Instagram: Communicating Through Pictures

Advising & Academic Services
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
Birth of Instagram Account

FIRST MEDIA POSTED ON SEPT 19TH, 2013

@CSUSBADVISING
INSTAGRAM BIRTH CERTIFICATE by iconosquare.com
Total Media

<table>
<thead>
<tr>
<th>Year</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>23</td>
</tr>
<tr>
<td>2014</td>
<td>85</td>
</tr>
<tr>
<td>2015</td>
<td>593</td>
</tr>
</tbody>
</table>

Graph showing the increase in total media from Sep 2013 to Jan 2016.
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
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

Winter 2016 priority registration begins Nov. 2nd!

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

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

**Spring 2016**

**Priority Dates**

- Priority 1: February 15
- Priority 2: February 17
- Priority 3: February 23
- Priority 4: February 29
- Priority 5: March 4

**Summer 6W2 classes start today!**

And welcome to the new group of SOAR students!

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61 likes

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

58 likes

@csusb_registrar #TheAdvisingKid wants to remind you that the 2nd 6 week Summer session starts today!
@Billthecoyote also wants to welcome today’s SOAR
Purpose/Consistency

It's FAFSA Time!

Start your fall financial aid application early for priority award consideration.

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

@itsalyssagee @Jauruh hahaha one step ahead of you, did mine last night 😄

@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, ;)

Winter 2016 Important Dates

FEBRUARY 2016
80-40: Winter CENSUS: Last day to add with permission or drop classes without record of enrollment (no W grade)
90-40: Oral check deadlines for Fall 2016
02-06: Spring 2016 advising begins
02-15 - 03-07: Spring priority registration takes place

MARCH 2016
03-07: Last day to submit Petition to Drop after Census for the Winter 2016 term
03-08 - 03-18: Spring open enrollment (Fees due within 24 hours of registering for classes)
03-19: Last day of winter Saturday classes
03-22 - 04-01: Spring late registration ($25 late fee applies)
03-21: Last day of winter regular classes
03-22 - 03-24: Winter Finals Week
03-25 - 04-01: Spring Break
03-31: Cesar E. Chavez Holiday, campus closed

Happy 2016 Coyotes!

Check out our updated website:
Purpose/Consistency

What a beautiful world it would be if people had hearts like dogs.
@notsalmon.com

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!

74 likes

csusbadvising It's #midweekmotivation! Happy holidays Yotes! CSUSB will reopen on Monday, Jan 4th! #Repost @motivated_type · · ·
Emotion / Transparency
Congratulations to Ed Mendoza, our new Interim Director, Advising & Academic Services
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 moment to recognize the scholarship winners for Fall 2015: Michelle Badillo and Cathrine Ledbetter.
Flexibility
Flexibility
Flexibility

OH, SO YOU'RE STUDYING FOR EXAMS?
PLEASE INSTAGRAM MORE PHOTOS OF YOUR NOTES TELLING ME ABOUT IT

WATCHING THE MIDSEASON FINALE OF WALKING DEAD. COULD BE STUDYING
BUT THAT'S NONE OF MY BUSINESS. THIS LEMON TEA IS ON POINT THO

Have another exam before finals?
Study hard Yotes! #csusb
#keepupwithadvicecsusbadvising
#AdvisingAndAcademicServices #studyhard

#keepupwithadvising #csusbadvising
#academics #academicadvisor #academicadvising
#academicadvisors #yotes #yougotthis #yesyoucan
Flexibility

THE COUNT DOWN BEGINS
Winter 2016
Classes start:
Monday, January 11th
Saturday classes start:
Saturday, January 9th
Yotes, are you ready?

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

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

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

57 likes

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

100 likes

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

csusbadvising

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

STRIKE UP Some FUN
Fundraising Event brought to you by Psychology Club in collaboration with Community Outreach Program

Saturday, February 27th 2016
12pm - 2pm
Del Rosa Bowl
1499 Highland Ave, San Bernardino CA 92404
$15 per person
All inclusive, food will be provided
See you there!

for any questions or disability accommodations please contact us at 951-310-8020
Loyalty
Loyalty

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

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

**We have 3 Starbucks gift cards**

Week of Welcome
Stop by UH-380

**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 week.
The roles we play
Free Analytics Tools

ICONOSQUARE

Simply Measured

InstaFollow

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
Monthly Posts
Typology

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Followers</td>
<td>1,505</td>
<td></td>
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<tr>
<td>Followings</td>
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<td>Followers you don't follow back</td>
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<td></td>
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<tr>
<td>Reciprocal relationship</td>
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<tr>
<td>Followings who don’t follow you back</td>
<td>201</td>
<td></td>
</tr>
</tbody>
</table>
Posting Habits/Follower Interactions

Your current posting habits

Interactions from your community

Mon
Tue
Wed
Thu
Fri
Sat
Sun

12 am 2 4 6 8 10 am 12 pm 2 4 6 8 10 pm
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!

CSUSB Advising

CSUSB Advising

CSUSB Advising

and Academic Services
Thank you!

Any questions?

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Matt Markin - mmarkin@csusb.edu