



*Rock-About-It*

Social Media  
Campaign Proposal

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# Introduction

Rock-About-It is a campaign created to increase Slippery Rock University's social media efforts. It is important that we not only improve the social media but also raise awareness about this movement so those with a vested interest in the university will realize all the ways they can benefit from it. Our ultimate goal is a return in benefit for Slippery Rock as well. Rock-About-It is designed to target potential students and parents, current students, faculty, staff, employees and alumni. We have implemented seven different projects as means to achieve our goals, which will be released in four different phases. Various projects are aimed at specific publics, however there is some overlap. The projects include; Facebook/Twitter/LinkedIn, Rocket Video Log, YouTube account, video tours, a Rock-About-It page on the Slippery Rock website, flyers/improved publications and a TV commercial. While a major focus of this campaign is to improve social media already enacted at the university, the main focus is to offer something brand new through the use of vlogging and online video sharing. We want those connected to SRU to feel connected. Through our increased social media efforts, we will be able to see to this goal.

## **Need for Campaign**

As previously mentioned, Rock-About-It puts emphasis on the use of video sharing and vlogging. We decided to take our campaign in this particular direction because of research done showing the increasing prevalence of this medium in education. Below are some sources and supporting information we used in developing the idea for our innovative new campaign.

Over the past several years the prevalence of blogs and their impact on businesses around the world has overtaken the Internet. Many businesses have turned to blogs and vlogs, also known as video blogs, to more efficiently reach target audiences all around the world. The use of video blogs among education providers and businesses is rising quickly. Websites such as YouTube and Facebook are just two of the many sites being utilized in delivering blogs and vlogs to their intended audiences.

Video usage in the classroom continues to grow quickly. According to the Grunwald research report, more than three quarters of K-12 teachers are using digital media to aid in the classroom. Of those teachers the report also shows that 80% of them are regular users of digital media themselves. Many teachers believe that the integration of video blogs and digital media help their students to be more effective in their coursework as opposed to the traditional approach of only textbooks. These statistics show the success of digital media sites when used by universities to reach prospective audiences such as high school or transfer students and their parents.

The University of Chicago Law School has adopted video blogging and social media as an everyday means of communicating between students and faculty. Chicago

Law School's main webpage includes links to their Twitter account, which is updated every day with upcoming event dates, articles, student podcasts and much more. The podcasts can be found on the university website. Some of the podcasts available are of business speakers and campus events. Also available on the website is a Faculty Blog, which consists of both audio and video clips available to all audiences. The most recent vlog posted from the dean speaking on an award given to the university for excellence in housing. The use of digital media has proven to be a successful way to relay messages to the students on campus and many prospective audiences as well. The Faculty Blog is one way to keep all the audiences on campus up-to-date with recent campus news. This allows a more direct connection between the faculty and student body.

Educators are not the only ones making use of video blogs. Recent news reports show that retailers have been making use of the new digital media to attract back-to-school shoppers. JCPenny department store launched a new video campaign that encourages teens to show off their new purchases through "haul" videos. "Haul" videos are small videos that can be made using a computer camera and are then uploaded to digital media websites such as YouTube for other people to see. The campaign attracted hundreds of girls who all posted videos on the JCPenny blog showing off their new clothes, promoting the brand. This proved to be a successful marketing tactic as a way to increase revenue for the current back to school season.

An article on the growing popularity of video sharing says that the world is becoming an "online global village". Video sharing has become a very common occurrence on the internet with the growth of so many various social networking sites.

The ease of streaming a video on the Internet and ensuring it reaches your target audiences is easier than ever, making it even easier for your audiences to watch them. While there are many different types of educational services taking advantage of their ability to stream video on the internet to post lectures and more effectively run online classes, the truth is that video sharing is the future. Millions of internet users are taking advantage of these video sharing websites and video blogs.

## **Target Audience Research**

Our social media campaign will have accurate information about the different publics to which we intend to reach out. The publics our various projects are focused toward are prospective students and parents, current students, faculty, staff and employees and alumni. We know that in order to best serve these audiences, we must have accurate and detailed information regarding themselves and their social media habits. We will need to see how many people we are serving under each category. We will also need to explore the social media avenues each group prefers to receive their information through. Proper research on those using Rock-About-It will identify how often they will access the website and how much they use their already existing social media networks.

### **Current Students**

Many college students in this day and age are already connected to multiple social media outlets. Some of the most popular websites include but are not limited to: Facebook, Twitter and YouTube. By creating content for the university on all these sites it will more effectively and efficiently deliver important information to the students,

requiring little extra effort and time investment on their part. Being an active part of social media will aid in assuring students that “it is a great time to be at Slippery Rock University”. We, as the social media team, have realized that trying to create a completely new way of connecting to the students that bypasses these favored media would be near impossible to get students to adopt. With this in mind, our goal is to simply use these common sites to their full advantage. The value to all the students subscribing to these media is the ease of access to information and opportunities through the university. The content for these sites will be created and updated by the public relations office interns.

### **Faculty/Staff/Employees**

The university would not be the same without its dedicated faculty and staff. With this fact in mind, we need to make sure to keep them updated on important things going on throughout the university community. We understand, however, with the amount of activity going on throughout campus keeping current can prove to be very time consuming. Our main goals when targeting our employees are to stay connected with them and leave the lines of communication open. Making sure that our workers are happy and fulfilled with the part they play in the university is of top priority. Content created for this public will also be created and updated by the public relations office interns.

### **Prospective Students/Parents**

In recent years the role has shifted from students selling themselves to colleges to colleges attempting to sell themselves to prospective students. Knowing that Slippery Rock is up against so many other colleges, it is important for us to show those

who are interested in Slippery Rock that we should be their number one choice. Through the use of social media, prospective students and their parents will have the chance to explore the great opportunities and possibilities here at Slippery Rock. Hopefully this in depth look at the campus will be enough to persuade students to attend Slippery Rock. An effective use of social media can be enough to plant a seed in our prospective students and their families that will only grow more after actually visiting the campus. Content for this public will be taken care of by admissions office interns.

## **Alumni**

Alumni are a very important public to appeal to. They have the ability to be excellent advocates for the university. In order to make our relationship with alumni mutually advantageous, Slippery Rock must offer certain services to them. One service we hope to provide our alumni is a Slippery Rock network within LinkedIn that will create networking capabilities between many of our alumni. It will be a great way to unify all alumni. Also, with our large pool of successful alumni, we cannot expect them to go out in search of current information on the university. Our job is to make sure they receive it easily, through our social media plan, using Facebook and Twitter as well as LinkedIn. Content for these pages will be controlled by Alumni House interns.

## **Fact Research**

The Rock-About-It campaign will use our extensive targeted public research in conjunction with general research to strategically develop an effective social media strategy. We plan on creating an environment that encourages students, alumni and fellows to stay connected with the university through frequent visits to the improved

website. These initiatives will soon help Rock-About-It launch new initiatives that will place them on the social media map.

Current Research for consumers using our social media networks:

## **2010**

- Undergraduate 8,026
- Freshman 2,200
- Sophomore 1,810
- Junior 1,801
- Seniors 1,913

First-time Freshman Cohort: 1,575

Continuing Undergrads: 5,841

TOTAL: 8,380

## **Challenges**

- Who will maintaining the website?
- How will we know if we are being effective or not?
- Will our company reach out to others outside of our main publics?
- What happens if someone hacks our social media campaign?
- How will these tools be integrated with our current web presence?
- What is the benefit of Rock-About-It?

## **Evaluation**

- We need to figure out which social media is used the most by students?
- Which organizations do the student's best relate too?
- What would students like to see on this site?
- How much access will students have to the website?
- Will this website benefit the university and if so, how?

## **Social Media Statistics:**

### *Facebook*

- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

## **Ten Ways Rock-About-It Can Help SRU:**

10. Obvious ROI
9. Get connected to your peers
8. Time saving element
7. Enhance brand exposure and loyalty
6. Chance to improve
5. Shaping relationships
4. Powerful recommendation

3. Direct conversation
2. Cost effective method
1. High traffic and links

## **Project Research**

We plan on completely recreating SRU's YouTube account as well as its purpose and benefit to the viewer. The account will now be used to target prospective students and provide them with short videos of various organizations they can participate in once they attend the Rock.

To determine which organizations will get a video, we are surveying students to see which ones they think are the most popular and will be of the most interest to students. First we compiled a list of all the organizations on campus. Then the survey was handed out to a sample of students. A list of the most popular organizations and those receiving a video will be calculated based on the results. Each selected group will get the chance to post a short video under the Slippery Rock YouTube account about their organization, what they do, and why students should join.

This campaign can also target current students. There are so many different organizations on campus, it is almost impossible to be aware of all of them. Viewing these videos may connect students to their interests and make them aware of clubs they have the opportunity to join.

The videos will be put together by students in their organizations and will be maintained by interns who are hired by the public relations department to maintain all of the social media Slippery Rock uses.

## **Top Ten University Organizations**

UPB: University Programming Board

Campus Crusade for Christ

Building Bridges

Intramurals Club

SGA

ARHS

Greeks Life

Internations Club

WSRU 88.1

Green and White Society

## **Goals/objectives**

- Increase enrollment by our social media campaign
- Increase retention rate
- To create campaign that will help users to become more connected with the university

### **Strategies included**

- Leveraging existing social media networks and improving to satisfy our publics
- Positioning Rock-About-It with students to do prospective campaign work
- Establishing rapport with students and see their likes

## **Impact Objectives**

- To increase admission to Slippery Rock University (SRU) of Pennsylvania through the means of social media by 35%
- To increase awareness of prospective SRU students of the various organizations offered at SRU through video media by 50%
- To increase the retention rate by enhancing social media efforts by 9%. Current retention rate is 91%
- To increase communication between alumni and current SRU students through SRU social media efforts by 60%
- To increase social media usage in the SRU community by 60% through the launching of a social media campaign.
- To increase knowledge on social media by 40% and the impact it can have in the SRU community if used properly and professionally.

## **Rock-About-It projects:**

This section introduces the actual projects that will be implemented as a part of this campaign. Each subsection discusses what the project is, how it will fit into our social media campaign, outlets/places project will be located, who be responsible for its maintenance and finally, why we chose to implement this project and how we think it will be beneficial to our overall campaign and the university.

## **Facebook/Twitter/LinkedIn**

Rock-About-It does not want to focus our campaign solely on obvious social media tools such as Facebook and Twitter, we decided instead to make video our primary effort. We do, however, want to make a few small changes to the already established social media programs. These particular outlets will be our main method of targeting alumni. They will also be another source we use to promote the campaign and social media on campus.

The first issue that needs to be addressed is Facebook. We decided to have only one Facebook group to represent the entire university. This one group will target all three of our audiences; prospective students, current students and faculty, and alumni. Having one Facebook group will eliminate confusion about what is officially coming from the university. This page can become the go-to spot for current information about the university. Posts will include things like upcoming events, scores from athletic games, and news about the university in general. This Facebook page will link to all other established Slippery Rock Facebook pages.

The university Twitter account will be approached a little differently. There will be three Twitter accounts, targeting each of our three audiences. Each audience that particular Twitter is directed toward will be easily identified in their name. For example, SRUprospective, SRUcurrent, and SRUalumni. These accounts will all follow each other, and at times their information may overlap.

Finally, in an effort to keep alumni included, Slippery Rock University will start a LinkedIn network. This will give alumni another outlet to stay connected to each other

and updated on campus happenings. LinkedIn can also benefit faculty and staff as they may want to join the network of where they are employed. Another advantage of LinkedIn is students close to graduation can use the university's LinkedIn as a networking opportunity, where they may find potential job opportunities.

Links to all three of these social media outlets will be available on SRU website's social media, Rock-About-It, page. This will be maintained by interns various departments at Slippery Rock. The university's public relations office maintain a majority of our projects to ensure that our social media campaign will have a tie to the most current news and events happening on campus. This will be especially useful for outlets such as these, as current news and information will be constantly posted and updated. The Alumni specific pages of this project will be controlled by the alumni house interns.

### **Rocket Video Log**

Every semester one person on the Rocket staff will be assigned as the official Vlog reporter. This person will receive a Flip video camera and, like the other Rocket staff members, will have an assignment each week. The difference is instead of writing an article about their assignment for the Rocket, he or she will Vlog about it. The Vlog will be a live feed which students will be able to watch the event as it happens.

Since the articles will be featured as a live feed, the assignments given to the Vlog person will mostly consist of exciting events happening on campus or unique stories worthy of video footage. This includes things like concerts, athletic games, cultural events, or significant news.

The Vlogs will be archived and can be found on the Rocket page of the Slippery

Rock website. The weekly Vlog will also be located on the Rock-About-It social media page of the SRU website, which is discussed later. All Vlogs can be posted on the university's Facebook and Twitter pages, as relevant. This will be especially beneficial for the alumni accounts, to help keep them updated and in the loop.

This application is to enforce the effort of the use of videos and social media at the university. Giving this project to the Rocket staff allows students to participate in this effort. Rock-About-It is here to implement projects that can improve social media at Slippery Rock. However, we want the students to participate and help us with this effort.

### **YouTube Account**

One thing many people may not know is that Slippery Rock has a YouTube account. Rock-About-It wants to change that. We plan on completely recreating SRU's account and their purpose. It will now be used to target prospective students and provide them with short, entertaining videos of various organizations they can participate in once they attend the Rock.

The purpose of the videos is to not only inform potential and current students about the different organizations Slippery Rock has to offer, but also to generate excitement about them. Organizations are encouraged to be creative and humorous with the production of their video.

Though the videos will be put together by students in their organizations, they will be maintained by the interns from the public relations department. A link to these videos on YouTube will be placed on the social media Rock-About-It page of the SRU website.

Since these videos are on YouTube, anyone can see them, not just prospective and current students. This may give the university outside publicity and attention. One of Rock-About-It's goals is for the world to see that Slippery Rock University is up-to-date with technology and able to use social media to their advantage.

(See above for more details)

## **Tours**

Rock-About-It wants to use Rocky to encourage social media on the Slippery Rock campus. Rocky will do tours of various buildings on campus. For example, he will do a tour of the Eisenberg Class Building and show off the communication department for potential communication students. This short video clip will be posted on the communication department page on the university's website. Similar videos will be done for other classroom buildings and be posted on the appropriate department's webpage. These videos can also be found on the main social media page on the website.

Using video as our tool for this project ties in with the video theme of our campaign. This project of our campaign will also be maintained by interns at the university's public relation office.

## **Page on SRU website**

Since we have so many different projects involved in this campaign, there will be a social media link on Slippery Rock's website which will put everything in one place.

Every project that is a part of this campaign will be featured on this page. It is an easy way to show how the university uses social media, and put it in one easily accessible spot. This page will help to tie all of the projects in our campaign together by featuring

them on a single page. It is the solid evidence of our campaign. It will be broken up by the three different publics we are targeting, and it will be fun and interactive. This will be in the last phase of our campaign once all of the other projects are completed so they can be linked to this page. This page will be maintained by interns and work study students in the public relations office at Slippery Rock.

### **Flyers / Improve publications**

Another project in the final phase of our campaign is focused solely on promoting it. We laid out all of the projects we are implementing to improve social media at Slippery Rock, now we want to promote them.

The first thing is to improve existing printed publications by including a promotion for this campaign at the bottom of all publications and on signs around campus. For example, it would say, “follow us on Twitter or ‘like’ us on Facebook” and then list the SRU names for each. The alternations will be done by the public relations office at the university.

Finally, we will raise awareness about this campaign by posting flyers all over the university. The flyers will include all of the projects previously mentioned and encourage students to participate. These will be designed by the Rock-About-It campaign group members.

### **TV Commercial**

As a final phase of Rock-About-It’s campaign, we will be shooting a commercial that will not only promote the school, but also show everyone that Slippery Rock University uses social media. Once the main projects have all been launched, this commercial will air to demonstrate how Slippery Rock is keeping up with the times. A

large focus of our campaign is not to create a bunch of new social media projects, but to add to and improve existing ones, and to promote them. This commercial is one way we plan to promote social media at Slippery Rock.

### **Description of commercial**

The commercial takes you through a boy getting accepted to the university and how he used SRU's social media outlets to get connected and aware of everything Slippery Rock has to offer before he even got there.

There will be no spoken lines but upbeat music will be playing in the background. The story will be told through a series of different shots and words on the screen.

- Boy clicking on "Apply to University" button on the SRU website
- Boy tweeting that he got accepted and then following the "SRUCurrent" Twitter account
- Boy watching YouTube videos about organizations
- Boy joining Slippery Rock University group on Facebook
- Boy watching a tour of a classroom building on the science department page
- Boy moving into dorm and looking happy

## **Timeline**

The campaign will be executed throughout a one year time span.

### **Phases**

1. (1 month time span) Official meeting(s) to discuss future campaign proposals and ideas
  - a. Ideas for campaign will be discussed and details about how to execute the proposal successfully will also be reviewed

- b. Begin to inform public on upcoming social media efforts
    - Tell them to look out for upcoming projects
  - c. Hype up campaign and get people excited about it
2. (Will expect an increase in followers, friends, and 'likes' within the first two months of campaign) Update timeline for the ideas that were presented
- a. Update current accounts for Facebook, Twitter and LinkedIn
    - i. Begin to add friends/followers
    - ii. Update sites regularly with statuses, photos, news and information
3. (Production will begin within the first 3 months of the campaign and will be launched by month 6) Begin to apply fundamental aspects of the social media campaign
- a. Create Rocket Video Log (RVL)
  - b. Shoot and post video tours
    - i. Short videos of the different departments on campus
4. (Will be ready for distribution by month 9) Re-print SRU publications / Promotion of campaign
- a. Include SRU Facebook and Twitter names on new publications
  - b. Maintaining new vlogs link to Twitter and Facebook
  - c. TV Commercial

# ROI

ROI for complete campaign

## **Non-Financial**

Social Media will enhance Slippery Rock University by opening up the lines of communication between the University and its students, prospective and current, as well as alumni. Although the University will not be providing funds initially, the proposed campaign will provide non financial social media effort suggestions.

Before the “Rock-About-It” campaign, SRU was lacking social media efforts. The current social media status is as follows: Facebook Slippery Rock University page has 1597 ‘likes’. Twitter has 192 followers and the latest tweet was September 30.

The “Rock-About-It” campaign plans to enhance the two primary social networks by improving the number of people that utilize the pages regularly. We will do this by using interns to consistently keep Facebook and twitter current and updated. These interns will log into Facebook and Twitter and begin to add and follow students and alumni. By updating the pages on a day to day basis, this will give the university’s followers and friends a good reason to stay current with these two social media outlets. By the end of the second month of the campaign we hope to have doubled the activity (likes, friends, followers, status updates and tweets) taken place on these social networks. By the end of the twelfth month of the campaign we hope to have quadrupled the activity (likes, friends, followers, status updates and tweets) taken place on these social networks.

The launch of Rocket Video Log (RVL), short videos of the different departments on campus, will enhance the Slippery Rock community by providing a visual outlet of

what SRU has to offer, such as academic departments and extracurricular activities. We will monitor how many views and likes each video receives between month six and nine. And between month nine and twelve we hope to double the amount of views and likes received at month nine.

## **Financial**

Our campaign will launch a Rocket Video Log (RVL) which will demonstrate different departments on campus. Local businesses have the opportunity to utilize the RVL to promote their business by buying commercial time that will be featured at the beginning of each RVL. We will offer three different time lengths of commercial space that each business can choose from.

- 10 second spot- can be purchased for \$50/month

- 15 second spot can be purchased for \$75/month

- 20 second spot can be purchased for \$100/month

By providing an opportunity for local businesses to purchase commercial spots, this will increase their sales as well as draw popularity to the Rock-About-It campaign. Our goal is by month nine, to have five local businesses purchase commercial spots in RVL and throughout the campaign have that number steadily increase. By month twelve the members of the campaign will evaluate the outcome of RVL and determine based on the number of likes and views, whether or not the price of the commercial spots should be raised.

The Rock-About-It campaign plans to not only target students and the local community, but target alumni as well. Alumni are a very important audience to appeal to, as they can speak as advocates on behalf of the university. We plan to gain support

from alumni by creating a LinkedIn account as a way to unite the audience. While the amount of LinkedIn members accounts more for the non financial aspect we hope to persuade this audience to increase the amount of donations given back to the university through the efforts of the Rock-About-It campaign within the first year of the campaign.

## Conclusion

As we have proven through the development of this campaign, increasing social media efforts and implementing a whole new plan for it will greatly benefit Slippery Rock University as well as its publics. Enacting this campaign will show our dedication to those who are interested in us. It will keep open communication with our audiences engage them in what is going on at the university. So now all that is left to do is Rock-About-It.

## **ABOUT PAGE**

Nikki VanDyke is a junior Communication major. She worked collectively with the group in developing the Rock-About-It social media campaign. Her specific contribution was the publics section of the paper. There she described all of the target audiences as well as how and why the campaign is geared toward them. In addition she wrote the conclusion of the paper and created the campaign logo. Finally she played a key role and editing the paper.

Meagan Lenze is a junior public relations major. She worked on the write up for the actual projects Rock-About-It are implementing through their campaign. This included descriptions of all of the different projects, how that particular project will fit into our campaign, who will maintain it and why chose to do that project. She also worked on the formatting and layout of this paper. She wrote the introduction to the entire campaign and the introduction to her section of the campaign. Everyone equally contributed to the name, colors and design of our brand.

Justin Brown is a senior public relations major. As a member of the Rock-About-It group campaign, Justin Brown contributed equally to all assignments. Justin did research on the university statics and profile. He also came up with a list of company objectives, strategies and goals. Ten ways to increase the ROI was something he also contributed along with the top ten university organizations. Justin gave out a survey that he created to 50 residents on the Business information social science floor living learning community in the residence halls. They took the survey; he compiled it and came up

with those statistics. Charts, graphs and other visual examples were also contributed by him. He edited the paper as well as his group members. We all gave equal time and energy toward the social media names, colors and designs.

Emily Hamidi is a senior communication public relations major. She contributed to the Rock-About-It campaign by researching other similar successful and unsuccessful social media campaigns. She wrote the relevant facts and statistics portion of the paper to support why our strategy would be effective. Emily, along with Kristin, helped to write the ROI and metrics portion of the project. Lastly she attended all group meetings and also wrote the bibliography.

Kristin Fulwylie is a senior communication major focusing in public relations. For the campaign, Rock-About-It, she contributed by attending all group meetings. She also contributed by creating the impact objectives, the time-line and placing each portion of the campaign into phases as well as working along with Emily to produce the ROI and the metrics portion of the campaign.

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