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Over the last few years, social media has emerged tremendously in many ways. Almost every big business or small company, school or university has a Facebook or Twitter account. With social media being so popular, it is expected that the general public has some basic knowledge when it comes to using these tools whether they are communicating with family and friends or trying to portray information about a company that they work for. The use of social media throughout universities has become a crucial way to communicate with students that are so accustomed to it and sometimes rely on it for information on events and news. We can only move forward with social media, enhancing the amount of publicity that is gained from it and creating ways for social media outlets to be enjoyable and easily accessible. This is what Slippery Rock University is lacking. A social media plan must be advised that will enhance the social media outlets that Slippery Rock University utilizes, making people more aware of the messages that it is trying to portray.

Get Rock'd, Slippery Rock University's new social media plan, will be developed from a team of student interns and a professional social media manager that will be in charge of each different social media account and will be obliged to keep each account up to date at all times. Providing constant updates is essential in keeping viewers engaged and re-visiting. The *Get Rock'd* team will also strive to make Slippery Rock University's social media accounts easily accessible and noticeable as soon as viewers enter the main website. The *Get Rock'd* plan will help to increase overall participation of social media among students and perspective students, faculty and parents and will help Slippery Rock University to be affiliated with local high schools in order to attract perspective students and make Slippery Rock University stand out from other universities.

- To increase traffic to Slippery Rock University's main website by 25% each month.
- To increase Twitter mentions of Slippery Rock University by 15%.
- To increase applications by 10%.
- To make Slippery Rock University more affiliated with local high schools.
- To make Slippery Rock University's social media sites more convenient to find and easy to use.
- To encourage other state schools to be affiliated with Slippery Rock University.
- To strengthen relationships with current and perspective students, parents and faculty.
- To have a better understanding of targeted publics.
- To help accommodate the needs of current and future students.
- To increase awareness and attendance of events taking place at Slippery Rock University by 30%.
- To increase Slippery Rock University's main website traffic by 25%.
- To keep all followers involved and informed at all times.
- To implement social media into Slippery Rock University's orientation program.
- To keep alumni involved after graduation.

Objectives

- Create a link directly on Slippery Rock University's main website that takes users directly to the *Get Rock'd* website.
- Keep information on social media accounts up to date.
 - A *Get Rock'd* team will be developed with students/interns and one professional assigned to manage a particular social media site.
 - Facebook, Twitter, YouTube, Flickr, Skype and blogs will be used
- Create a *Get Rock'd* website that provides users with all of Slippery Rock University's social media sites in one place.
 - Use FriendFeed, a social media website designed to link various social media sites together.
- Create a YouTube channel that contains various activities occurring at Slippery Rock University.
- Faculty/advisors can volunteer to answer students questions through a direct YouTube channel.
- Online orientation programs will be developed through YouTube.
- Students will be assigned to an online buddy system to interact with a specific faculty member to provide guidance and answer questions.
- Create tabs on Facebook Page to target specific audiences.
 - Current students, alumni, faculty and staff.
- Feature someone from the social media department each week to post a video blog on the *Get Rock'd* website talking about updates and progress of *Get Rock'd*.
- Create a mobile application that sends alerts and updates pertaining to particular events to subscribed users.
 - Sporting events, emergency alerts, acknowledgements and achievements.

In order to implement our social media campaign, we first need to identify our target audiences for Slippery Rock University.

Our target audience falls into three groups:

1. Alumni
2. Current students
3. Future students

In 2010, there is currently an estimated 8,900 undergraduate students at Slippery Rock University with an estimated 2,000 graduate students.

Alumni across the country count for over 50,000.

On average, the university accepts about 1,900 new students per academic school year.

Ages of course vary for each independent target audience.

In order to advance the university's current social media techniques, we first must find out what aspects need improvement. By conducting two focus groups and evaluating two surveys, our research will lead us to discovering what alumni and SRU students need and want out of the school's social networks.

Surveys will be distributed to students who wish to provide feedback as well as staff and faculty to get their thoughts and comments. Surveys can also be disseminated at orientations for new students. Students will be able to view a Social Media Handbook linked on our *Get Rock'd* page which will provide them with the official university social media pages.

After researching schools such as Harvard and Wittenberg, it is important to include the social media information right on the main page or a link off of the main page to the social media page. By providing these links, the pages become more accessible and more convenient to locate and ultimately join the network.

Here is a sample of questions that would be asked to Alumni and Students to conduct our research:

Alumni Questions

- As an alumni, how often do you visit SRU's website?
- Do you find it easy to find what you are looking for on the website?
- What would you like to see SRU approve upon regarding their social media strategies?
- Do you follow SRU on Twitter?
- Are you friends with SRU on Facebook?
- Do you feel that SRU does a good job on making its alumni feel involved?

Student Questions

- As a future or current student, do you find it easy to find what you are looking for on the website?
- How do you think SRU could approve upon their social media strategy?
- How often are you on Facebook?
- Do you belong to Twitter?
- If SRU posted videos on YouTube, would you watch them?

One full-time professional

It is important to employ a social media professional so the interns obey the university code of ethics, continue to learn and are updating the social media sites accurately.

- Computer at work
- Equip with smart phone

Student Intern

Since internships are so important, the university will supply internship opportunities for all students geared towards but not limited to communication students.

- Maximum four interns per semester
- Minimum 120 credit hours
- Each intern will have the responsibility to understand all aspects of the social media strategy and be able to work interchangeably.
- Responsibilities include:
 - Maintaining all social media sites by daily updates.
 - Communicating on a regular basis with the department and university public relations.
 - Keeping informed daily with school news and activities.
 - Maintaining strong relationships with the university's target audiences.
 - Analyze ROI on a monthly basis.



facebook

Facebook is a social media network that is most popular with college students and recent graduates. Our goal is to have Slippery Rock University have a main Facebook page that is more accessible and organized. There are currently multiple Facebook pages that are linked with the university therefore not all students are linked to the same page or gather the same information. This makes it confusing for potential students, students and alumni to choose what page to become a fan of because they are unaware of which page will provide them with the information they're looking for.

Fan Page: “Slippery Rock University Official Page”

- Target audience: potential students, students and alumni
- Post a link to recent press releases found on the website
- Post a link to SRU Communication: Good News articles
- Create an event calendar where all campus events can be posted and viewed at anytime
- Top of the Rock daily agenda will be posted. Instead of a daily e-mail that mentions the entire week's agenda, this post will focus solely on the events for the day. There will be a link to the university calendar if the viewer wants more information.
- **Facebook office hours:** The people who are responsible for updating the page will coordinate a video session that features a staff member explaining certain topics (e.g. How to go about choosing a college—target: potential students or, how to get involved through the Center of Student Involvement and Leadership, target: current students) After the video is posted, the viewers can post questions or additional comments they have for the staff member. After a few days, the staff member will make another video answering the most popular questions. This will give the viewer the one-on-one conversation experience with a staff member in the most convenient way.
- Slippery Rock University's Official Facebook Page will come up on “fans” mini-feed a few times a day mentioning the most relevant information that keeps them engaged with what is going on at the university.



Twitter is a social media network that is used for constant updates of “what’s happening.” It has grown to be incredibly popular with students and businesses. Slippery Rock University currently has a Twitter page, but we don’t think it is used to the university’s advantage. If Slippery Rock University has a main Twitter page where students know they can gather information, they will follow it. Slippery Rock University should be sending tweets all throughout the day because their followers; students for example, are on Twitter throughout the entire day looking at their timeline to see what people are saying. Students can be more informed of university activities throughout Twitter because unlike Facebook, Twitter’s purpose is to update constantly throughout the day of “what’s happening.”

Twitter Profile: “Slippery Rock University Official Twitter”

- Send out daily tweets about campus events
- Use the tools Twitter provides for the university’s advantage
- Using Hashtags to capitalize on topics of the university and events
 - Hashtags will give the university an idea of how effective their Twitter is and how many of their followers are attending events and talking about them
 - **University Example:** Don’t forget #emptybowls will be held TODAY at 4 p.m. in the University Union! Let us know why you’re going!
 - **Student Example:** Going to #emptybowls after my class. Such a great cause, I can’t wait to eat some soup!!
 - Students like to post pictures to Twitter. Through hashtags, people will be able to see what the event looks like or who is there by viewing a picture they take and post to Twitter.
 - **Example:** Look at all the people who are attending #emptybowls! <http://plixi.com/p/9723930> Come join!
- Twitter also has the feature to stream live which will be used by the university.
 - **Example:** For homecoming, the university will stream live during half time for people who are unable to see the announcement of king and queen.
 - Streaming live is convenient for alumni, family members or students who aren’t able to attend events. It attracts followers to watch what is going on without actually being there.



Flickr is an image and video hosting website and online community that allows user to share personal photographs. Slippery Rock University does not have a main source of photos besides what is shown on the website and occasionally posted on Facebook. Through Flickr, Slippery Rock University would have the opportunity to create albums and allow photos taken by the university, students, organizations, and visitors etc. to be uploaded and have in one place. Flickr allows the photos to be viewed by anyone and also gives them the opportunity to share their own photos by the use of a common tag.

“SRUphotos”

- The university will have an account entitled “SRUphotos.” When “SRUphotos” uploads pictures, they can be sorted and organized into albums based on the event (i.e. SRU Homecoming 2010, Men’s basketball v.s. Lock Haven 12-1-10)
- Others who take photos at events can be able to upload their photos (if they have an account) and relate them to the university by using a common tag. By doing this, the university will have a bigger photo base and people will be able to see many different pictures.



YouTube is a video host that allows people to upload their videos which can be viewed by anyone. Slippery Rock University does not currently have a video website. YouTube will give the university an opportunity to post videos from athletics, professional speakers, organization events, interviews, etc.

Slippery Rock University YouTube Channel

- The university will upload videos from campus events, athletic events, department activities etc. that would be found under “Uploads”.
 - **Examples:** Homecoming Parade 2010, A video tour of the new W-SRU/ TV Studio, Grand opening of Vincent Science Center, etc.
- Within the Slippery Rock University channel, there will be different playlists. These playlists will be geared towards potential students.
 - **Slippery Rock University Experiences:** The SRU Experiences playlist will feature videos of current students sharing their experiences at Slippery Rock University. This would be beneficial for potential students because they are viewing an actual student discussing their thoughts rather than reading a testimonial or looking at pictures.
 - **Slippery Rock University Answers:** The SRU Answers playlist would feature videos of the campus answering questions that potential students would have. For example, there can be a video answering the question “Where is there to eat on campus?” The video can guide the viewer through the dining halls and Rocky’s Den so they have an idea of what to expect. Other examples include, how do I find a campus job, what is the recreational center like, etc.

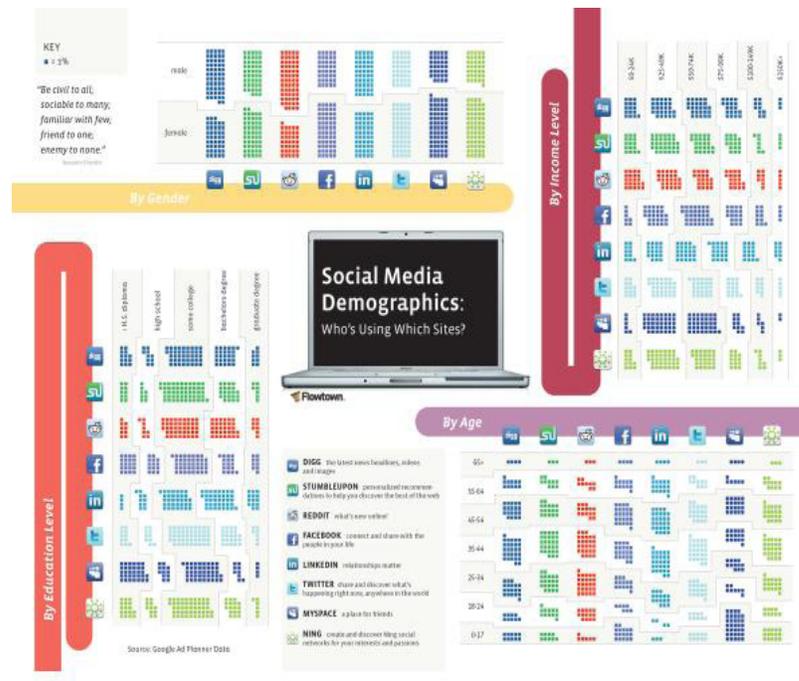
Get R☆ck'd

A blog is an online journal published by individuals, companies, universities, etc. Slippery Rock University doesn't currently have a blog but we think it could a beneficial tool for targeting potential students. A team of students will get together and write a blog entitled "Slippery Rock University Life." The purpose of this blog is to have the team of students write in at least once a week talking about new things on campus, campus events, news, etc. Since the university blog is published by students, potential students should feel more comfortable reading and posting any questions they may have.

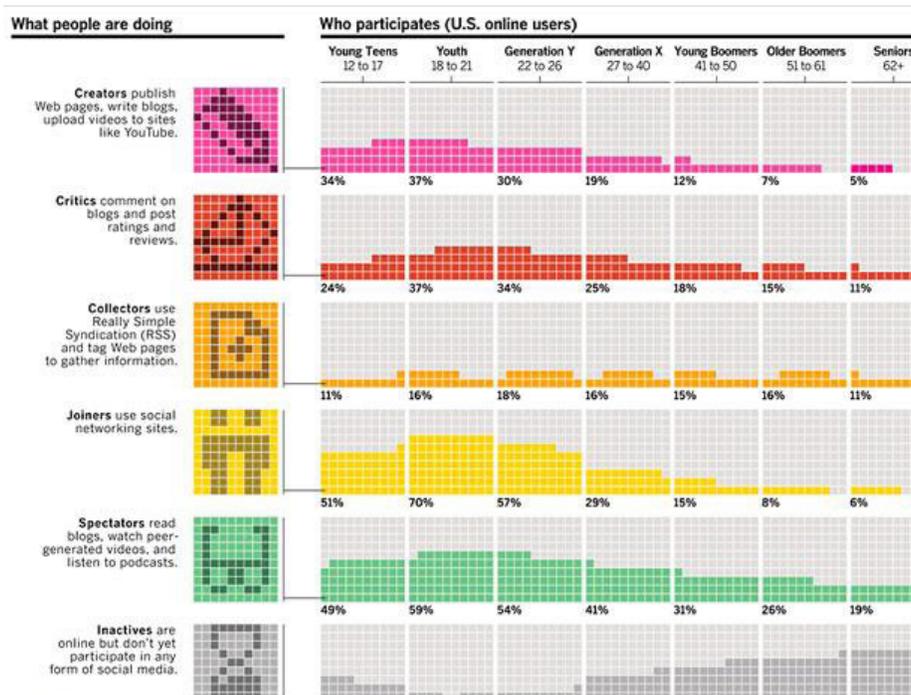
Get Rock'd Blog: Slippery Rock University Life

- **Example entries:** Orientation, WOW Weekend, Getting involved at the ROCK, Greek organizations vs. student clubs, How to maintain a healthy lifestyle at college, etc.

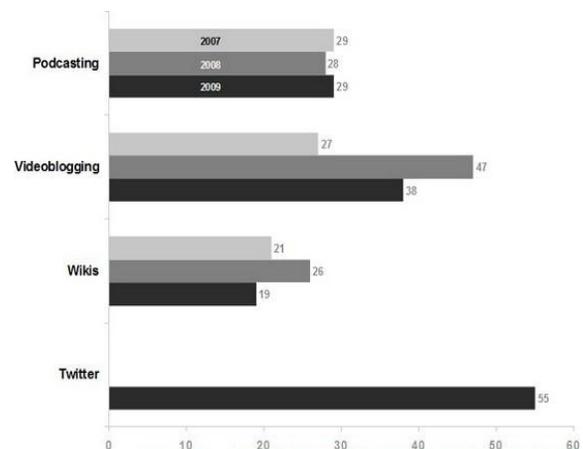
- **Social Media Demographics and who uses which website more frequently.**
 - The website statistics show popularity in Facebook and Twitter for all demographics.
 - This information will be effect in the *Get Rock'd* campaign because launching Facebook and Twitter pages are the first phase and will be successful in achieving our desired demographics.



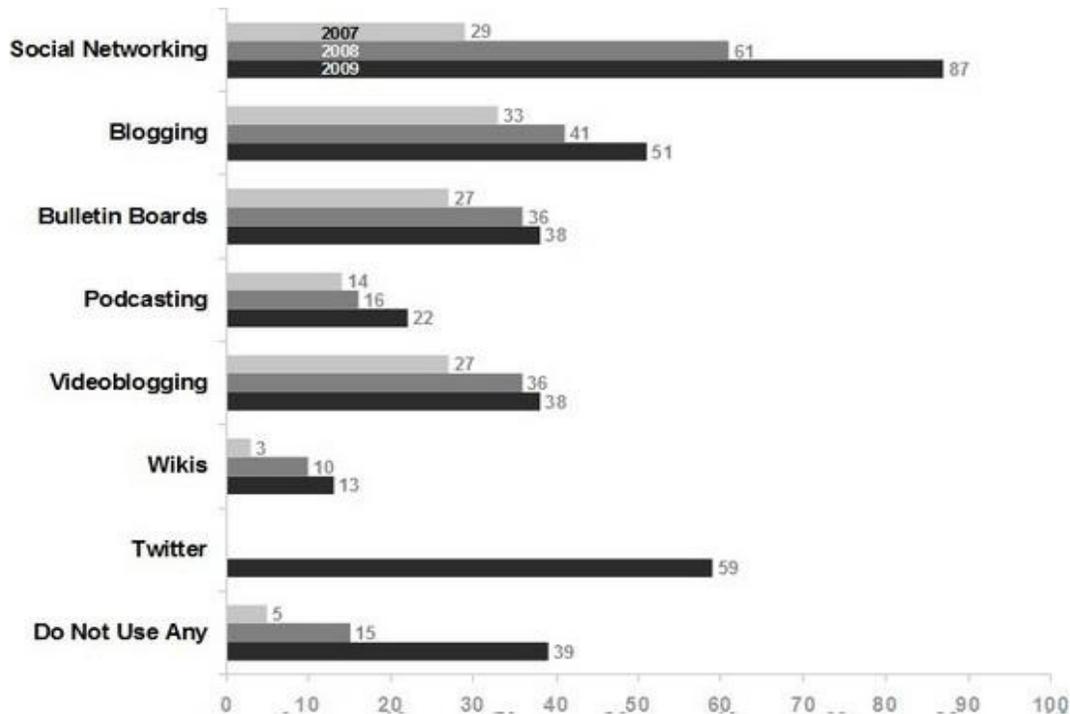
- All of the areas of ‘What People are Doing’ online coincide with the phases in the Get Rock’d campaign except for Collectors. The areas that can be found in Get Rock’d consist of:
 - **Creators** – Publishing the *Get Rock’d* blog and uploading videos to the YouTube channel.
 - **Critics** – number of social media participators that will comment on the *Get Rock’d* blog.
 - **Joiners** – users of social networking website like Facebook and Twitter.
 - **Spectators** – The amount of people who will read the *Get Rock’d* blog and watch the YouTube Channel.



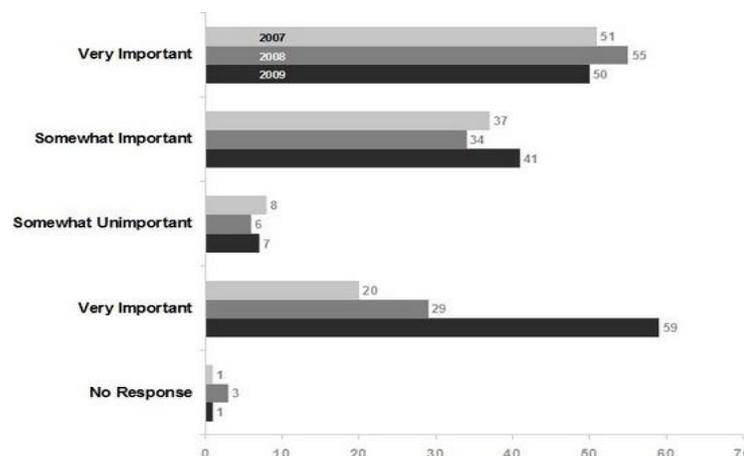
- **Facts and figures of colleges and universities and who uses what social media between 2007 – 2009.**
 - 55% of admissions offices state they are most familiar with Twitter compared to Podcasting, Wikis, and Videoblogging. However, Videoblogging is not far behind from Twitter.
 - This is beneficial to *Get Rock’d* because both Twitter and YouTube will be employed.



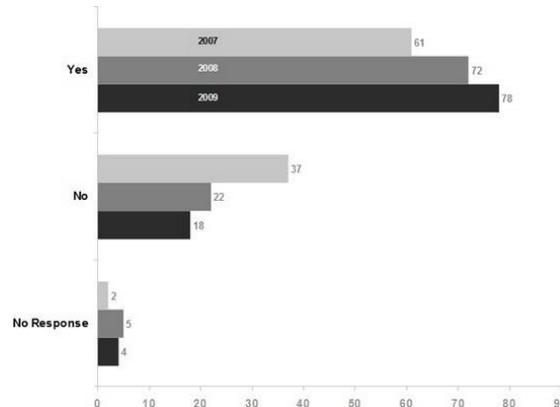
- **What social media do College and Universities admissions offices use the most between 2007–2009?**
 - “95% of admissions offices use at least on form of social media” (Barnes and Mattson).
 - Social networking is the highest ranked form of social media tool used at 87%.
 - 59% have a Twitter account.
 - 51% percent have a blog and mostly all who use a blog also use other social media.
 - *Get Rock’d* will be utilizing Social Networking (Facebook), Twitter, and a blog to optimize Slippery Rock University’s social media presence.



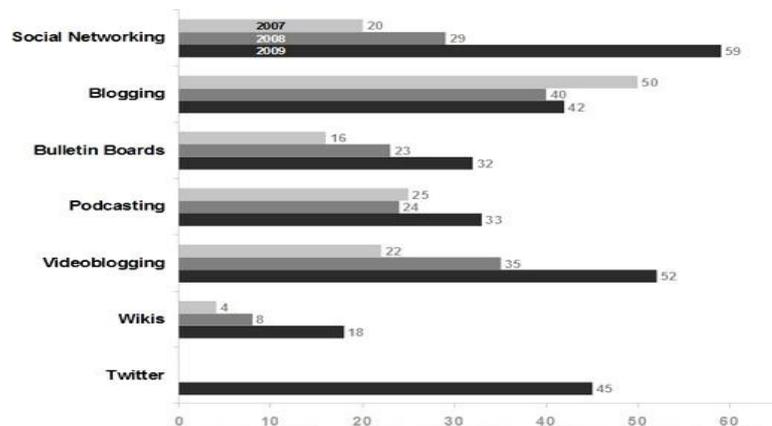
- **How colleges and universities use social media for recruiting processes between 2007-2009:**
- “91% of admission department feel that social media is ‘somewhat important’ to their future strategy” (Barnes and Mattson).
 - *Get Rock’d* is being engaged to help with recruiting processes of potential students.



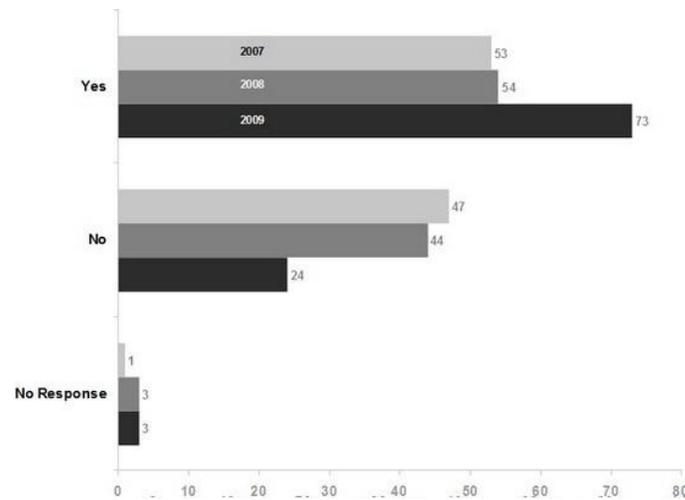
- **Do Colleges and Universities comment back on their blogs? (2007–2009)**
 - Each year, the amount of colleges and universities has increased on who has joined in the conversation on their blog. This is beneficial to the school because they can generate positive feedback about themselves.
 - *Get Rock'd* is planning on participating in its blog to facilitate information seeking among participants and generate positive feedback about SRU.



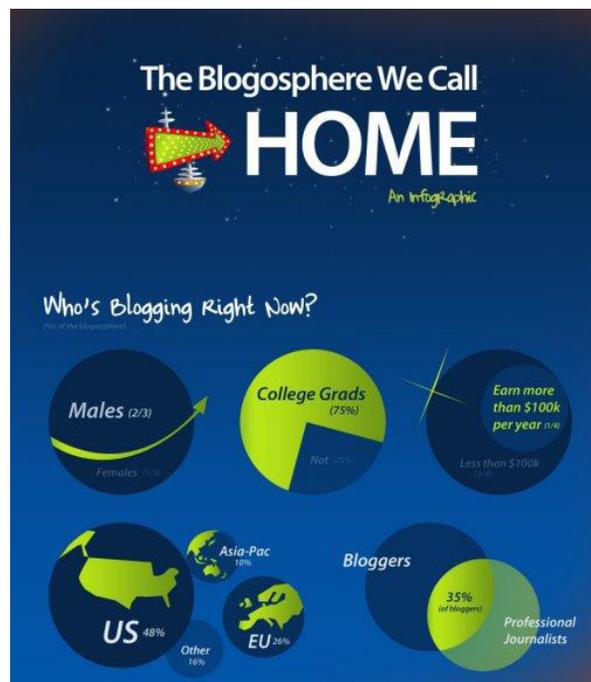
- **Colleges and universities that plan on using more social media in the future (2007–2009).**
 - “The most popular response was to expand the blog” (Barnes and Mattson).
 - 86% of schools believes their blog is successful.
 - 59% planned to start using a social networking site.
 - 50% of school without blogs plan to start using them.
 - Most responses have increased on different types of social media that colleges and universities plan to expand on. The *Get Rock'd* campaign is also a plan to increase the use of social media Slippery Rock University employs.



- **Do colleges and universities use social media to monitor the buzz of posts, conversations, and news in 2007 –2009?**
 - 73% watch out for their school name.
 - The purpose of *Get Rock'd* is to foster, and respond to buzz.



- The demographics of a Blogger and why they are more likely to follow a blog.
 - Non-professional Journalists, college graduates, people who make less then 100K a year, and United States citizens are all demographics with high amounts of people who blog.
 - The *Get Rock'd* blog is aiming to attract demographics like this.



Total typical followers of the top 100 colleges and universities

- The leader is Harvard University with 18,955 followers.
- 18% have fewer than 1000 followers.
- This is beneficial information to know and understand because Slippery Rock University is a smaller school compared to the top 100.

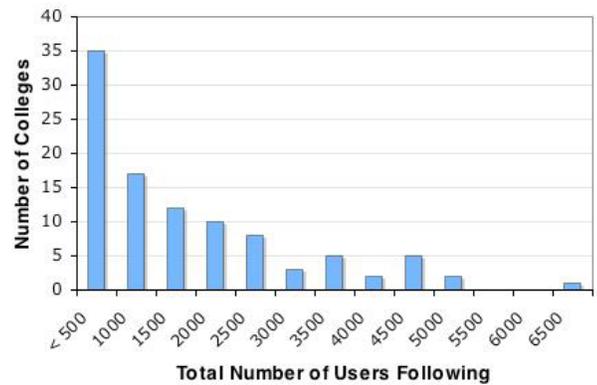
The number of Twitter users the top 100 college and universities are following

- 35% follow less than 500 accounts.
- The school following the most is William and Mary with 6,056.
- Since SRU is not an extremely large school, it will not be as much a hassle to follow our followers on Twitter.

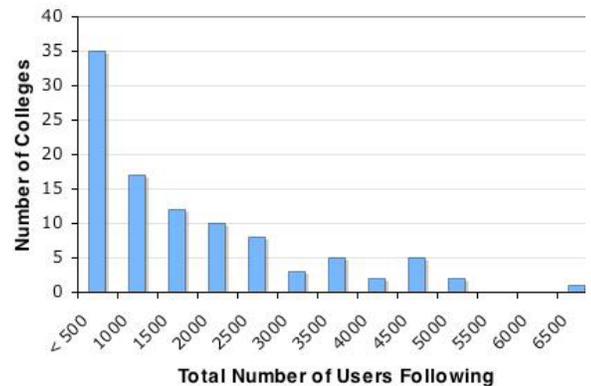
The amount of tweets per day of the top 100 colleges and universities

- The ten top school that tweet the most do not have more than 10,000 followers.
- George Washington University has the most tweets per day at the average of 58.
- 9% of schools tweet less than four times a day.
- “There appears to be a correlation between following other users and actively tweeting. Most colleges who follow many users are also among the most prolific tweeters” (Top 100 Colleges on Twitter).
- Even though Slippery Rock is not in either the large or small category of school, *Get Rock'd* plans on tweeting to instill constant interest in SRU's followers.

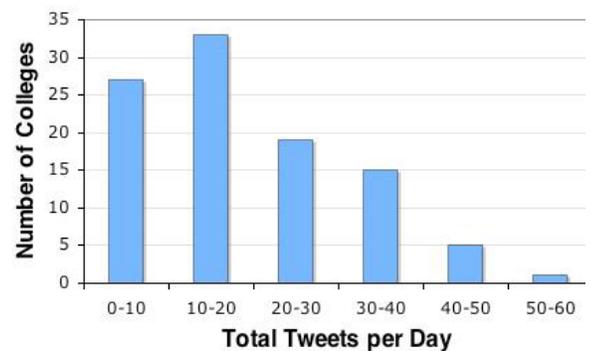
How Many Users are Colleges Following?



How Many Users are Colleges Following?



How Many Times to Do Colleges Tweet Each Day?



The following tables show the most enthusiastic users of Twitter of the top 100 colleges and universities

Top 10 by Number of Followers

<u>College</u>	<u>Total Followers</u>
Harvard University	18955
Stanford University	10873
Yale University	10756
Indiana University–Bloomington	9877
Johns Hopkins University	9537
University of Pennsylvania	9516
Massachusetts Institute of Technology	8650
University of Texas–Austin	8643
University of Minnesota–Twin Cities	8420
University of California–Los Angeles	7683

Top 10 by Number of Users Following

<u>College</u>	<u>Total Users Following</u>
College of William and Mary	6056
University of Southern California	4865
George Washington University	4593
Yale University	4494
University of Wisconsin–Madison	4401
Johns Hopkins University	4251
University of Pennsylvania	4208
University of Texas–Austin	4081
University of Washington	3760
Michigan State University	3507

Top 10 by Total Tweets per Day

<u>College</u>	<u>Total Tweets/Day</u>
George Washington University	57.7
University of Washington	49.8
University of Florida	45.8
University of California–Los Angeles	44.3
University of Southern California	44.1
Drexel University	40.7
University of Pennsylvania	39.4
Indiana University–Bloomington	38.1
Michigan State University	35.9
Carnegie Mellon University	35.1

The following tables show the top 100 colleges and universities who are the slowest to adopt Twitter

Bottom 10 by Number of Followers

<u>College</u>	<u>Number of Followers</u>
SUNY College of Environmental Science and Forestry	104
University of Pittsburgh	112
University of Denver	170
Stevens Institute of Technology	198
Lehigh University	204
Colorado School of Mines	262
University of California–Riverside	297
St. Louis University	301
University of Connecticut	333
Clark University	365

Bottom 10 by Number of Users Following

<u>College</u>	<u>Number of Users Following</u>
University of Denver	6
St. Louis University	25
University of Pittsburgh	28
Lehigh University	33
Rensselaer Polytechnic Institute	59
Brown University	77
University of Miami	80
University of Maryland– College Park	92
University of Alabama	93
Clark University	94

Bottom 10 by Total Number of Tweets per Day

<u>College</u>	<u>Total Tweets per Day</u>
SUNY College of Environmental Science and Forestry	1.1
University of Denver	1.3
University of Pittsburgh	3.1
Lehigh University	3.2
University of California–Santa Cruz	3.6
Colorado School of Mines	3.7
Brown University	3.8
Clark University	3.8
University of Rochester	3.9
Stevens Institute of Technology	4.8

Get Rock'd hopes to gain information and understanding between the correlation of the amount of followers, following, and tweets per day on Twitter from the least and most enthusiastic top 100 colleges and universities on Twitter.

Total time period goal: 18 months

Research: Approximately 4-6 months

- Research other universities social media networks.
- Create surveys about what SRU's social network should be and have students and faculty/staff take them.
- Conduct two focus groups with SRU faculty/staff and students.
- Evaluate and analyze results.

First phase

- Create the *Get Rock'd* Homepage.
- Implement an official Slippery Rock University Twitter and Facebook.
*Refer to pages 8 and 9
- Create the tabs for different audiences on Facebook.
- Create the *Get Rock'd* Blog: Slippery Rock University Life.
*Refer to page 12
- Update Facebook and Twitter on a daily basis.
- Update *Get Rock'd* blog weekly.
- Evaluate and analyze our results.
- Rather than basing our transition from phase one to phase two on exact time, we plan to move on to the second phase once our Facebook and Twitter reach 1,000 followers and fans. We think it is extremely important that people understand and use phase one before we move to phase two.

Second Phase

- Record and collect footage from orientation.
- Have students send in pictures and videos to the *Get Rock'd* Department for review and future posting on Flickr.
- Start recording faculty and/or advisors for question and answer video for YouTube.
- Create our YouTube and Flickr accounts for the university and put the links on our *Get Rock'd* Page and add the links to Facebook and Twitter.
*Refer to pages 10 and 11
- Start posting the pictures and videos that were approved to YouTube and Flickr.
- Post edited footage of orientation to our YouTube channel.
- Collect and upload faculty and/or advisor videos to our YouTube channel.
- Update our YouTube and Flickr accounts on a weekly basis.
- Evaluate our and analyze results of phase two.
- Once our Flickr and YouTube account have multiple videos and posts we will move onto phase three.

Third Phase

- Record/upload and post to YouTube and Facebook interviewing a *Get Rock'd* employee about updates and info going on around campus.
- Post a sign-up for the *Get Rock'd* mobile application on the *Get Rock'd* page.
- Evaluate and analyze results of phase three.

Non-Financial ROI

- Pass out surveys at events asking how they heard about that actual event.
- Compare and measure results of each phase of the launch.
- Measure views on Flickr, followers on Facebook and Twitter, views on YouTube.
- Compare non-financial and financial (increase in enrollment) impact.
- Measure positive and negative feedback/comments.
- Measure feedback on responses to mobile alerts.
- Measure number of applications SRU receives since plan started.

Barnes , Nora, Ganim , and Eric Mattson. "Using Social Media: Colleges and Universities vs. Businesses." Social Media and College Admissions: Higher-Ed Beats Business in Adoption of New Tools For Third Year n. pag. Web. 6 Dec 2010. <<http://www.masternewmedia.org/using-social-media-colleges-and-universities-vs-businesses/>>.

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