

Stories & Strategies: Social Media as a Tool for Assessment Professionals

Joe Levy | [@joebookslevy](#)

Erick Montenegro | [@montenErick](#)

[#social4assessment](#)
[#indyai20](#)

Zoom/Session Info

1. Attendees are muted and cannot see one another; video will only be for host/panelists.
2. You have two primary ways for engagement:
 - a. Chat - make sure to click “everyone and panelists”
 - b. Q&A - submit questions for panelists; fellow attendees can upvote questions for relevance

#social4assessment
#indyai20

Zoom/Session Info (cont.)

1. Don't hesitate to engage! Chat, Q&A, Twitter...
2. We will (repeatedly) share one link to a doc with many links to activities. In navigating those links, **be sure not to exit/leave the Zoom meeting.**
3. Have fun as we learn together :)

#social4assessment
#indyai20

Resource Document

<https://rb.gy/chih3t>

#social4assessment
#indyai20

Session Outline

1. Introductions
2. Social Media Overview
3. Benefits & Challenges (includes activity)
4. Strategy Considerations (includes activity)
5. Next Steps
6. Closing/Q&A

#social4assessment
#indyai20

Participants will be able to...

1. Articulate the utility of different social media platforms as useful tools for assessment practitioners.
2. Develop strategies to tell effective stories through social media which minimize or overcome typical challenges.
3. Explain how to use social media to efficiently engage audiences and build coalitions.

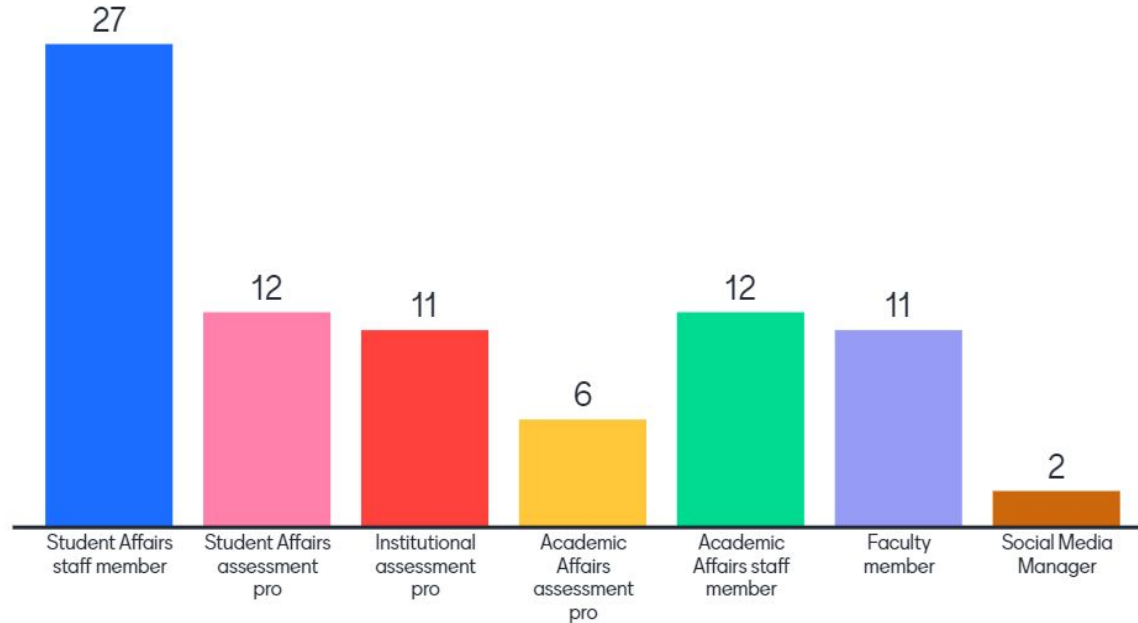
#social4assessment
#indyai20

Introductions

Go to www.menti.com and enter: 57 83 70 3



Which best describes your role?



(Optional) Connections

Use the [Google Sheet](#) link in our resource document to provide info to best relate to fellow attendees and facilitate connection after today's session.

Social Media Overview

Social Media Overview

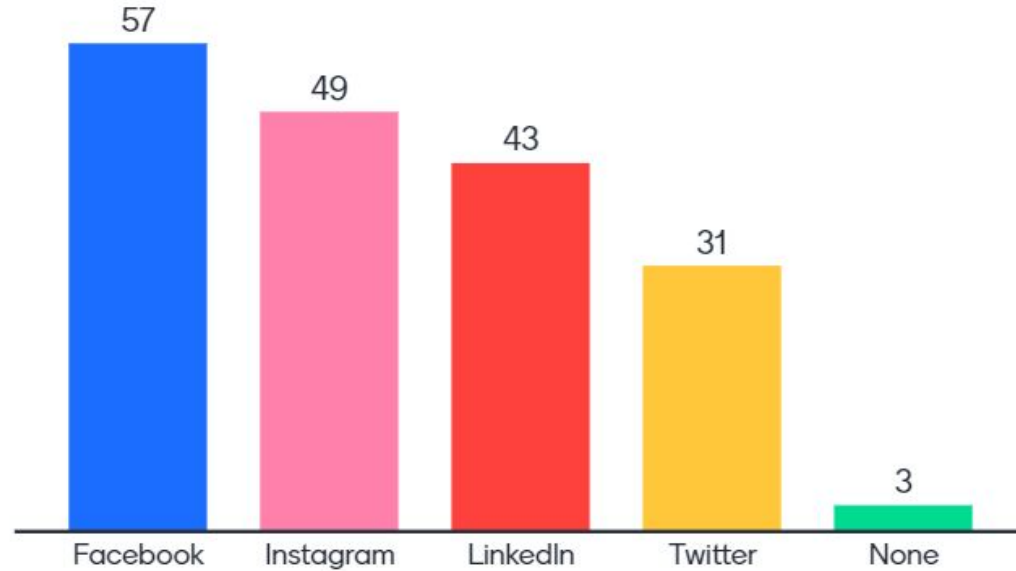
- Electronic networks that make the world flat. Facilitates the transfer of ideas, experiences, and knowledge--both good and bad--between people.



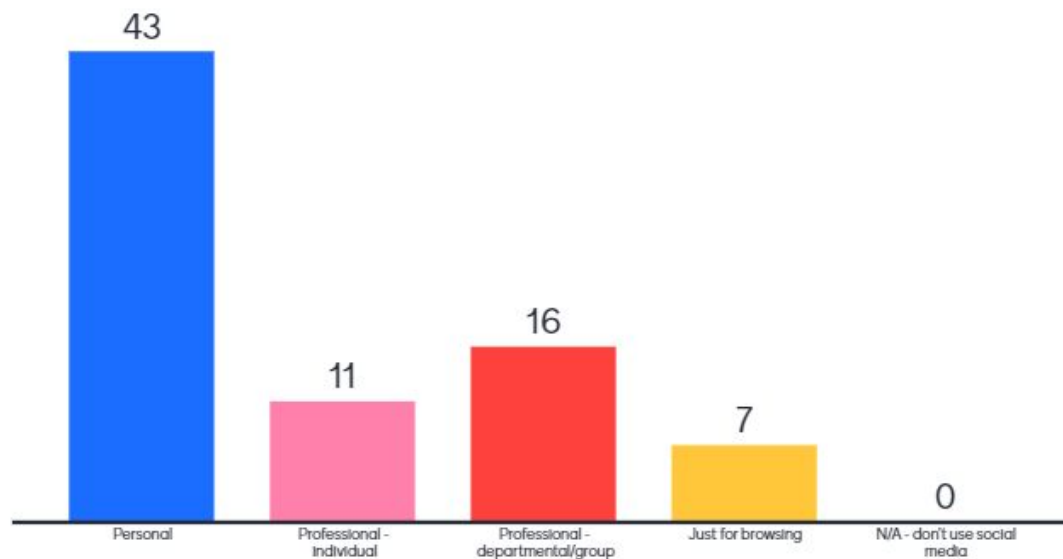
Go to www.menti.com and enter: 82 36 57 6



Which social media platforms do you use?



Which best describes your social media usage?



Benefits & Challenges

Go to <https://bit.ly/3mtYHZD>



Individual Benefits - Learning



Individual Benefits - Networking



Individual Benefits - Community



Individual Benefits - Engagement



Departmental Benefits - Overcome Challenges

Leverage the individual benefits of building community, expanding networks, and engaging folks for a common purpose: to attack and overcome challenges.

Chances are others are either seeking to tackle the same issue, or have dealt with something similar and have strategies to share.

1. Establish a Common Foundation
2. Address Challenges
3. Coalition building



Departmental Benefits - Sharing Our Success Stories



Guiding questions:

1. How is assessment promoting and contributing to your definition of “success”?
2. What is your department/office/institution doing well?
3. How is your department/office/institution meeting larger goals through assessment?
4. What helpful resources do you have?
5. Who is leading exciting assessment efforts?

Departmental Benefits - Increase Transparency

1. What exciting data points can be shared and quickly unpacked for stakeholders?
 - a. What does your assessment data say that matters to different stakeholders?
2. What data points should students, decision-makers, parents, prospective students, faculty, etc. know?
3. What data have you found that relates to larger regional/national initiatives?
4. Where can stakeholders find data?



Go to <https://bit.ly/3iHsf3K>



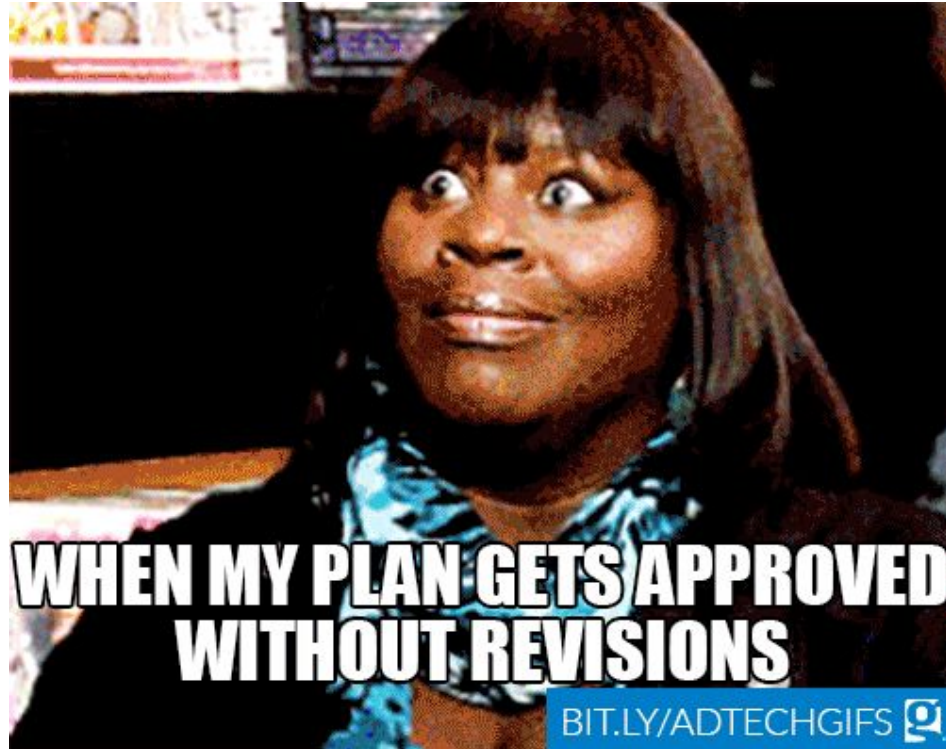
Challenges - Mismanagement



Challenges - Limited Resources



Challenges - Brand Restrictions



Challenges - Fear of Mistakes



Challenges - Enough Content

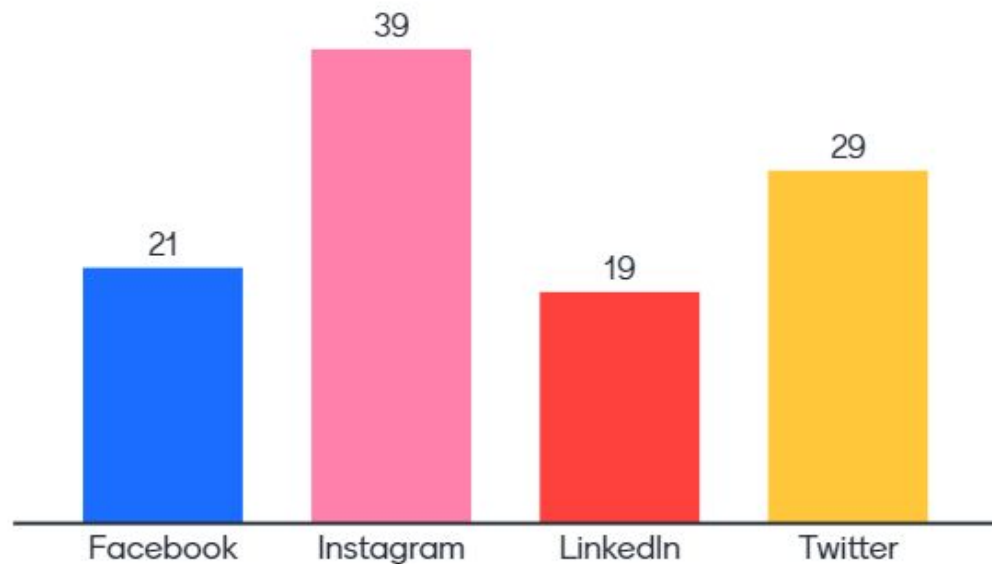


Strategy Considerations

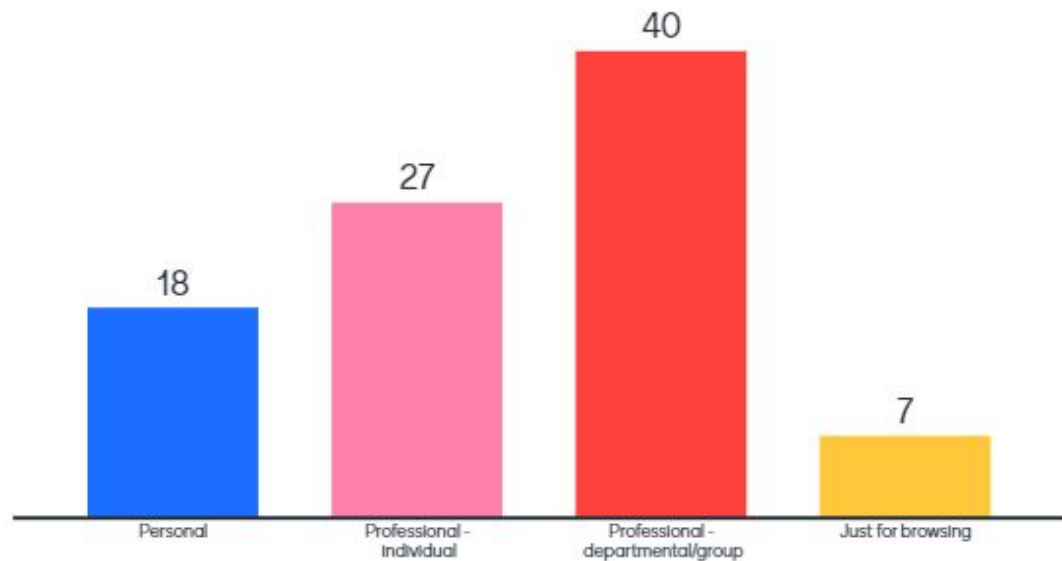
Go to www.menti.com and enter: 84 61 88 6



What social media platforms would you like to use?



Which best describes how you want to use social media?



Misc. - Normalize Activity



Misc. - Tailor to Audience



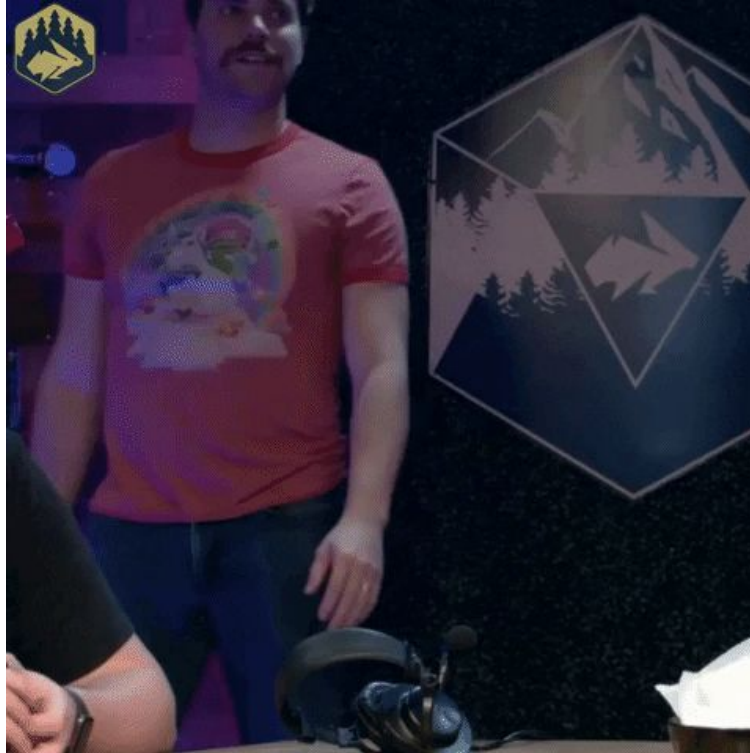
Misc. - Consider Platform



Misc. - Consider Platform (cont.)



Individually - Purpose



Individually - Variety & Balance



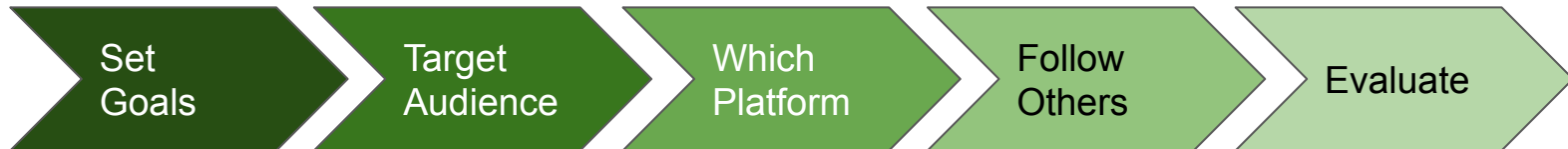
Individually - Authenticity



Department - Create a Strategy

- What do you want to accomplish from social media overall?
- How do different platforms help you reach that goal?
- Which platforms will be prioritized?
- What tone and lens will you use?
- What are you hoping to see from a year of posting?
- How will you value a successful strategy?

Stick to your purpose and mission.



Department - Humanize the Work

- Don't just focus on the data itself, make it more relatable.
 - Highlight the people doing the work
 - Post a photo of people when applicable
- Say why it matters for people
 - Promote impact(s) for students and learning
 - Implications/applications for faculty and staff practice
- Data is serious, but that doesn't mean we have to take ourselves too seriously. Mix in humor from time to time (don't force it).

Department - Authenticity

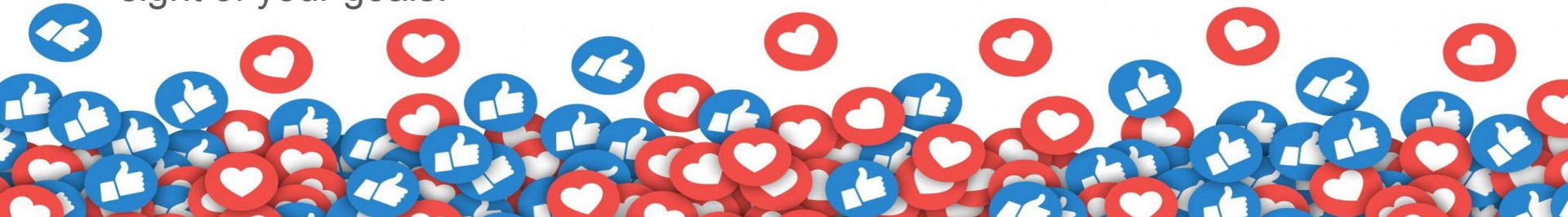


Limit stock photos. They are obvious, and don't seem genuine.

Focus on what matters for your context, with a nice mix of insight that appeals broadly.

If it matters to you it'll matter to others. Don't worry about not posting something because you think it has little application for others. Someone will find it useful.

Don't chase "likes" but find avenues to grow your audience without losing sight of your goals.



Department - Engagement

- Mix media
- Limit jargon
- Add action items
 - How can others get involved?
 - How can others find information?
 - How can your department be of help to your institution and your stakeholders and peers in other places?
- Use hashtags
- Consistency



Food for Thought

When you post a link, pay attention to the preview image and text



Proofread

It can be easy to fire off a Tweet,
but double checking your work
pays off.



The UPS Store ✓
@TheUPSSStore



If your child addresses a letter to the
North Pole, you can leave it with us. We
do shredding.

12/16/18, 4:18 PM



US Dept of Education ✓
@usedgov

[Follow](#)

Education must not simply teach work - it must teach life. –
W.E.B. DeBois

3:45 PM - Feb 12, 2017

3,069 3,597 5,273

#Hashtags

Hashtags are a great way to get exposure and be involved in different conversations. They also help track campaigns if you create your own. But please, use them carefully...



DiGiorno Pizza ✓
@DiGiornoPizza

#WhyIStayed You had pizza.

9



DiGiorno Pizza ✓
@DiGiornoPizza



+ Follow

A million apologies. Did not read what the hashtag was about before posting.

↩ Reply ↻ Retweet ★ Favorite ... More

RETWEETS
132

FAVORITES
143



Next Steps

Efficient Social Media Management

Use services to make it easier to post across platforms, schedule messages, and track analytics.

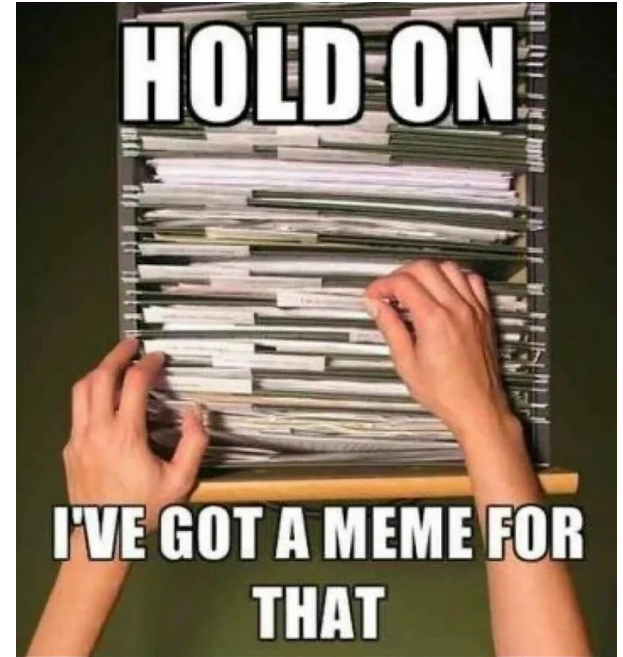
Hootsuite (hootsuite.com) and Buffer Publish (buffer.com) are free for one user to manage 3 profiles

Other paid options starting at \$15 a month.



Effective Social Media Management

- Create a content bank for each platform
 - Videos/Images
 - Posts
 - Hashtags
 - Tips
 - Useful insights/data
 - Audience/partnership specific tracks of content
- Not everything has to be breaking news
- Helps with consistency



Tips for Engagement - Purpose



Tips for Engagement - Boundaries



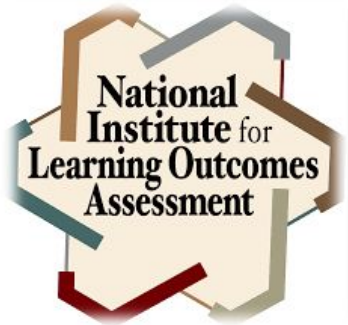
Tips for Engagement - Routine



Tips for Engagement - Intention



Organizations

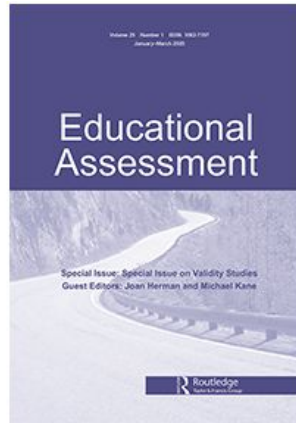


Journals/Blogs

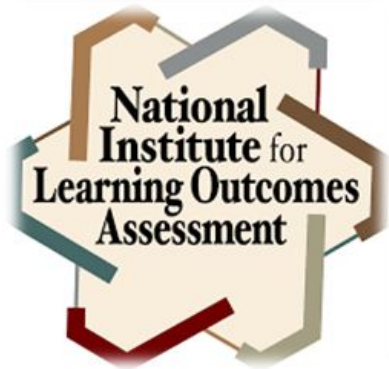


Journal of Student Affairs Research
and Practice

Journal Health, Safety, and Well-being Student Success
Policy and Advocacy Supporting the Profession
Equity, Inclusion and Social Justice Professional Standards Division
Student Affairs Partnering with Academic Affairs AVP or "Number Two"



Listservs



Assessment and Research in Career Services (ARCS)

The ARCS Network facilitates conversation among career services professionals engaged in assessment in practice settings.

Recent Resource!

28 Innovative Tips For Your Student Affairs Office Social Media Accounts

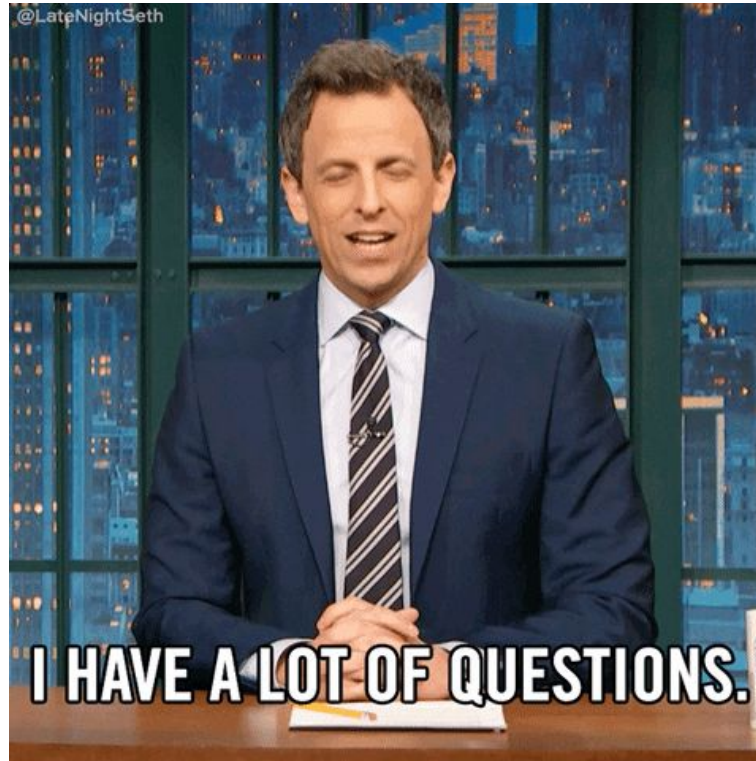
Corinna Kraemer | August 13, 2020



<https://www.presence.io/blog/28-innovative-tips-for-your-student-affairs-office-social-media-accounts/>

Closing/Q&A

Q&A



#social4assessment
#indyai20

Contact us!

Joseph D. Levy, Ed.D.
Executive Director of Assessment and Accreditation
National Louis University (jlevy2@nl.edu)



[@joebookslevy](https://twitter.com/joebookslevy)



<https://www.linkedin.com/in/joedlevy/>

Erick Montenegro
Director of Communications
Credential Engine (emontenegro@credentialengine.org)



[@montenErick](https://twitter.com/montenErick)



<https://www.linkedin.com/in/erickmontenegro/>

#social4assessment
#indyai20