



csusbadvising

- Started Sept. 19, 2013
- 2.5k followers
- 58.4k likes received
- 1.6k comments received
- 1.1k posts



CSUSBAdvising

- Started Oct. 28, 2014
- 529 Followers
- 180 views per day



CSUSB Advising

- Started Dec. 11, 2014
- 225 videos created
- 25.6k minutes watched
- 22.1k views



- Free and simple way to reach students
- Students rarely check school e-mail
- 87% of students have laptop*
- 85% of students have smartphone*
- 52% of students have a tablet*

*2015 Pearson Student Mobile Device Survey



All You Need is a Camera & a Social Media Account:



Looking Thru a New Lens to Help Students #AdviseUP

Advising and Academic Services California State University, San Bernardino



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

Branding

Purpose/Consistency

- Connect content to goals
- Create consistent, cohesive messaging
- Make posts/videos functional and intentional
- With other school accounts, develop unique content that serves a purpose

Flexibility

- Be up to date on latest trends and “lingo”
- Be creative with posts and stay relevant
- Free sites (Canva), apps (Boomerang), audio (YouTube’s audio library), allow for fresh, new content

Emotion/Transparency

- Connect and build relationships with followers/subscribers through engaging content, group photos, “tagging”, etc.
- Allow followers/subscribers to view a “personal” side of your department
- Follow your followers/subscribers back

Involvement/Loyalty

- Engage students through opportunity drawings
- Ask questions to students to increase participation
- Thank followers/subscribers when milestones are reached

Pros

- Connection/Engagement with students
- Clear and straightforward to use
- Variety of filters and enhancements
- Creative outlet

Cons

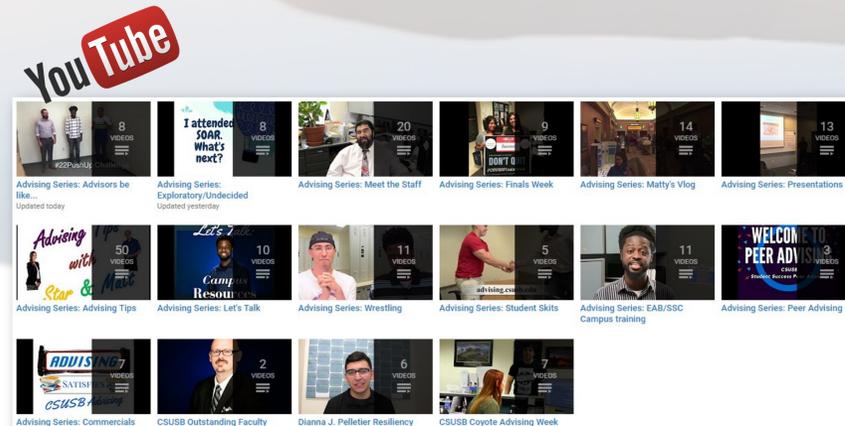
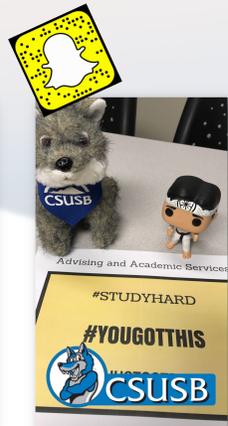
- Time/Commitment
- Seen as “student assistant” responsibility/Negative perception
- Possible crossing of personal boundaries

Suggestions

- Add as actual job responsibility
- Follow back/Like/Interact
- Connect with “official” social media department on campus
- Promote during new student orientation
- Promote using giveaways, flyers, word of mouth

Budgeting

- Apply for technology grant
- Rent camera equipment from Library/Technology department
- School license for programs such as Camtasia and Snagit
- Use free online tutorial videos
- Use free analytic tools/free trials



Matthew Markin, Academic Advisor
Advising and Academic Services
California State University, San Bernardino





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Looking Thru a New Lens to Help Students #AdviseUP

GOALS:

Inform students about:

- * Registration dates
- * Upcoming deadlines
- * Importance of advising
- * Proactive outreach
- * Motivation



WE USE IT FOR:

Transparency:

- * Better engagement and interaction
- * Increased communication
- * Promotion of services and programs



@CSUSBADVISING



@CSUSBADVISING

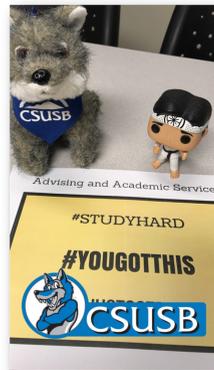


@CSUSB ADVISING

Started Sept. 19, 2013
 3k followers
 76.3k likes received
 2k comments received

Started Oct. 28, 2014
 550 Followers
 180 average views per day

Started Dec. 11, 2014
 226 videos created
 32.8k minutes watched
 29k views



PROS:

- *Connection/Engagement with students
- *Clear and straightforward to use
- *Variety of filters and enhancements
- *Creative outlet

CONS:

- *Time/Commitment
- *Seen as "student assistant responsibility/Negative perception
- *Possible crossing of personal boundaries

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PURPOSE/CONSISTENCY

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VIDEO CONTENT

*Anyone can create video content with little to no technical background.

*Use free online tutorial videos

*Video equipment and smart phones are more user friendly

* Your created videos can be used as links in e-mails to minimize text information and also used as part of advising presentations

*When creating videos, be consistent with transitions, text, and other visual additions

*Keep videos as short as possible