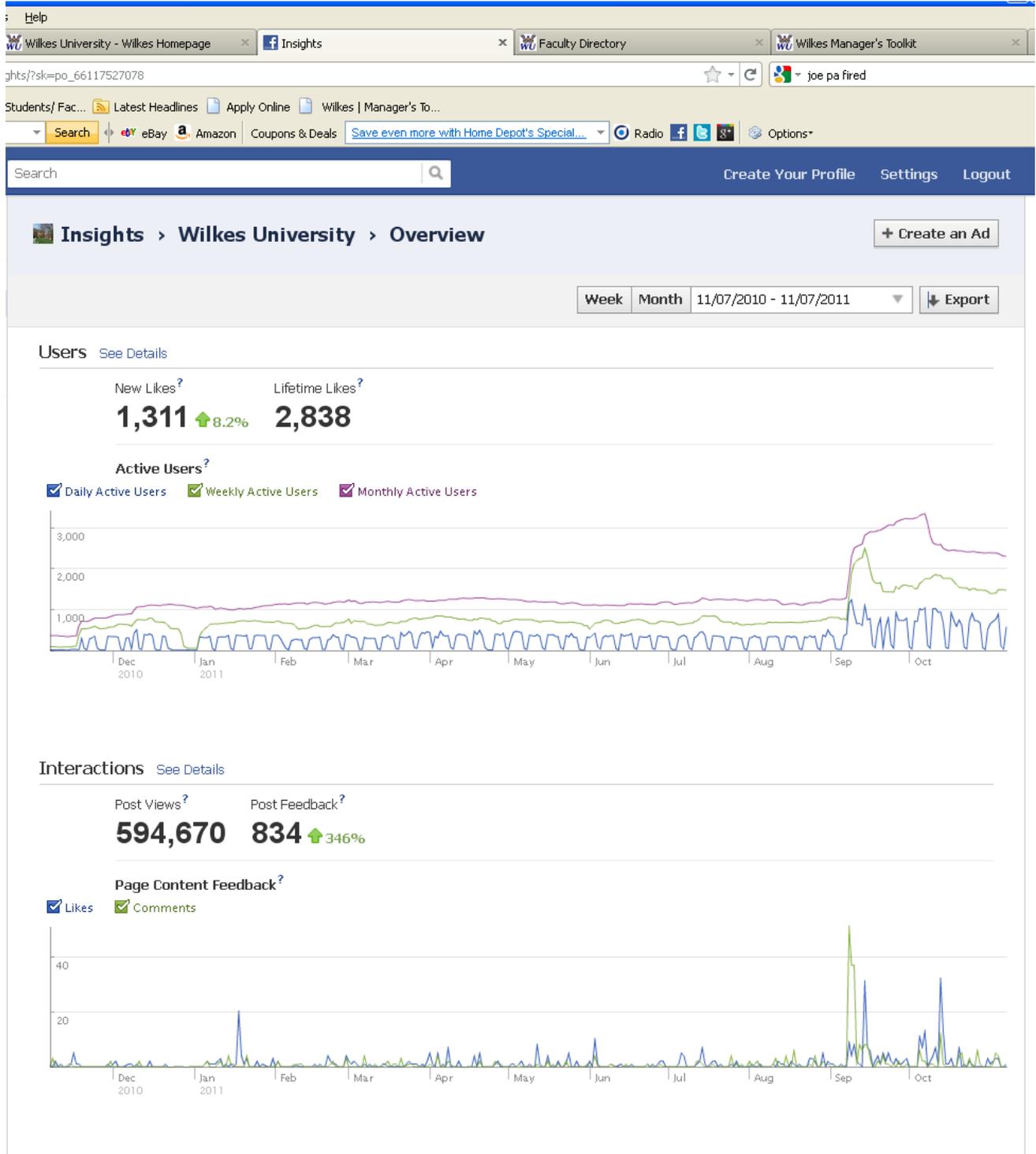
1. Respect copyright and disclosure law
 - a. Copyright laws are set in place for a reason. Not only does breaking copyright reflect poorly on yourself, it will also create a negative feeling towards the association with the University. Be original and creative and make sure you cite any material that you do not have ownership over. For more information on copyright law, [click here](#).
2. Think before you speak
 - a. We encourage communicating via message boards, blogging and the vast array of mediums that are available today. Remember that access to your posts or comments are far reaching and could very well reflect on the University. Do not post anything that is questionable.

As a general rule of thumb, if you aren't sure if it's a good idea, it probably isn't.

3. Be aware of your association with Wilkes University
4. Be respectful
 - a. Everyone is not going to agree with everything you say. No matter what, be respectful of your audience and the information you are providing. If you are expressing opinions, make it clear that it is YOUR opinion and not that of the University.

These social networks must not promote activities that are illegal or that violate the rights of others.
5. Protect confidential and personal information
 - a. Do not disclose any personal or internal information that is not intended to be made public. Ask permission prior to publishing any photographs or conversations.

Appendix D



Appendix E



Wilkes University

University · Wilkes-Barre, Pennsylvania · [Edit Info](#)

[Edit Page](#)

- Wall
- Hidden Posts
- Info
- Insights
- Photos
- YouTube
- Events
- RSS/Blog
- Wilkes Resources
- Wilkes Facebook Pages

About [Edit](#)
Have you seen our blogs page? <http://wilkes.edu/blogs>

2,837
like this

28
talking about this

6
were here

Likes [See All](#)

- The Wilkes Colonel
- Wilkes University Athletics
- Henry's Food Court at Wilkes U
- Wilkes University Alumni Association



Wall **Wilkes University** · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

Wilkes University
What happens when an Army of Colonels takes the time to sit down with local veterans and get a first-hand education of history?
[Like](#) · [Comment](#) · [Share](#) · 6 hours ago ·

Andy Miller likes this.

Nicklaus Genuardi?
6 hours ago · [Like](#)

Wilkes University Find out at <http://citizensvoice.com/news/veterans-share-their-stories-with-wilkes-students-1.1229630>

Veterans share their stories with Wilkes students
www.citizensvoice.com

Warren Ruda / The Citizens' Voice Tom Goldberg, left, chats with World War II ve...

[See More](#)

3 hours ago · [Like](#) · [Remove Preview](#)

Write a comment...

Wilkes University
Check out our new blog as Dominick Costantino blogs about his internship experience at WBRE for their new show, PA Live! Follow what Dominick has been up to at <http://dominickatwbre.wordpress.com/>

Dominick at WBRE
dominickatwbre.wordpress.com
Just another WordPress.com site

1,607 Impressions · 0.12% Feedback

[Like](#) · [Comment](#) · [Share](#) · Tuesday at 5:04pm ·

2 people like this.

Write a comment...

Admins (2) [\[?\]](#) [See All](#)



- [Notifications](#)
- [Promote with an Ad](#)
- [View old Insights](#)

Sponsored [Create an Ad](#)

Local Credit Unions
ibelong.org



Use your zip code to find the right Credit Union for you. Take the time to learn why a credit union is a better choice. iBelong.org

IsraeliFood.com



Find your Favorite Kosher and Israeli Restaurants! Visit our Page and 'Like' us today!

[Like](#) · 68 people like this.

Bsg Roofing



SPECIAL FINANCING On Roofing & Construction Projects. Please call BSG GROUP. See Associate for Details. 732-257-6640

[Like](#) · 2 people like this.

Fine Wine & Good Spirits



Imagine 100+ tables of the world's finest spirits for sampling. Would you "Like" to be there? Check out our events page for more info.

[Like](#) · 1,731 people like this.

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