



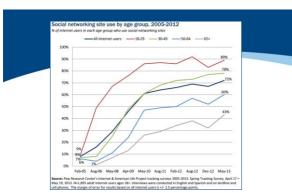


Read the article: http://mashable.com/2013/08/11/teens-facebook/

I'm 15 and All My Friends Use Facebook	
3.8k 23x 12x 47 100 31 4	
#FAD06496FSK 1 Aug 13, 2013	

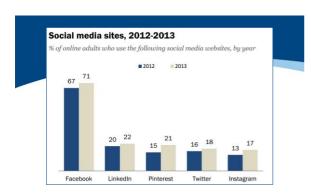
Read the article: http://mashable.com/2013/08/13/teens-facebook-response/

GREAT LAKES



 $\textbf{Read the report:}\ \underline{http://www.pewinternet.org/Reports/2013/social-networking-sites.aspx}$

GREAT LAKES



 $\textbf{Read the report:} \ \underline{\text{http://www.pewinternet.org/Reports/2013/Social-Media-Update/Main-Findings.aspx}}$

witter users	
among online adults, the % who use Twitte	T
	Use Twitter
All internet users (n= 1,445)	18%
a Men (n= 734)	17
b Women (n= 711)	18
a White, Non-Hispanic (n= 1,025)	16
b Black, Non-Hispanic (n= 138)	29 ⁸⁰
C Hispanic (n= 169)	16
a 18-29 (n= 267)	31 ^{bcd}
b 30-49 (n= 473)	19 ⁰⁰
© 50-64 (n= 401)	9
d 65+ (n= 278)	5
a High school grad or less (n= 385)	17
b Some college (n= 433)	18
c College+ (n= 619)	18
a Less than \$30,000/yr (n= 328)	17
b \$30,000-\$49,999 (n= 259)	18
c \$50,000-\$74,999 (n= 187)	15
d \$75,000+ (n= 486)	19
a Urban (n= 479)	18°
b Suburban (n= 700)	19 ^c
© Rural (n= 266)	11

 $\textbf{Read the report: } \underline{\textbf{http://www.pewinternet.org/Reports/2013/Social-Media-Update/Main-Findings.aspx} \\$

GREAT LAKES

Pinterest users	
Among online adults, the % who use Pinter	rest
	Use Pinterest
All internet users(n= 1,445)	21%
a Men (n= 734)	8
b Women (n= 711)	33°
a White, Non-Hispanic (n= 1,025)	21
b Black, Non-Hispanic (n= 138)	20
C Hispanic (n= 169)	18
a 18-29 (n= 267)	27 ^{cd}
b 30-49 (n= 473)	24 ^{cd}
c 50-64 (n= 401)	14
d 65+ (n= 278)	9
a High school grad or less (n= 385)	17
b Some college (n= 433)	20
C College+ (n= 619)	25 ⁸
a Less than \$30,000/yr (n= 328)	15
b \$30,000-\$49,999 (n= 259)	21
c \$50,000-\$74,999 (n= 187)	21
d \$75,000+ (n= 486)	27 ⁸
a Urban (n= 479)	19
b Suburban (n= 700)	23°
c Rural (n= 266)	17

 $\textbf{Read the report:} \ \underline{http://www.pewinternet.org/Reports/2013/Social-Media-Update/Main-Findings.aspx}$

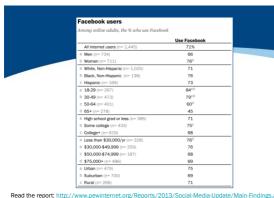
GREAT LAKES

Instagram users	
Among online adults, the % who use Insta	gram
	Use Instagram
All internet users(n= 1,445)	17%
a Men (n= 734)	15
b Women (n= 711)	20 ²
a White, Non-Hispanic (n= 1,025)	12
b Black, Non-Hispanic (n= 138)	34 ⁸⁰
○ Hispanic (n= 169)	23 ¹¹
a 18-29 (n= 267)	37 ^{bod}
b 30-49 (n= 473)	18 ^{0d}
c 50-64 (n= 401)	6 ^d
d 65+ (n= 278)	1
a High school grad or less (n= 385)	16
b Some college (n= 433)	21°
c College+ (n= 619)	15
a Less than \$30,000/yr (n= 328)	18
b \$30,000-\$49,999 (n= 259)	20
c \$50,000-\$74,999 (n= 187)	15
d \$75,000+ (n=486)	16
a Urban (n= 479)	22°
b Suburban (n= 700)	18°
c Rural (n= 266)	6

Read the report: http://www.pewinternet.org/Reports/2013/Social-Media-Update/Main-Findings.aspx

LinkedIn users		
Among online adults, the % who use Linke	edIn	
	Use Linkedin	
All Internet users(n= 1,445)	22%	
a Men (n= 734)	24 ^b	
b Women (n= 711)	19	
a White, Non-Hispanic (n= 1,025)	22°	_
b Black, Non-Hispanic (n= 138)	30°	
○ Hispanic (n= 169)	13	
a 18-29 (n= 267)	15	_
b 30-49 (n= 473)	27 rd	
c 50-64 (n= 401)	24 nd	
d 65+ (n= 278)	13	
a High school grad or less (n= 385)	12	_
b Some college (n= 433)	16	
College+ (n= 619)	38 ^{ab}	
a Less than \$30,000/yr (n= 328)	12	
b \$30,000-\$49,999 (n= 259)	13	
© \$50,000-\$74,999 (n= 187)	22 ^{8b}	
d \$75,000+ (n= 486)	38 ^{sbc}	
a Employed (n= 912)	27 ^b	
b Not employed (n= 524)	12	
a Urban (n= 479)	23°	
b Suburban (n= 700)	26°	
c Rural (n= 266)	8	

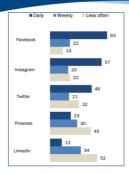
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GREAT LAKES

Frequency of Social Media Site Use



▲ GREAT LAKES	
Why Isn't Your Office Using It?	
	•
Opportunities for Using Social	
Media in the Aid Office	

Opportunities – Customer Service

- Meet your students where they are most comfortable
- Decrease phone calls and reduce phone lines

GREAT LAKES

Opportunities – Customer Service



GREAT LAKES

Opportunities - Customer Service



Opportunities – Customer Service	
Blair 1. 1 Follow	
@ msufinaid when will the education grad scholarship app be ready and can the scholarships be used towards "muet	
overseas program? ♣ Rapy #3 Ratnest ★ Faurits *** More	
9 of PAR + 9 are 2014 Supply to	
MSU Financial Ad community (State 1 The age should be ready within the next 2 week. Endowments view as to what program they cover	
(PRD, masters, etc.) I visual apply. Desire Blair Jan 3 Blair Jan 3 Grandford shark youl	
Prophy to Release #Factor → Many GREAT LAKES	
Opportunities – Social Proof	
Opportunities - Social Frooi	
Help your students in a public setting	
₽ GREAT LAKES	
UNEAI LANGS	
Opportunities – Social Proof	
UCCS Fluencid AV Venturing your Country Springs, CO (a) UCCS Fluencid Add Jernate UCCS Fluencid Add Jernate - book barrs for early	
Stating Colonie are available the Colonie say prior to the colonie. The summer fulfion charges have been applied. Anyone checking their account will see their summer charges. We continue to work for Memorial (20),Booke Allan (10) to 10	
us of shared waterungs or your despote of set in revery your despitality and notify you sha email once your eligibility has been determined. UCCS Flausacial Ast Recturi	
Jennates when can we come get a book loan and by our books? Variable 1	
Vestinday at 1128an via mobile - Like Raechel Raechel Thank you powers plan? Thank you powers plan?	
Vesterday at 1100am - Like	

Opportunities - Social Proof Corinne BYU-I Student Financial Aid Are the tax forms available for us to print off yet? How do I go about viewing/printing it? about a week ago th i Like ■ Comment Write a comment. BYU-I Student Financial Aid is this in regards to a 10987? If so that is the Accounting office that gives those out. Hope that helps! January 21 at 8:57am - Like - til 1 - Repty Shawn look in your finances tab and then go to "View Detailed Personal Account Summary" and thet will take you to another page and at the top there are quick links and the last 2 new ~20n4 and then 1098 t. January 24 at 9 32pm Like rife 1 Repty GREAT LAKES **Opportunities – Timely Content** Instant communications and timely, meaningful topics A GREAT LAKES **Opportunities - Timely Content** LSUA Financial Aid Quick Update: We began disbursing financial aid funds today! What does that mean for you? If you have a refund coming, it'll be on it's way to you very soon!! Remember, the quickest way to receive your refund is by setting up direct deposit through the myLSUA Bank Manager. Like · Comment · Share 🖒 1 🗔 3 🗊 1

0	ppo	rtuni	ties -	Timel	v Con	tent
_						



Mayville State University - Financial Aid

The Business Office is having system problems with refund checks. They will send out an email when refund checks are ready to be picked up. Any questions please contact their office at 701.788.4692.

We apologize for any inconvenience this may have caused.

Like · Comment · Share · 🖒 1 · 3 hours ago · 🕝



Mayville State University - Financial Aid

Refund checks are now available in the Business Office. Be sure to have your student ID with you when you pick it up.

Like · Comment · Share · about an hour ago · @

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Opportunities – Timely Content





Financial Aid has been applied to your ARCC student account! Checks and direct deposit to your bank account happen on FRIDAY!

Reply 1 Retweet * Favorite ••• More

GREAT LAKES

Opportunities – Timely Content



Opportunities – Credibility and Loyalty

You are not just that "regulatory" person behind a desk

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Opportunities - Credibility and Loyalty



GREAT LAKES

Opportunities – Credibility and Loyalty



Opportunities –	Transparency
and Access	

Communicate early and often in a public setting

A GREAT LAKES

Opportunities – Transparency and Access



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Opportunities – Transparency and Access



Opportunities - Financial Literacy

Use it as an educational tool

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Opportunities - Financial Literacy



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Opportunities – Financial Literacy





Challenges

Resources







Time

Personnel

Expert

- · Reality of public discourse
 - People are talking about you whether you like it or not
 - Inform but not control



Challenges

- FERPA
 - Yes, FERPA still matters on social media
 - No, it doesn't prohibit your office from interacting with students on social media
 - Some conversations should still be held privately
 - The distinction between office and student communication is important to remember
 - FERPA issues should be addressed in your profile description

Challenges ⚠ Great Lakes About ▼ We do not discriminate against any views but may delete any of the following: • Violent, obscene, profane, hateful, or racist comments • Comments that threaten or harm the reputation of any person or organization • Endorssements, advertissments, or solicitations of any lyind • Comments that suggest or encourage illegal activity • Multiple off topic posts or repetitive posts that are copied and pasted • Personal information including but not limited to e-mail addresses, telephone In short: be nice and add to the discussion. If you continually violate this policy, we may limit your ability to comment in the future. GREAT LAKES **Challenges** Texas Tech University Student Financial Aid and Scholarships August 16 near Lubbock, TX How does financial aid disbursement work? >>Once it begins (8/16/13), financial aid will begin disbursing into student's account to cover expenses. >> If the account has ALREADY been paid, a refund will be sent to the student through direct deposit (if set up on Raiderlink) or male to the address listed on Raiderlink and the account STILL NEEDS TO PAY the balance, the financial aid award package will be used to pay off the tuition. Any remaining balance will also feed back into the student's account through direct deposit or a check via mail. 7 people like this. A GREAT LAKES **Challenges** I have not received my financial aid money or any loans. I really need to clear this up by this week- but I have been having so much trouble getting a hold of financial aid. Like · Reply · August 17 at 1:25pm Texas Tech University Student Financial Aid and Scholarships An email has been sent to your account regarding your question! Like · August 19 at 2:23pm A GREAT LAKES

What about Negative Comments?

- Keep in mind that negative comments are not always a bad thing
- · Take the high road
- · Be honest
- · Contact the person directly
- Feel free to delete if:
 - Your staff or community is threatened
 - Profanity is used
 - Statements are blatantly false



What about Negative Comments?







2013 NASFAA Poll the Pros

Out of 180 respondents, 72% said they were already using Facebook to engage with students

GREAT LAKES

Rutgers

- Hired a staff member to focus on social media outreach and web content this summer (@LennaSliney)
- Joined Facebook & Twitter on August 1, 2013
 - No formal approval process "taking it as it comes"
 - Began publicizing 3 weeks later
- 1-2 hours per day creating, curating & scheduling content
- 1 hour per day interacting with students

GREAT LAKES

Rutgers



"Taking on social media from square one can seem daunting, but it's another way to bring your services to students. When starting out, make sure you have realistic goals. It's not all about the metrics-it's about the students you're helping and how they perceive you."

University of Missouri

- · Joined Facebook & Twitter in November 2012
 - Created a presentation based on what people were already saying about the office and financial aid in social
- · One of the three full-time receptionists in the office focuses on social media, in addition to frontline service. Four staff members have access as
- · Develop a monthly calendar for content
- · Spending less than an hour per week interacting with students

University of Missouri



"You need to assess the need for it first, do some social listening. It's the best way to see what students really think about what's going on in real time. Put a geo-location search on your office's name or 'financial aid', 'FAFSA', etc. to see what people are saying about you and about their aid."

GREAT LAKES

Northeastern University

- · Joined Facebook 2009; active since Summer 2011
- · Started blog in May 2009
- · Started Twitter in March 2012; currently developing
- · Assistant Director of Communications & Administration manages account; Director and Dean have administrative rights
- · 2 hours per week planning & posting content
- 30 min 2 hours per week interacting with students

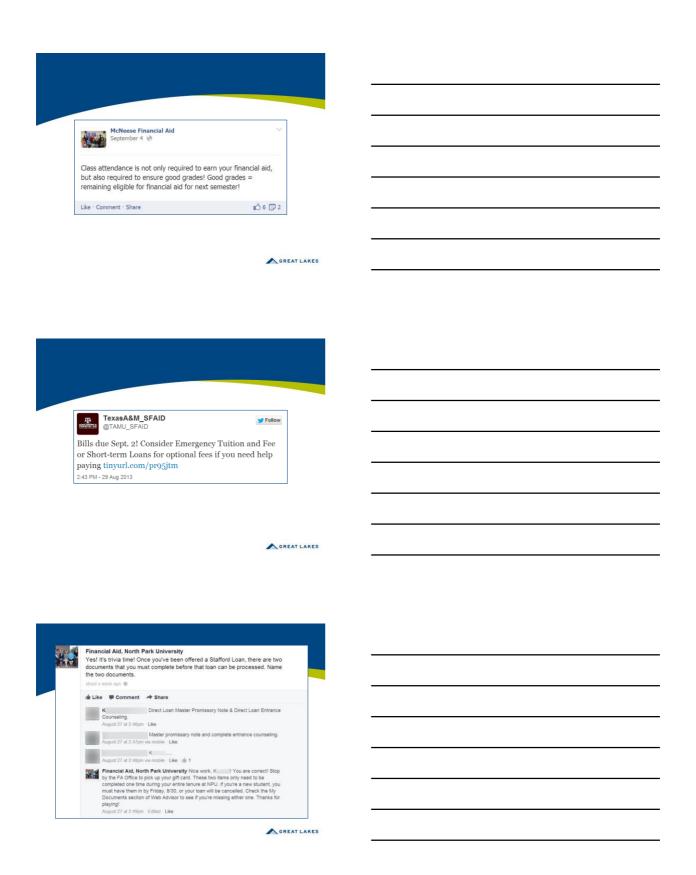
Northeastern University

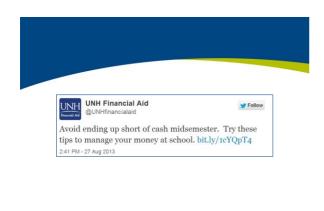


"Be consistent and get the word out quickly. Word of mouth about social media picks up very quickly on campuses, and there is nothing worse for your office's social medial platform reputation than having students start following your accounts where you have no content. Plan out what you want to post 1 or 2 weeks in advance, so once the students join, there will be something for them every day."

















See What Other Offices Are Doing

We've curated a list of financial aid offices on Twitter. Let us know if we've missed anyone!

www.twitter.com/mygreatlakesFAP/lists/financial-aid-offices







GREAT LAKES





Do you know if your institution has a policy regarding social media accounts?

What are your reservations regarding social media?

GREAT LAKES

Thank You!

Carol Swenson Great Lakes 888-683-9777 cswenson@glhec.org



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