Social Media Is Here To Stay

There are more than 1 billion Facebook users. There are 750 tweets sent each second. Every minute, 72 hours of video is uploaded to YouTube. Google+ has 343 million active users. Users have posted more than 5 million images on Instagram. Every second, two new members join LinkedIn. There are nearly 250 million blogs. Foursquare has over 33 million users.

Eric Qualman, Socialnomics and expandedramblings.com
Social Media at a Glance

Twitter  I'm eating a #donut
Facebook  I like donuts
Foursquare  This is where I eat donuts
Instagram  Here's a vintage photo of my donut
YouTube  Here I am eating a donut
LinkedIn  My skills include donut eating
Pinterest  Here's a donut recipe
Last FM  Now listening to "Donuts"
Google+  I'm a Google employee who eats donuts.

Source: Three Ships Media
Social Media at La Salle
Things to Consider

For personal or La Salle accounts:

• What is the purpose of your social media account(s)?
• Who is your intended audience?
• How often do you plan to update or post information?
• Is the account sustainable?

For La Salle accounts:

• Is there an existing La Salle social media account already serving this purpose and/or audience?
• Can your social media account be combined with another La Salle account to have a larger audience and impact?
• Do you have your Dean’s permission?
• Account name (using La Salle in the account name)
Some General Guidelines

• Understand that any content you post may be shared throughout the Internet.

• Share only information that is appropriate for the public.

• Think and edit twice (or more) before posting.
  – Even if content is deleted or edited, an older version may still exist
  – Check your facts, grammar, spelling, and punctuation before posting.
  – If your post includes a url, make sure you double check the link before posting.
  – If linking to an external site, be mindful of the content on that site.
  – Strive for accuracy—make sure you have the full and accurate information before posting
Wikipedia Recent Changes Map

http://rcmap.hatnote.com/#en
Twitter Recent Recent Tweets Map

http://tweereal.com/
Hashtag - "#"

" how do you feel about using # (pound) for groups. As in #barcamp [msg]?"

- Chris Messina August 23, 2007

Carnegie Mellon University
2003

Communication Design
Now works at Google
CELEBRATE #LASALLE2013

Join the Celebration!
More than 1,600 students will become part of the La Salle University alumni family during Commencement Weekend.

Are you participating in Friday's graduate or Sunday's undergraduate ceremony? or Saturday's Baccalaureate Mass, or Graduation Gala? Tweet or tag Instagram photos with #LaSalle2013.

Are you an alum, or faculty or staff member who wants to send congratulatory wishes or advice to our graduates? Use #LaSalle2013.

If you are not on social media, you can send messages and photos to socialmedia@lasalle.edu.

Private, Co-educational, Roman Catholic University

Follow: 

Enter Email  Get Alerts

I can't believe I graduated. Denial. #LaSalle2013
Christine Horn @christineHorn

Cheers to closed eyes and graduation. @thelonglenshow
Bridget Gonzalez @BridgetGonzalez3

It's not "goodbye". It's "see you soon". Don't forget that. #LaSalle2013

La Salle University
@LaSalleUniv
Graduating this weekend? Or want to send congrats or advice to the grads? Use #LaSalle2013
Follow the conversation at bit.ly/12x82q
16 May

Cheers to closed eyes and graduation. @thelonglenshow
Bridget Gonzalez @BridgetGonzalez3

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22 hours ago

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21 hours ago

Mike Smith @DrMikeSmithPR
PRSSA grads...Whooh! #LaSalle2013
pic.twitter.com/2DxSvnBqmB
20 hours ago
ISBTian
ISBT Interactive Alumni Network

• Twitter - Reminders, General Information

• Facebook - News Feed

• LinkedIn - Job Announcements / Alumni

• Google+ - What the heck is it?

• Pinterest - Wedding Planner?

• Youtube - Production Quality

• Blog - Sounds like work...
Ticker Treat: Don’t Be Afraid of Classroom Technology!
Course Ticker:

1. Description
2. Features
3. Uses
Welcome to the La Salle University Ticker
Texting is the new knitting
How to Access
The Ticker

The Ticker is a revolutionary piece of software which hopes to enhance the way you engage your audience.

Find Out More
How to Access:
Instructor
Please Login

Username

Password

Login

Copyright © 2012-2013 La Salle University
Please Login

Username

Password

Login

Copyright © 2012-2013 La Salle University
How to Access: Student
The Ticker

The Ticker is a revolutionary piece of software which hopes to enhance the way you engage your audience.

Find Out More
Please Select A Room

Please select the ticker room that you wish to enter. The instructor for this room should have provided you with an access code which is necessary in order to post.

Please Select A Room

Passcode

Continue
Please Choose a Handle

In order to use the ticker, you must choose a handle to post as. Please note that this handle will not be reserved in any way. Anyone who connects to the ticker can use the same handle as you, even simultaneously.

Handle

Continue
Tick

If you would like to post a message to the ticker, please type it below and then click the button.

Ticker Message

Post Tick

Enter A Different Room
Course Ticker: Features
Anonymous
SPEED
1. Questions
2. Examples
3. Critiques
4. Key Takeaways
5. Polls