CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Instagram: Communicating Through Pictures

Advising & Academic Services

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Matt Markin
Academic Advisor
mmarkin@csusb.edu

Star Kafovalu-Wildes
Academic Advisor
Kafovalu@csusb.edu

AGENDA

- About Advising and Academic Services
- History of Advising's social media
- Goals
- Branding
- Data
- Pros/Cons
- Student Feedback
- Future Outlook

ADVISING & ACADEMIC SERVICES

- Academic Probation
- Undeclared advising
- English/Math Remediation
- Four Year Graduation Pledge Program
- SOAR Advising & Registration
- USTD-27B, 37, 200
- Various university petitions

College Students

- 90% of students have laptop
- 84% of students have smartphone
- 45% of students have a tablet

**2014 Pearson Student Mobile Device Survey*

- Millennial Generation- Transparency
- Snowflake syndrome

SMS
Social Media
10:08am

TEXAS TECH UNIVERSITY

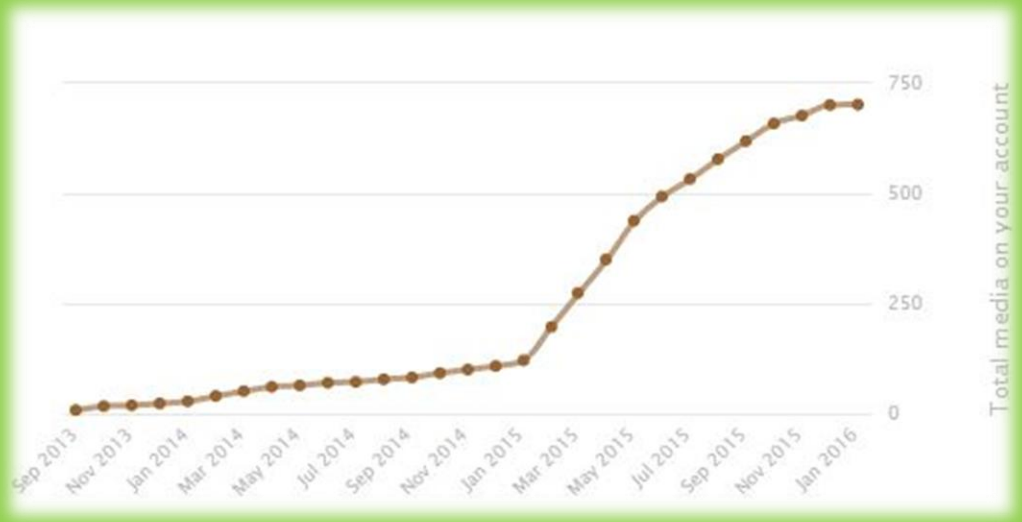
Pinterest

Instagram

Birth of Instagram Account

Total Media

DISTRIBUTION	
2013	23
2014	85
2015	593

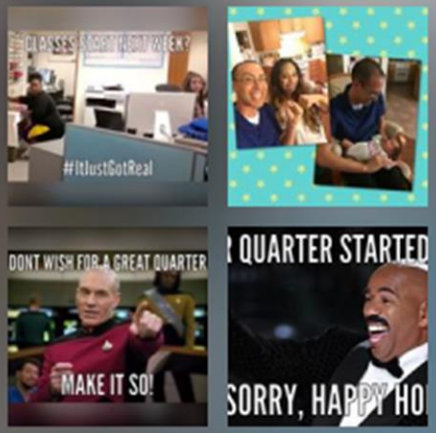


701

25.5k

1,501

MOST LIKED MEDIA

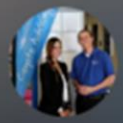


FAVORITE FILTER

Normal

MEDIA WITH FILTERS

37%



@CSUSBADVISING

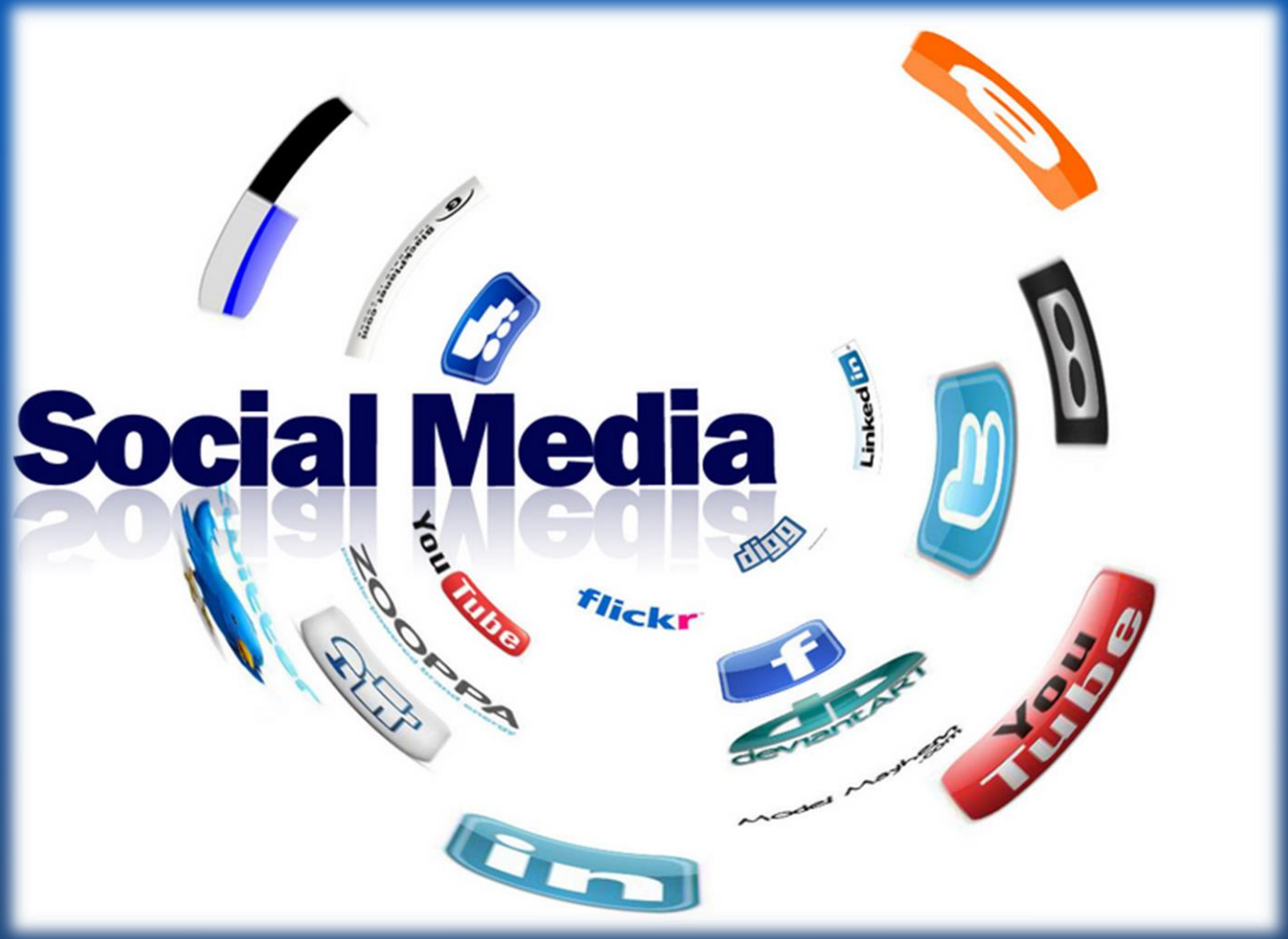
INSTAGRAM SUMMARY *by* iconosquare.com

Goals

Tinto (1987)- Various factors in students 'stopping' out include not just academic difficulty and lack of clear academic and career goals, but also poor integrating with the college community.

Goals

- Inform students:
  - Registration dates
  - Upcoming deadlines
  - Importance of advising
  - Proactive outreach
- Transparency:
  - Better engagement & interaction
  - Increase communication
  - Promotion of office services & programs


Social Media
Linked in
digg
You Tube
flickr
ZOOPPA
deviantART
You Tube
in

Branding

- Purpose
- Consistency
- Emotion
- Flexibility
- Involvement
- Loyalty
- Competitive Awareness

**Adapted from Introduction to Brand Strategy: 7 Essentials for a Strong Company Brand*

Purpose

Consistency

Purpose/Consistency

PHOTO

csusbadvising 20w

85 likes

csusbadvising Heads up Yotes! Priority I registration for Winter 2016 begins Nov. 2nd! Plan ahead and see your advisor! Catch us around campus next week for

PHOTO

csusbadvising 16w

82 likes

csusbadvising Still not sure what classes to take next quarter? Have an advising hold that you haven't cleared? See your advisor! #csusb

Purpose/Consistency

PHOTO

csusbadvising 3w

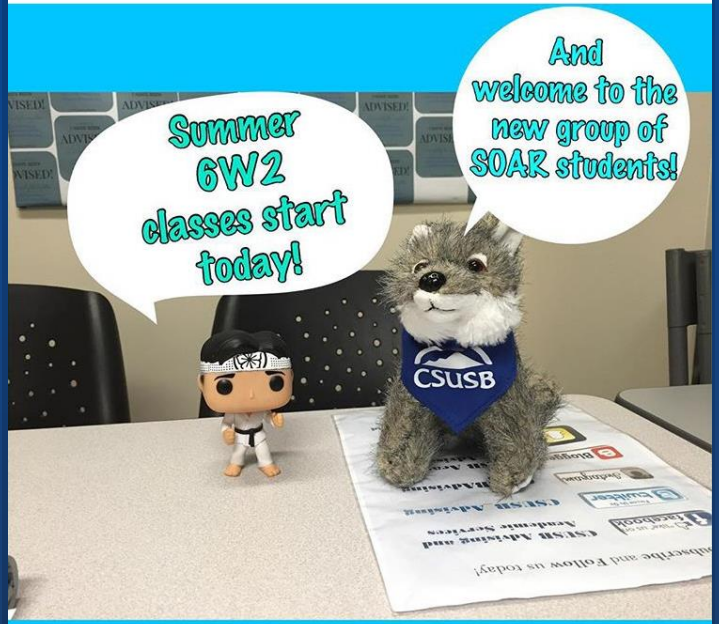
csusb_registrar

61 likes

csusbadvising Here you go Yotes! Thanks @csusb_registrar 👌👍🎉💯 #Repost @csusb_registrar with @repostapp.

PHOTO

csusbadvising 31w



58 likes

csusbadvising #TheAdvisingKid wants to remind you that the 2nd 6 week Summer session starts today! #Billthecoyote also wants to welcome today's SOAR

Purpose/Consistency

PHOTO

csusbadvising 9w

♥ 110 likes

csusbadvising Just a reminder that since its January, it's time to fill out your FAFSA for the 2016-2017 academic year. #morningmonday

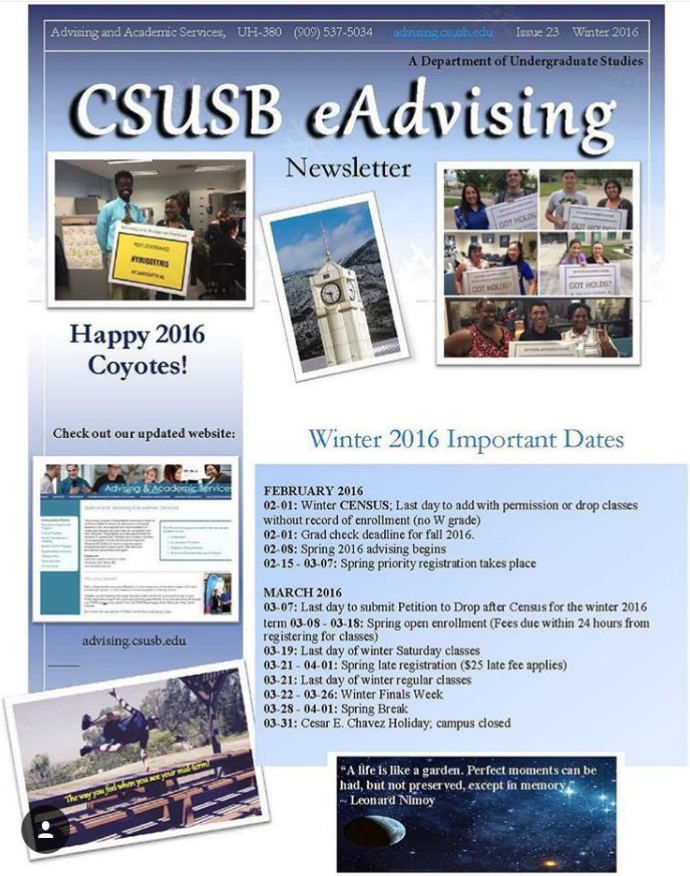
View all 22 comments

itsalyssagee @_lauruhh hahaha one step ahead of you, did mine lastnight 😍

csusbadvising @damazeocass18: If you took the loan out for the academic year, you will not have to anything (per Financial Aid). If you have any further questions, you can contact financial aid at (909) 537-5227. :)

PHOTO

csusbadvising 3w



Purpose/Consistency

PHOTO

csusbadvising 25w

136 likes

csusbadvising Happy Wednesday #Yotes! Not quite #midweekmotivation, but who could say no to this #picture? It's almost the end of the week!

PHOTO

csusbadvising 11w

motivated_type

74 likes

csusbadvising It's #midweekmotivation! Happy holidays Yotes! CSUSB will reopen on Monday, Jan 4th! #Repost @motivated_type

Emotion / Transparency

Transparency

Transparency

PHOTO

csusbadvising 4w

♥ 50 likes

csusbadvising Ok Yotes! As we are encouraging you all to check your registration holds, clear your holds and see your Advisor, we also wanted to take a

PHOTO

csusbadvising 4w

♥ 67 likes

csusbadvising Yotes! We would like to announce our Fall 2015 Dianna J. Pelletier Resiliency Scholarship winners: Michelle Badillo and Cathrine Ledbetter!

Flexibility

Flexibility

PHOTO

csusbadvising 4w

66 likes

csusbadvising And Another one!
#KeepUpWithAdvising #CoyoteAdvisingWeek
#ClearYourHolds #SeeYourAdvisor #Selfies

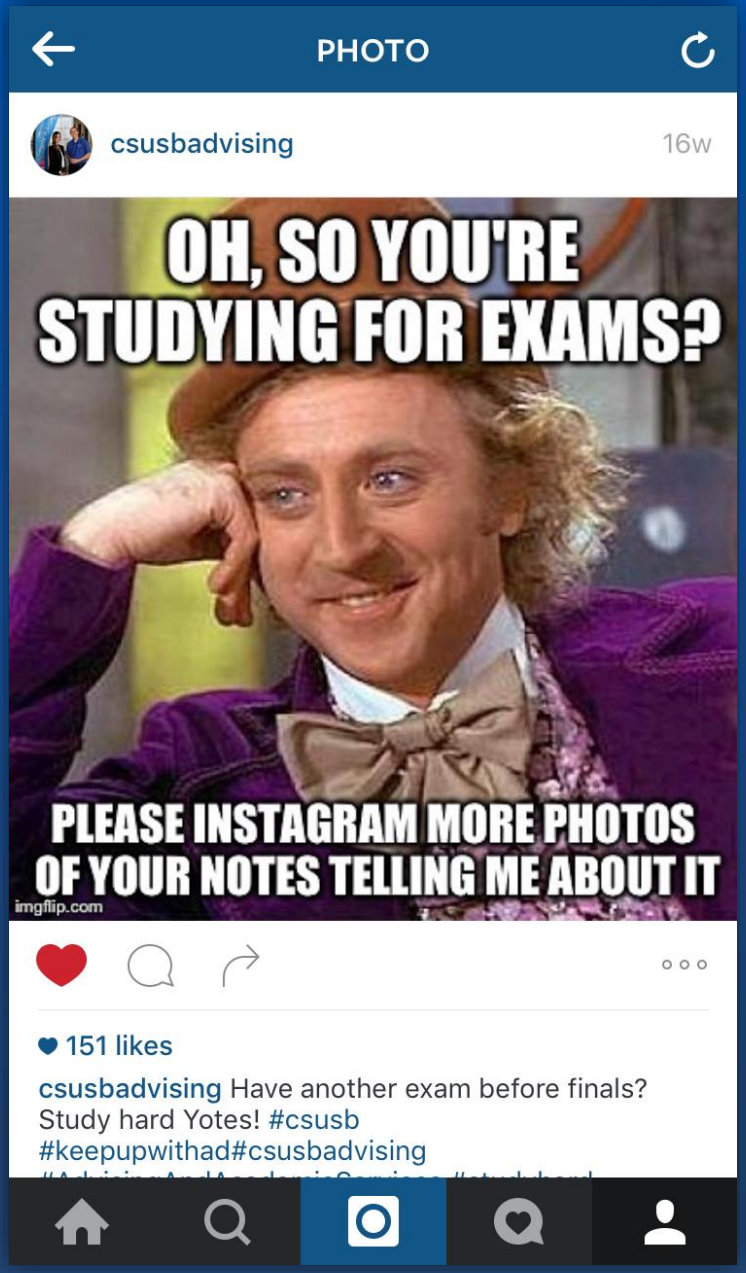
PHOTO

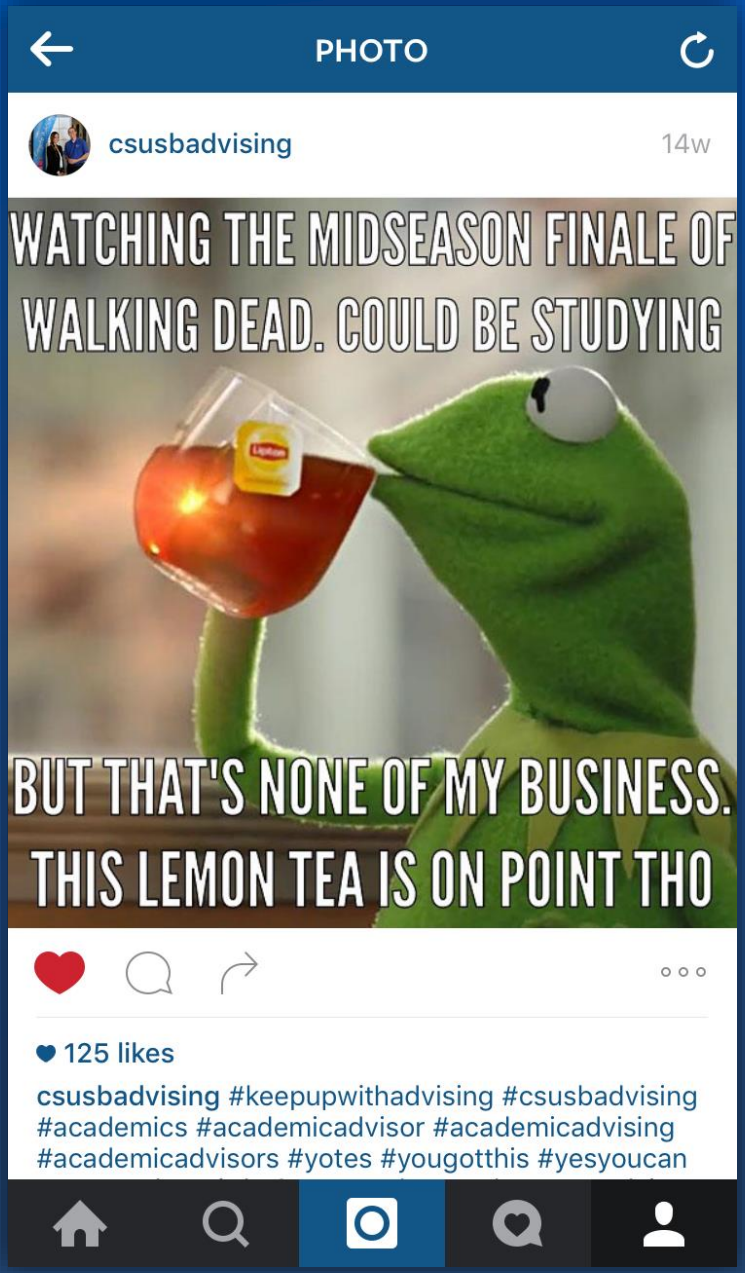
csusbadvising 13w

77 likes

csusbadvising #yougotthis #csusb
#keepupwithadvising #csusbadvising #finals
#finalsweek #finalsweekencouragement #csusbfinals

Flexibility





Flexibility

PHOTO

csusbadvising 9w

86 likes

csusbadvising Happy Friday Yotes! Rest up and get ready for Winter 2016 Quarter 😁 Prepare and plan ahead! Review your class schedule and get your

VIDEO

csusbadvising 7w

▶ 489 views

csusbadvising How Academic Advisor Matt feels on a Thursday before heading home. We guess he checked out the @jrod_hd dance tutorial 👍 #KeepUpWithAdvising #CSUSBAdvising #CSUSB #advisingandacademicservices #AdvisorsBeLike 😀

Flexibility

Involvement

Involvement

PHOTO

csusbadvising 6w

48 likes

csusbadvising Hey Yotes! It's Friday! Are you guys ready for the #Weekend? Academic Advisor for the College of Arts and Letters, Sara and Academic

PHOTO

csusbadvising 4w

Involvement

PHOTO

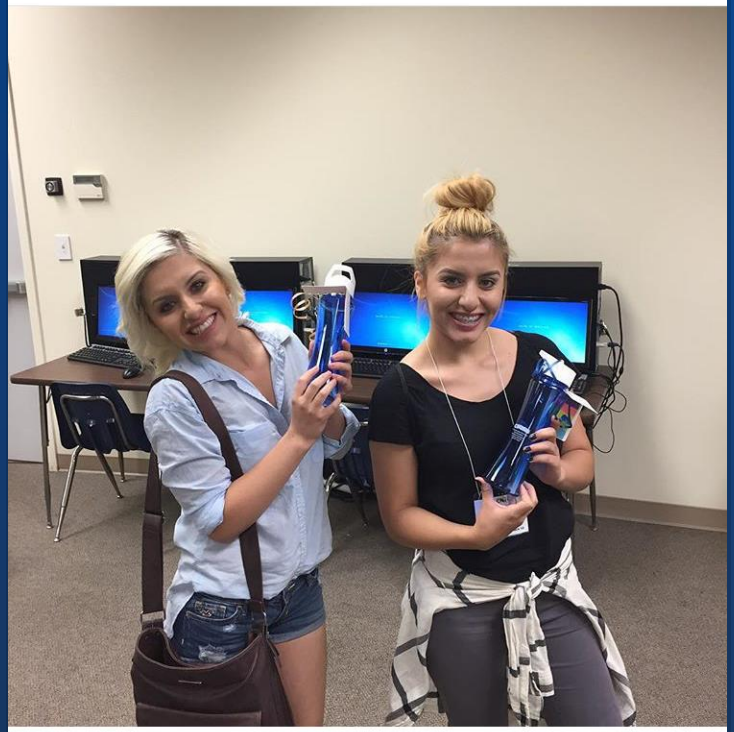
csusbadvising 19w

57 likes

csusbadvising We're back at it again! #CSUSB #advising #academics #academicadvisor #academicadvisors #studying #csusbadvising

PHOTO

csusbadvising 30w



100 likes

csusbadvising Our lucky winners at SOAR registration! You got your classes! Yay! 😄 #AdvisingAndAcademicServices #csusbsoar15

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

Involvement

PHOTO

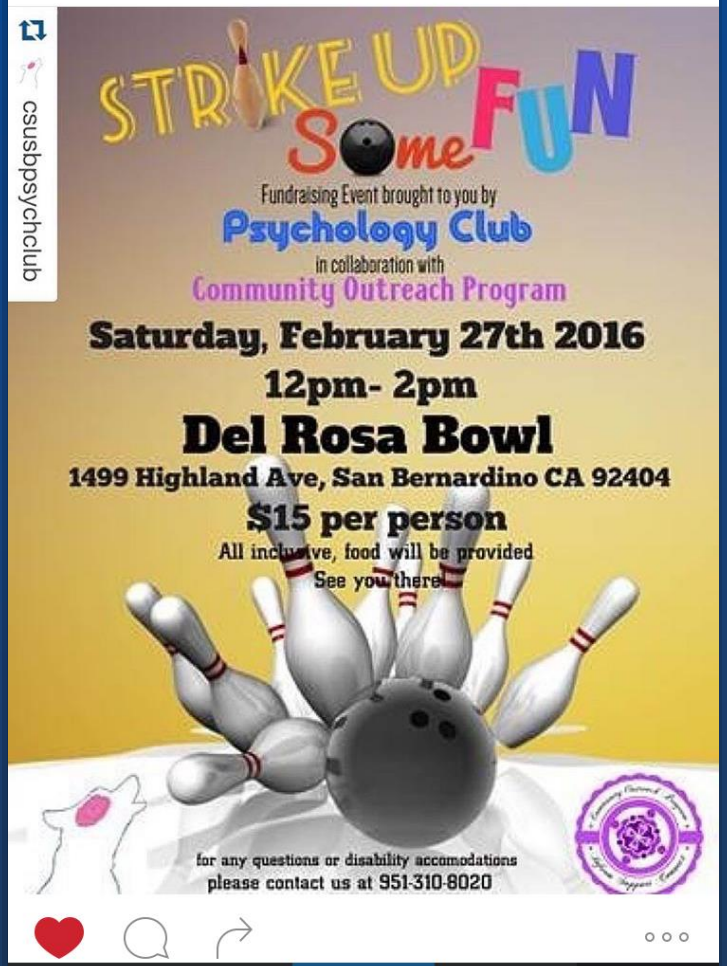
csusbadvising 24w

♥ 125 likes

csusbadvising We've been assigned Aladdin by @brendahlynn, The Lion King by @themusicalartist, and Mickey by @kassandra_be_awesome. Aladdin

PHOTO

csusbadvising 2w



Loyalty

Loyalty

PHOTO

csusbadvising 1w

48 likes

csusbadvising Shout out to student @roxxy_greci! She took a #Selfie with her Advisor Star after their Advising session. #CSUSBAdvising

PHOTO

csusbadvising 8w

131 likes

csusbadvising Happy Friday Yotes! Academic Advisor Star and student @itsrobotlovee are excited about the 3 day weekend! Don't forget to be

Loyalty

PHOTO

csusbadvising 4w

88 likes

csusbadvising Yotes! Thank you for your follow and support! We will be announcing winners for participants who joined in on our

PHOTO

csusbadvising 24w

67 likes

csusbadvising Want a $10 Starbucks gift card? Be one of the first 3 students to stop by Advising & Academic Services in University Hall, Rm 380 this

The roles we play

Free Analytics Tools

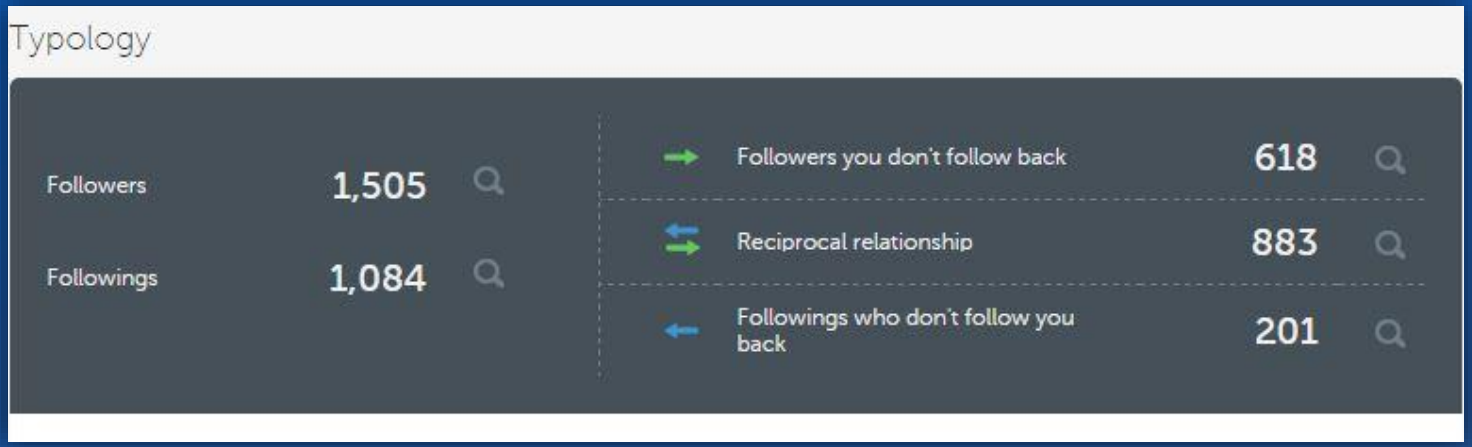
ICONOSQUARE

Simply Measured

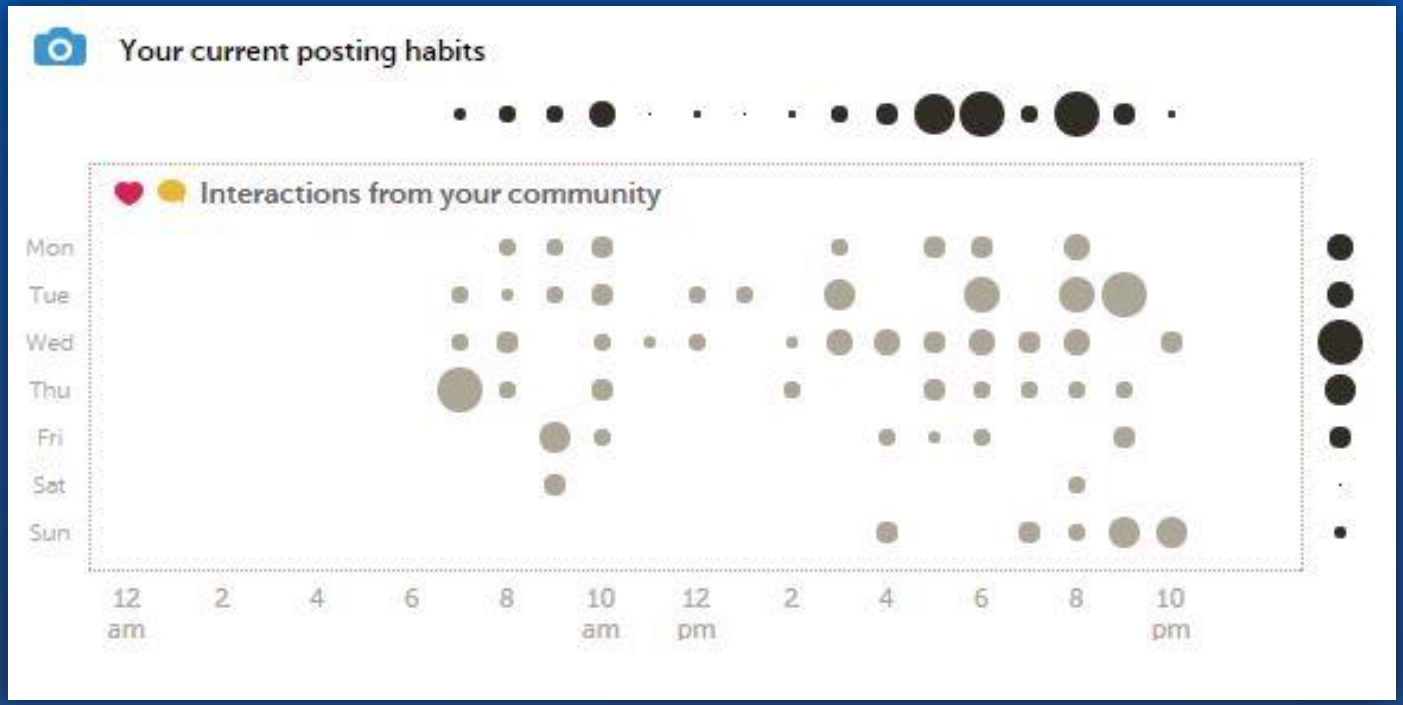
InstaFollow

Monthly Posts

Typology


Typology
Followers
1,505
Followings
1,084
Followers you don't follow back
618
Reciprocal relationship
883
Followings who don't follow you back
201

Posting Habits/Follower Interactions



LASSES START NEXT WEEK
184
#ItJustGotReal
@CSUSBADVISING
MOST LIKED MEDIA by iconosquare.com
180
DONT WISH FOR A GREAT QUARTE
178
MAKE IT SO!
QUARTER STARTE
174
SORRY, HAPPY HO
170

Pros

- Connection/Engagement with students
- Logged in on two devices
- Interaction with other institutions
- It’s clear and straightforward to use
- Variety of filters and image/video enhancements
- Desktop use

Cons

- Time
- Commitment
- Negative perception
- “Student assistant” responsibility
- Personal boundaries

Suggestions

- Have at least two staff or if using student assistants, one staff for oversight
- Add as an actual job responsibility (not other duties assigned)
- Follow back followers
- Interact
- Follow your college departments/offices

Suggestions

- Connect with Public Affairs/Campus photographer
- Connect with intern/staff of “official” school social media
- Be up to date
- Be creative before critical
- Say it quick, say it well
- Promote during orientation
- Giveaways- ASI, Bookstore
- Posters, flyers, etc.

Student Feedback

"I follow you guys on Instagram. If I was not following you, I would not have known to make my appointment to see my Advisor and clear my holds for Spring registration."

"I like the posts on Instagram. Some of them are really funny...very informative."

"I really like the midweek motivation posts. I look forward to it every Wednesday."

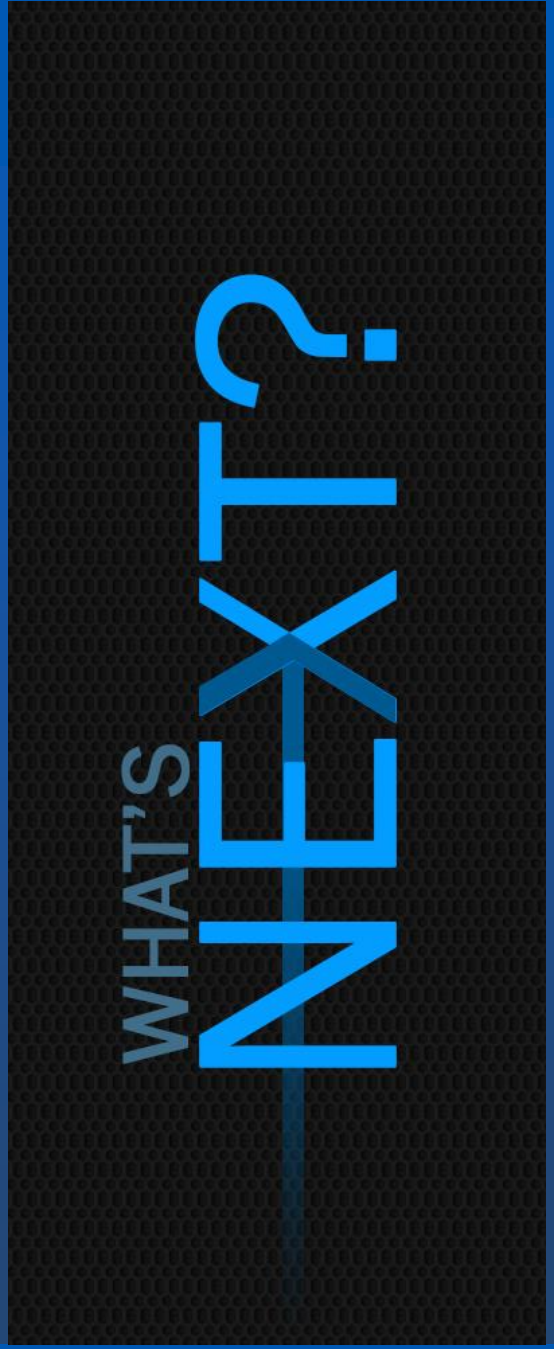
"It's great to finally meet you! I follow you guys on Instagram."

What's to come

- Promote to our undeclared population
- Surveys

Additional Social Media:

- Snapchat
- YouTube



Follow us!

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Thank you!

Any questions?

Star Kafovalu-Wildes- kafovalu@csusb.edu

Matt Markin - mmarkin@csusb.edu