

Social Media on Campus Workshop for Student Affairs Tuesday, January 29, 2008

Blogs, wikis, Facebook, Twitter, MySpace... You've probably heard the hype. Our students are using these tools (and many more) to create and share content and build community online. If you've found yourself wondering what these tools really are, how they work, and how you might be able to use them to communicate with students, this workshop is for you! The session will provide a hands-on introduction to online social tools such as blogs, rss, wikis, social bookmarking, and online social networks. We will also discuss ways in which campus services are using these tools to reach out to students and explore examples of the use of these social tools in other campus environments.

Presenter

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Presentation Slides

- Online at http://blogwithoutalibrary.net/talk/sa_jan08.pdf

Intro video

- *The Machine is Us/ing Us*, Michael Wesch, Assistant Professor, Cultural Anthropology. Kansas State University. http://youtube.com/watch?v=NLIGopyXT_g

Web 2.0

- The “participatory” web where users contribute content and participate in conversations
- The “Read/Write” web – web 1.0 was the “read” web; web 2.0 is the “read/write web”

Social Media is:

- online, participatory, not dependant on format (text, images, audio, video, etc.), content creation, many-to-many (rather than one-to-many).
- enabled by “social software”: blogs, RSS, wikis, social bookmarking, media-sharing, online social networks, etc.

Tools we will use in today’s workshop

- Blogs:
 - WordPress (<http://wordpress.com>)
- RSS:
 - Google Reader (<http://www.google.com/reader>)
- Wikis:
 - PBWiki (<http://www.pbwiki.com>)
- Social bookmarking:
 - del.icio.us (<http://del.icio.us>)
- Online social networks:
 - Facebook (<http://www.facebook.com>)
 - LinkedIn (<http://www.linkedin.com/>)

Blogs

- Video: Blogs in Plain English <http://www.commoncraft.com/blogs>
- Useful for:
 - News & events
 - FAQs

- Q&A
- Engaging the campus community
- Soliciting feedback
- Examples:
 - Appalachian Alumni Association: <http://www.alumni.appstate.edu/blog/>
 - Blackstone Hall Project: <http://www.clarku.edu/offices/housing/newhall/blog.cfm>
 - Ask Dartmouth: <http://ask.dartmouth.edu/>

RSS

- Video: RSS in Plain English http://www.commoncraft.com/rss_show
- Useful for:
 - Dissemination of information
 - Subscribing to content from multiple sources
 - Keeping up with information from different streams
- Examples:
 - Career Center @ UC Berkeley: <http://career.berkeley.edu/Calendar/CalendarRSSfeed.stm>
 - RSS Feeds & Podcasts @ UCLA: <http://www.ucla.edu/rss/?from=gateway>
 - NC State Student Affairs: http://www.ncsu.edu/student_affairs/news/index.php

Wikis

- Video: Wikis in Plain English <http://www.commoncraft.com/video-wikis-plain-english>
- Useful for:
 - Building a knowledgebase
 - Collaborating on projects
 - Committee work
 - Engaging the community by soliciting feedback and involvement
- Examples:
 - OSU Wiki: http://oregonstate.edu/webprojects/wiki/osu/index.php/Main_Page
 - Rochester College: https://warriornet.rc.edu/wiki/Main_Page
 - Case Western Reserve: http://wiki.case.edu/Main_Page
 - Mac Library FYE Wiki: <http://libfye.wetpaint.com/?t=anon>

Social Bookmarking

- Video: Social Bookmarking in Plain English <http://www.commoncraft.com/bookmarking-plain-english>
- Useful for:
 - Saving bookmarks/links online
 - Sharing bookmarks with multiple people/the broader community
 - Building a collection of resources for committee/project work
- Examples:
 - Social Software & Libraries: <http://del.icio.us/tag/lis757>
 - Library Web Team: <http://del.icio.us/libweb>

Online Social Networks

- Video: Social Networking in Plain English <http://www.commoncraft.com/video-social-networking>
- Useful for:
 - Engaging students
 - Reaching a large number of students quickly (marketing, messaging, etc.)
 - Building community online
 - Soliciting feedback
- Examples (need to login to Facebook to view these):
 - Champlain College Career Services: <http://www.facebook.com/pages/Burlington-VT/Champlain-College-Career-Services/6276986449?ref=s>
 - Undergrad Library @ UIUC: <http://mcmaster.facebook.com/group.php?gid=2212326596>
 - Student Affairs Professionals: <http://www.facebook.com/group.php?gid=2204795643>
 - FVSU Campus Life & FYE: <http://www.facebook.com/pages/Fort-Valley-GA/FVSU-Campus-Life-and-First-Year-Experience/6613034517?ref=s>